



**LIFE MASTERY INSTITUTE**

*The Premier Training Center for Transformational Coaching*

# *7 Secrets To A Successful Coaching Business*

*Presented by...*

*Life Mastery Institute*

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*(A Letter from Life Mastery Institute founder, Mary Morrissey)*

Dear Future Coach,

Becoming a speaker, teacher, coach and empowering thousands of people with your work is—and I mean this— the most important calling on the planet right now.

I want to take a moment to acknowledge and honor your desire to be someone who makes a difference to others in this world. Simply by virtue that you are reading this letter right now, tells me that you are a “tip-of-the-arrow” person – an individual who is brave enough to seek out their purpose and make a positive impact in the lives of others.

I’ve had the privilege of being a successful speaker, author, and coach for over 30 years now. I’ve been down the “speaking, teaching, and coaching road” for many decades, and one of my greatest joys in life is helping someone achieve their dreams and manifest their heart’s desire.

I’m proud to say that I’ve built two multi-million dollars businesses, spoken to thousands of people all over the world, written two best-selling books...

But most importantly, through the Life Mastery Institute, I’ve certified and trained hundreds of people just like you (difference-makers) to become Dream Builder Coaches. And I’ve showed them how to build their own thriving coaching businesses.

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Creating success isn't just about knowing which path to take, it's also knowing where the pitfalls are and how to avoid them.

Among my successes, I've also made significant mistakes in my career, and suffered some big failures. At one point, I went completely bankrupt. I lost my career, my house, my car, and my marriage all in one fell swoop. I was scared, stuck, and definitely embarrassed.

Perhaps you've made some mistakes or had some failures as well. What's important to know is that failing does not equal failure. But rather, failing is a necessary part of the formula for success – as long as you keep moving forward. Why? Because you make discoveries, and what you learn becomes the wisdom that guides you.

Although my mistakes were painful, they provided me with great teaching of what to do and what *NOT* to do.

It was those invaluable experiences that lead me to discover the formula for coaching success. Within just a few short years, I built up another multi-million dollar speaking/coaching business – even better than before!

You see, once you know the formula, replicating your successes becomes something you can repeat and predict.

These 7 Secrets To a Successful Coaching Business now in your hands could save you years of costly trial and error. *Most coaching institutions won't*



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*even tell you what I'm about to disclose.* That's why I compiled this success kit for you—I want to empower you to be successful!

So keep reading all the way to the end, because #7 of these “seven secrets” is actually a special Quantum Coaching Secret for you. This secret is so huge it will quantum leap your coaching business into a place of opportunity and success that most coaches never achieve. Why? Because I'm going to tell you *why most new coaches FAIL*. And it isn't what you think...

(NOTE: There is also a “must see” training video you want to be sure to watch that goes into even more detail about how to generate the kind of success you want, so be sure to check that out after you're finished reading. Here's the link ==> [Life Mastery Institute Training Video](#))

One thing I know about you already is that there's something inside of you calling you to be more. That calling guided you to this document!

One of my favorite quotes says, “Every blade of grass has an angel leaning over it, whispering ‘Grow, Grow, Grow...’

As you know, a single blade of grass can break through cement to reach the light.

Whatever that cement may be for you: not enough time, a lack of money, not enough knowledge, lack of confidence, fear of failing or even past failures—I know you can break through it and achieve the life that's waiting

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for you.

Doing your research to find the program that's the perfect fit for you is important, and I commend you! It's wise to find a program that fits who you are and your goals.

So, I'm going to assume that you already KNOW that you want to become a life coach, and that you want to avoid the expensive mistakes most new coaches make... and that you want to build a successful coaching practice right from the start.

Regardless of what certification program you choose, these 7 factors should be present in your training program because these are what make you successful in this field, and not only that, make you successful right out of the gate so you are earning income from the get-go.

In my coaching company, The Life Mastery Institute, we believe everyone has the capacity to live their dreams, even their biggest dreams! If your dream is to coach others, then it is our privilege to support you on your journey as a dream builder.

So let's dive in!

Below, you'll find the 7 principles that all success coaches use to grow a thriving coaching practice.



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The exercises that follow each of these principles are to help steer your thinking in the right direction. Don't spend lots of time on them. They are

intended to give you a starting point. In our Life Mastery Consultant training we dive even deeper in, providing done-for-you research, road maps, decision-making tools, templates and more.

It's also ok if you don't know your answers right now. We are here to help!



## **7 Secrets to a Successful Coaching Business**

### **1. Attract Clients With...**

...Your "WHY". Why do you want to coach people? The single greatest asset you have to enroll people in your coaching is your sincerity. In other words, why you want to help them.

Many struggling coaches get dollar signs in front of their eyes and want clients in order to make more money and alleviate their own suffering. This just repels potential clients!

