



NEW ZEALAND
Life Coaching

How To Become a Great Life Coach

7 Tips To Transform People's
Lives (And Get Well Paid For
Doing It)d

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First Some Reasons Why EVERYONE Should Learn Life Coaching

Excuse me if I get a little excited about the subject of coaching as I lay it out for you here.

It's just that I've seen again and again the positive changes it can make in people's lives.

So many are suffering and settling for second best. And the saddest thing is, they eventually believe that's all there is.

A coach literally pulls the blinkers off people's eyes and transforms their lives for them. It's that simple.

It doesn't matter if you want to help people in the realms of business...health... lifestyle... spiritually...even just in your own personal life.

Whatever your personal goals and plans, here's why coaching will set you apart and give you the power to help anyone.

In a moment, I'll share some powerful strategies for actually becoming a great life coach yourself. First here's some reasons why you might want to consider taking the leap.

1. You Become Extraordinary – Even Superhuman

I'm deadly serious about this. Everyone has a unique set of strengths and an energy that are theirs alone.

When you learn the skills of a coach, you'll understand what **makes you tick and what makes you perform at your awesome best**—more than you ever have before.

And, of course, you'll be able to do the same for others. You'll know how to switch on the lightbulbs for them and get them to shift their awareness and results easily.

2. You Become Better at Relationships (Personal & Professional)

When you understand the coaching process, you start to use it naturally in all situations. You see the potential and possibilities in others and you can't help wanting to bring it out for them.

You learn how to listen to others more deeply and profoundly than ever before. You start to really understand them. You also learn how to create the space in which others start to find truths and answers within themselves.

People become comfortable with you and you become a very powerful and valuable communicator. A person of great influence for change, health, healing and happiness.

3. You Gain Skills Which Are Extremely Valuable

Someone with high level coaching skills—like the ones you will gain—tend to progress much faster on the career ladder and in business.

The reason is obvious. As a great coach you become a secret resource for any business or organization. You become a true 'Rainmaker'.

Anyone who knows how to bring the best out in an individual—or team of individuals—will always be in high demand. You'll be calling the shots and making a big difference in your world.

And I confidently predict, you'll be earning more and seeing opportunities everywhere. If you already have a training, consulting or therapy business, I can guarantee obtaining coaching skills will help you grow it dramatically.

4. You Make People Feel Amazing

There is nothing more rewarding than seeing somebody 'light up' simply because you've spent time with them and helped moved them forward.

Whether we're talking about actual coaching clients... your own family and friends... or someone you met in the street.

When you understand how to coach, you can make people feel younger and full of energy. You can make them feel healthier, like anything is possible. As well as partnering with them to improve their day to day lives, you also fill them with that greatest of human needs—hope!

5. You Combine Your Coaching Talent With Your Existing Skills and Activities

Whatever it is you already do:

Your job, your keen interests, hobbies and activities, sports and recreation...

With an understanding of life coaching, you will get way better at it. That's a fact.

And you start helping others get much better too.

Think about it. Who do you know—or have known in your life—who really inspires and influences others? In your experience, who do you know who brings the best out in people? Makes them feel great or perform at their optimum?

I'll prove to you that the person you're thinking of is a great coach. And the great news is—you can easily be like that too.

6. You Get to Figure Stuff Out About Yourself

If you've ever felt there's more to life, you have more to offer, then coaching helps you get your plan straight.

You have great potential in you. Of that, I'm sure.

But how to uncover it and find your life's true path—your destiny? That's the big question. And like all unanswered questions people have, coaching is the perfect, ultimate tool to get you answering them.

And again, imagine being able to do that for others...

You'd be amazed how many people come on our 5 day breakthrough life coaching course not knowing exactly “why” they chose to do it. If that's you and you're attracted to our training, but you don't know exactly why or what you want to do with it, don't worry—that's perfectly normal.

7. You Become a Natural Leader - In *Your Own Comfortable Style*

There are so many different types of leader—loud and flamboyant...
through to quiet and inspirational... funny...analytical...
mesmerizing...etc

When others feel that you might be able to help them make changes or find answers—you become, in many ways, a leader. And people love you for it.

As we get older we tend to have less new adventures... not make as many close new friends... settle more and more for less than we thought we would.

Life coaching is an adventure that totally changes all of that. If you ever felt that coaching was somehow a little dry, or business like, or something theoretical and systemised...

Think again!

