

# LIFE COACH ROADMAP

Your **12 Step** guide to  
becoming a qualified, successful and  
internationally credentialed  
**Life Coach.**

COACH  
INSPIRE  
MOTIVATE  
TRANSFORM



*By Coaches.  
For Coaches.*



**InnerLifeSkills**  
coaching methodology

*Empowering you to Empower Others!*

[www.innerlifeskills.com](http://www.innerlifeskills.com)

# WELCOME



The InnerLifeSkills® (ILS) trainer team.

The knowledge, care and expert guidance that has gone into this roadmap, is the fruit of over 20 years of research, testing and refinement. It meets, and in our opinion often actually exceeds, international best practice. And perhaps most importantly, this roadmap is proven in the lives and careers of our coaches. Many have walked the path that you are on today. Following this roadmap really works.

It's no secret, that we love what we do. And it's no secret that our team have a 'give first' approach. We want you to become a successful life coach because we believe that the world needs skilled and inspired life coaches. What could the world look like if more people asked empowering, positive questions, if more people took accountability, transformed their inner obstacles and went into proactive action? What would our schools look like if teachers coached? What would business look like if leaders coached?

How would parenting, relationships and family life improve? What would real social upliftment look like? Well we can tell you how all of this looks, because we see our coaches changing the world every day! In schools, in homes, at work, in communities... everywhere that they are, our coach graduates wake positive change.

Your job as a coach, is to ignite positive change by waking people up to new perspectives, aha moments, real solutions and accountable action. Before you invest in a qualification course with us or with any credible training company, study this roadmap. Use it! And keep it to guide you.

May your dreams of becoming a successful Life Coach become a living reality.  
Our ILS Master Coaches really do change lives – they make our world a better place.  
Use this roadmap to work towards earning the privilege of doing the same.

Colleen-Joy

Managing Director

InnerLifeSkills Coaching International .





# Successful LIFE COACH

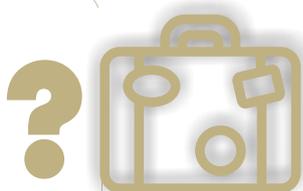
## 12 STEP ROADMAP



### 1. DO THIS RESEARCH

Before you begin your journey, make sure that you've **packed**...

- Knowing what coaching really is.
- Knowing what inspires you to do this.
- Have a choice of 3 ICF internationally accredited courses to choose from.
- Budget to invest in your studies.
- Read this helpful ROADMAP PDF.



### 2. SET MILESTONES

Set ICF (International Coach Federation) competency goals...

- ACC: get your foundation skills.
- PCC: qualify as a professional coach, even start charging here.
- MCC: qualify at master level, with sought after coaching skills and an extensive coaching toolbox.



### WARNING POSSIBLE ROADBLOCK!!

Academic (government) courses are virtually all theoretical. Choose between ICF accredited courses for practical training.

### 3. GET ACC TRAINING

Acquire ACC competencies so that you can coach: goal setting, action plans and build coachee accountability.

**ILS COACH 101** (12 hour Level I course) equips you with a 3 Step Coaching Method + 3 Critical Skills + 3 helpful coaching processes. Also get easy scripts and worksheets to start coaching.



### 4. GET PCC TRAINING

QUALIFY with PCC Professional competencies to coach holistically and create empowering partnerships.

The **ILS COACH Qualification**

(74 hour, Level II, ICF ACSTH course) empowers you to coach inner obstacle transformation (fear, self esteem, etc), inspiration, youth, wellness, corporate, executives, personal development and even group coaching.

At this stage you could start charging!



### 5. GET MCC TRAINING

QUALIFY at MCC Master level to coach anyone, anywhere naturally and powerfully.

The **ILS MASTER COACH**

**Qualification** (162 hour, Level III, ICF ACTP course) empowers you further to coach intuition, inner wisdom, relationships, family dynamics, organisational dynamics, purpose, dream work, business development, conflict resolution and brand building. At this stage you could specialise and set yourself apart in the market!



### GO TO MARKET!!

With an ICF ACTP internationally recognised qualification (i.e. ILS MASTER COACH), you can now confidently market yourself globally.