Your clients want to work with you because of what you can do for THEM. When they feel your genuine enthusiasm about helping them, coupled with a transformational coaching program, they get motivated to sign up again and again.

Please complete these sentences:

- The part about helping others that makes me feel fulfilled is...
- When I give my gifts I feel...
- When I help someone achieve a goal I feel...



## **2. You Will Find Your Clients By Knowing...**

... Your "Perfect Client". Successful coaches have a picture in their mind of their perfect client. As a coach, your job is to help people solve problems – so what types of problems do you enjoy solving the most?

Knowing your perfect client allows you to target your marketing, so that you can attract clients who have the means to invest in your coaching; and you can attract them with less time and energy. Now, this may sound counter-intuitive, because you might think that you want to help as many people as possible. But if you go too broad, clients won't be as likely to perceive that you will meet their needs.

When you target a perfect client, your clients will recognize that you understand their frustrations and challenges and that you can help them. They will see your messaging and think, "That's me!" And that's what you want, because they will line up to sign up with YOU.

Please complete these sentences:

- The age range I would love to help is...
- The kind of person I would love to help is...
- The professions I would love to coach are...
- The challenges I want to support people through are...





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- The spiritual background I want my clients to have is...
- The income range I want my clients to have is...
- The goals I want to help my clients achieve are...



### **3. A Classic Coaching Mistake: Getting O.O.A.**

O.O.A stands for “Out of Alignment”. It’s important that as a coach you choose a program that is aligned with your values and beliefs.

You want your curriculum to be in harmony with your beliefs because this equals income!

But you might be thinking, “Of course I will coach what I believe.” Sounds obvious, right? Not so. When choosing a coaching certification program, it’s possible to end up with principles that you teach your clients that you yourself don’t even like to use. Yikes! And guess what, even worse, clients can intuit it and they don’t spend their money on your services.

Successful coaches have beliefs and personal practices that are *aligned* with their coaching curriculum. That’s how the money pours in. There is alignment. Coaching people and helping them achieve their dreams is very personal work – and there are different types of approaches. Many of the coaches who choose our company do so because they prefer to work with spiritual principles, like the Law of Attraction, and teach those to their clients.

You want to make sure that the coaching certification company you choose is in alignment with your values and principles.

Please complete these sentences:



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- My top three values in life are...
- The values I want my coaching certification program to hold are...
- The spiritual principles that are important me are...



## **4. You Must Have A *Proven* Program**

It's frightfully easy to spend a lot of time and money experimenting with new coaching models that don't work and leave you and your client feeling frustrated and empty handed. All successful coaches have a proven program (or curriculum) that they rely on to coach their clients. So you need one from the get-go.

The challenge is most coaching certification trainings give you information on how to coach, but they do have proven program of transformation? At the Life Mastery Institute, we provide our coaches with "The DreamBuilder Program". This is a 90-day program that helps your clients get in touch with their dreams—the kind of life they would love living. It helps them see the gap between where they are now and where they want to be; and helps them access the answers they need to achieve their goals and dreams.

AND, when you have a program to coach clients through (a journey of transformation) they commit for a block of time. This is key!

At the Life Mastery Institute, we focus on teaching you how to make a transformational difference in someone's life. That's when you end up with clients for many years!



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Please complete these sentences:

- The amount of money I would love to earn as a coach is...
- The amount of money I am willing to invest in my training is...
- The limiting mindsets I'm willing to release in order to have what I want are...



## **5. The Fastest Way to Enroll Clients is...**

There are many strategies for attracting clients but by far the most immediate and effective way to attract clients is through speaking and *leading workshops*.

How does someone decide that you are the coach for them? *The most effective way is to give them a taste of what you do.*

Just like many supermarkets give you food samples to whet your appetite, speaking or leading a workshop allows you to teach new ideas and expand your prospect's awareness of what's possible. This gives everyone in the audience an experience of what it would be like to work with you. Your potential clients get to know, like, and trust you. Which makes the decision to invest in coaching with you a no-brainer!

But first... You need a proven workshop. Having a workshop or presentation that inspires people, teaches them effective principles, and motivates them to take action in their lives is essential for attracting new clients. You also need to use the right offer at the end of the workshop to invite clients into your coaching program so that your audience feels supported rather than sold.

Please complete these sentences:

- The number of people I would love to have in my workshops is...



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- I types of workshops I enjoy the most are...
- The feelings I want my attendees to have when they leave my workshops are...
- The principles I would love to teach in workshops are...

It's okay if you don't know the answers to these questions! It takes years to develop this material. That's why at the Life Mastery Institute we provide all of our coaches with a proven "Vision" workshop that has teaching guides, speaking points, discussion questions, and inspirational stories to support you in delivering powerful workshops.



## **6. Enroll Clients With This Effective Technique...**

Most new coaches get stuck right here. They freeze at the idea of enrolling potential clients into their coaching programs because they don't know what to say and they definitely don't want to come across as "salesy".