A week of learning life coaching with us, and things will never be the same. The ultimate reason everyone should learn coaching is that you get to design your own life—on your terms. You become free.

And imagine what others would pay you and offer you to help them do the same.

If you haven't taken a look at the testimonials for the 5 Day Program, you should go and read them now.

They may well inspire you and you'll see just what you'll get personally from attending one of our 5 day training programs.

<https://nzlifecoaching.com/testimonials>

Meanwhile have a read through the following 7 tips and strategies for becoming a great life coach starting today.

Have a great day!

A handwritten signature in black ink, appearing to read 'Ed Lester', with a long, sweeping underline.

Ed Lester
NZ Life Coaching

Tip 1: Show Don't Tell – Let Your Client Find Their Own Diamond

One of the great misunderstandings about life coaching is that we tell people what to do or direct them. This simply is not the case.

If you find yourself constantly giving your client advice or telling them what to do, that could be a hindrance to progress.

A famous artist once said: “To suggest is to create. To describe is to destroy”

You'll find the more you can create an environment for change and let your client own their success and change, the better a coach you'll become.

Just making that one mindset shift alone will put you head and shoulders above most coaches in terms of your effectiveness.

Tip 2: Learn to ask amazing questions that light people up

It is often said that when you ask a great question you are 50% of the way to the solution. Get into the habit of asking **questions that empower others and create a world of possibilities for them.**

- What would you do if you could create a job or a business around your passions?
- What's stopping you from living your dream life right now?
- What decision could you make that would make today a really great day for you?
- Who could you call right now that you've been meaning to and putting off for ages?
- What's really holding you back?
- What are your big goals for this week...this month...this year?
- How would you feel if you were able to get past your current fears, worries and doubts?

These are just a few ideas. You could get really creative and strategic. But don't ever underestimate the powerful impact a great question can have. You can literally “jolt” your client into seeing possibilities and creating positive changes.

Tip 3: Learn the Secrets of Motivation Coaching and Language – Build a Ladder to the Stars

One of the reasons people don't change is it's scary for them.

The way I think about this is that they're climbing a ladder to their goals, and some of the rungs are missing. So they get stuck.

And as a coach, through powerful questions, stories, energy work, support and other resources, we help create the next rung for them. That way they have ownership of their journey and can make rapid progress.

Tip 4: Understand the Truth About Uniqueness – Work With Your Client's Emotional and Spiritual DNA

The biggest mistake you can ever make is to take a purely academic or scientific approach with your clients.

Everyone is different. Look for the uniqueness and the point of difference in your clients and you'll unlock their source code for change. Treat everyone the same and follow a "paint by numbers" strategy and you will almost always come unstuck. Because as my mother always taught me "The world would be a very boring place if everyone were the same."

Tip 5: Understand the Value of What You Do and the Change You Can Create in the World

Underestimating the positive value you bring to the world is the undoing of many coaches. When you think about what you bring to the table in ANY coaching relationship you should always keep in mind the famous words of Marianne Williamson both for yourself and your client:

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be?

Tip 6: Understand Your Big “Why”

When you know why you are learning to coach...why you want to help people create positive change in their life... why you are seeking to make the world a better place...

Then you can start to really enjoy your work. And people will sense that purpose and energy in you. It's the most powerful experience of all. To truly discover your place in the world and to help people from that perspective.

Tip 7: See More in Your Client Than They See in Themselves – Don't Accept Mediocre and Don't Let Your Clients Accept it Either

As Oscar Wilde famously said:

“We're all in the gutter but some of us are staring at the stars.”

The point for us is that there has to be a profound belief within the relationship that amazing things are possible. When you see another person's potential as being unlimited you adopt an abundance perspective. You start to see possibilities for your client that will inspire them. It's a profoundly empowering perspective to take.

In summary, when you adopt the 7 perspectives and strategies I've outlined above (or even some of them - perhaps even just ONE of them) you'll become an amazing life coach. You'll be able to help others immediately. The key is never to step outside of your skills and abilities. That said, you'll be amazed at how many people you can inspire and touch in wonderful, profound ways immediately.

I hope this report has given you true value. It's written from the heart and it's what I know works from many years of experience, trial and error.

I hope one day to meet you on a training course or in some capacity. But whether or not that happens, let me wish you all the very best on your journey to helping others...finding your own amazing pathway... and making the world a happier, healthier and better place for all.

A handwritten signature in black ink, appearing to read 'Ed Lester', with a long, sweeping horizontal line extending to the right.

Ed Lester