



# 4 MISTAKES TO AVOID WHEN BUILDING YOUR SUCCESSFUL LIFE COACH BUSINESS



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## MISTAKE #1 CALLING YOURSELF A LIFE COACH

I know this might sound shocking, but it's the truth. Why? Because 1. You are then in an ocean of many 'life coaches' and don't stand out. 2. People won't know what you actually have to offer and 3. Other poorly trained Life Coaches might be ruining your title for you. ILS Coaches are encouraged to find 1-3 areas of speciality and then to market themselves as that. Your training covers dozens of options.

2

## MISTAKE #2 LIMITED TOOLBOX

Need we mention that you would get bored and lose clients if you only knew a few ways to coach. Many non ILS Coaches go into the world with only 1 way to coach! The ILS Master Coach qualification course equips you with 50+ ready-to-go customizable coaching processes. You are also trained to be able to coach without any processes, to deliver fresh, powerfully personalised coaching sessions.

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## MISTAKE #3 OBSTACLES FROM OBSTACLES

It's true, many brilliant Life Coaches struggle when their clients hit inner obstacles (fear, procrastination, self worth issues etc). So when ILS started refining their methods over 20 years ago, we made sure that our coaches were well equipped to help clients to transform their inner obstacles. More than 50% of your training with ILS is designed for this.

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## MISTAKE #4 LIMITED BY LOCAL

We live in a global village. People and companies are looking for international standards, and international accreditation. We suggest that you don't rely on local accreditation but look to the best in the world to be accredited by. ILS have every module and the entire ILS Master Coach Qualification accredited at the highest level by the ICF.



# 4 STEPS TO TAKE WHEN BUILDING YOUR SUCCESSFUL LIFE COACH BUSINESS



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## STEP #1 BE STICKY

At ILS we have a saying, "Be sticky!". A website is sticky if you stay on it. We stay when it's relevant + specific + helpful. Turns out, this is the key to winning clients. Never SELL, simply listen and use your coaching to find out **what** someone needs, **why** they need it and **what** they believe will work. Match this exactly, customise and win a very happy client. The 50+ ILS Coaching Processes are built for maximum stickiness.

2

## STEP #2 FOLLOW THE LEADERS THEN LEAD THE FOLLOWERS

Keep in touch with global trends across various industries. If you spot a trend or a new market/industry to serve, no need to reinvent the wheel, simply adapt, reframe and repackage for new niche markets. Then lead the way. The ILS Coach system is built for trail blazing new niche markets and new industries. We reformat leading winning coaching solutions for new needs and new markets.

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## STEP #3 WIN FANS WITH GOOD OL' FASHIONED WOWNESS

Once you have sold a client, you now have to deliver a WOW coaching experience. You need a big toolbox for this, and world class training. ILS training is ICF accredited and brings you a massive toolbox with life changing processes. Our formula works. That is why our top Life Coaches command top rates and why they win premium clients.

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## STEP #4 BE MORE STICKY

Stickiness doesn't stop after 1 or 2 coaching clients are booked, you need to stay sticky. The best way to do this is to look for niche markets that you love. Custom build your coaching services to new markets. The ILS Master Coach Training will teach you how to be sticky, very sticky, so that you can win clients and deliver powerful coaching.