The most effective way to enroll clients into your coaching programs is to offer them what's called a "*complimentary strategy session*". This is a strategic 30-minute session that is designed to help your client get clear on what they really want, understand where they currently are, and the next best step they can take that will move them in the direction of their dream.

It's critical that you have the right formula during this strategy session so you can help potential clients see the value in your coaching. When new coaches don't have the right strategy session formula, they end up spinning their wheels, giving their valuable coaching away for free.

With the right sequence of questions, your prospective client will not only say "thank you for helping me so much"; but they will be the ones who ask how they can invest in working with you.





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Please complete these sentences:

- The way I will show new clients my value as a coach is...
- The kinds of transformations people will experience from working with me are...
- Imagine receiving a "Thank You" letter from a client for helping them achieve their dream. What does it say?

Again, don't worry about answering these questions in detail. These questions are designed to get your mind moving in the direction of being a coach. Here at Life Mastery Institute we offer our coaches a complete strategy session formula with script to enroll new clients so that you have something to lean on, and our results prove that it works!



## **7. The #1 Mistake New Coaches Make...**

The biggest mistake new coaches make is they charge by the hour for their coaching sessions. It turns out that's the worst way to charge people for your services.

Here are some reasons why coaching by the hour fails to deliver to both you and your clients:

It doesn't support your clients because after the session they inevitably face their paradigms -- they gravitate toward old habits and retreat to comfortable albeit unproductive behaviors. They need consistent support in order to achieve real lasting transformation. And it's lasting transformation that clients want.

For instance, for one client his dream might be to lose weight. For another, her dream is to get married. For another, a higher paying job. NONE of those things can happen in just one session with you!

Now for you, coaching by the hour is crummy for lots of reasons. One, you have to resell them on your coaching program at the end of EVERY call. And that really isn't a conversation you're going to enjoy having every day five times a day.

Also, you won't have consistent income. And I assume you would like to know and count on how much money you will be making each month. You can't do that if you coach by the hour.



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The key here is that you must enroll clients into a program of study with you for the proper amount of time and at the proper intervals of check-in. When you have a proven program with proven steps over the right amount of time, with consistent support your client will experience a transformation.

And I mean a MASSIVE transformation! Like a lost 70 pounds transformation, or a got married to my soul mate transformation. Or even a doubled-my-income transformation!

And when that happens, your clients will ask you the sweetest words to fall upon your coaching ears: "What's your next program?"

AND, it gets better. They will be so enthused about your program that they will refer you out to other people. And their friends, family, and network will have seen the changes taking place in your client's life so they will ALREADY KNOW that your program delivers results!

Please complete these sentences:

- I number of clients I would love to coach is...
- I would like to work with my clients for \_\_\_\_ period of time on average...
- The transformations I would most like to help people with are...



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Again, you want a proven program, which means the right steps in the right order, for the correct amount of time, with the proper frequency of support. At Life Mastery Institute, we give you that formula and the entire program when you sign up to become a coach with us. We don't want you left in the dark trying to figure this stuff out by yourself. We want you to succeed!

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And now, for the biggest secret of them all...

**Bonus! \*\*YOUR QUANTUM COACHING SECRET\*\***

I promised you at the beginning of my letter that I would tell you why most new coaches *fail*. There are a lot of great coaches out there living double lives – working a “job” to pay the bills and trying to coach on the side because they haven’t grown their business to a place where they are enjoying speaking/coaching full time.

Yes, this is a sad truth. One I am working to remedy. There are many coaching certification programs out there, and we’ve actually had lots of previously certified coaches go through our program, because simply learning how to coach a client isn’t enough.

*Here’s your Quantum Coaching Secret...*

*Most new coaches fail because they weren’t **given a proven business model** in their coaching certification program.*

Now, don’t get me wrong, you do need to know how to coach someone to reach their dreams and goals. But you also need to know where to find clients, how to enroll clients, and the strategies that create an on-going flow of new clients who fall in love with you and want to coach with you again and again.

And your coaching certification program is where you need that structure to

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come from. It should be interwoven in your training so that you are set up to succeed from the START!

That's why in our coaching certification, we feel it's important to not only teach you the proven format of how to coach and transform someone's dream into reality...

...but we also give you the proven business model for how to grow a thriving coaching business.

Our goal at Life Mastery Institute is that you are so busy coaching and making money that you never have time to worry about finding new clients.

Sounds good, right? That's what a proven business model gives you.

I hope these strategies and principles serve you choosing the right coaching certification program for you.

Curious about finding out more about the Life Mastery Institute?

Just call this number to talk to one of our enrollment mentors:

1-800-914-6958 Or visit this link: [www.LifeMasteryInstitute.com](http://www.LifeMasteryInstitute.com)

And I hope that this information serves you on the path to success in your coaching career!

To Your Coaching Success,

Mary Morrissey

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