# MARKETING

## 6. CHOOSE WHO

Select 2-3 groups (markets) that you care about, and are credible in. Even though you *can* coach anyone, anywhere with ILS Master Coach, rather focus on being of service to specific groups – smaller is better. E.g. HR managers, talented teens, etc.



## 7. TEST & RESEARCH

Before investing in building your website and designing marketing materials, choose 2-3 niche markets and start TALKING to them! Research their biggest, most urgent problems (from their point of view, not yours). Then check if your niche markets are  
1. easy to find, 2. can afford you, 3. could benefit from coaching.



### DANGER ROADBLOCK!!

No need to sell in a cheesy or aggressive way. Instead, simply use the coaching skills. Have helpful, natural conversations with people. Be credible. Be giving. Focus on matching your coaching as a solution to their problems.

## 9. BUILD THESE DAILY

The secret to building a sustainable and lucrative client base, lies in growing these 3 CRITICAL NUMBERS daily....  
1. How many people know your name/brand?  
2. How many know your specific solution?  
3. How many have said "YES" to your solutions (e.g. gave you their contact information, asked for more)



## 8. CHAT TO PEOPLE

### DID YOU KNOW:

Many ILS Master Coaches build businesses in just 6 months, without websites or even business cards! How? They get out there. then they use their coaching skills to simply chat to people in their markets!!!!



## 10. GIVE

Want to know the easiest way to grow those 3 numbers? Give.

Give sample sessions, give talks, give demonstration videos, give articles, give coffee chats, give inspiration online, give yourself as a solution to the markets you love.



## 11. CHARGE & GET AN ICF CREDENTIAL

Some coaches start charging after PCC training. Research rates in your area, industry and niche. With enough coaching hours, apply to the ICF for a credential (ACC, PCC or MCC). Up your prices when you earn your PCC credential.



## 12. CHANGE MORE LIVES

Maximise your impact & income. Add new markets. Coach groups. Self publish books. Sell talks. Build a coaching team. Monetise a Blog or Channel. Acquire an ILS TRAINER BUSINESS License to add training income. (For top ILS Master Coaches only).



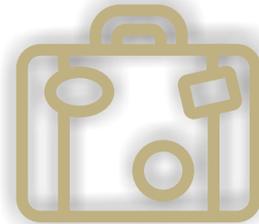
## DO THIS RESEARCH

Before you begin your journey, make sure that you've **packed**...

- Knowing what coaching really is.
- Knowing what inspires you to do this.
- Have a choice of 3 ICF internationally accredited courses to choose from.
- Budget to invest in your studies.
- Read this helpful ROADMAP PDF.



# STEP 1 ROADMAP



## CRITICAL LUGGAGE CHECKLIST

### KNOW WHAT COACHING IS:

Coaching is not training, mentoring, therapy, or managing... although coaching skills really help improve all of these. We train therapists, managers, consultants, teachers and many others to be coaches. Coaches really **help people to help themselves!** This might be hard to believe, but we change lives without **GIVING ANY ADVICE!** Because we don't give advice, we don't carry others burdens. And we can coach anyone, even brain surgeons, CEO's or top athletes, because we don't need to be an expert in our coachee's fields in order to coach them.

InnerLifeSkills® or ILS Coaching is especially designed to help you to help others to find their own best inner wealth, inner resources (talents, strengths, solutions, aha moments) and to overcome their inner obstacles.



### KNOW WHAT INSPIRES YOU:

One of the most valuable coaching questions you can ask to motivate yourself or others is "Why?" – not why about the past, but why with regards to dreams and goals. So here are a few coaching questions for you to answer:

- "Why is this dream of being a coach important to you?"
- "Why do you want to learn to empower and inspire others?"
- "What would it mean to you, to become a top successful, internationally accredited coach?"

### HAVE A CHOICE OF 3 ICF COURSES TO CHOOSE FROM:

We recommend that you have a choice of at least 3 ICF accredited coaching courses to choose from, visit [www.coachfederation.org](http://www.coachfederation.org). We naturally recommend that you add our top ACTP qualification ILS Master Coach to your list. **Then compare:** the quality of the training team; what else you get on the course (other than ICF core competencies); how many scripts and processes you receive (ILS Master Coach totals over 52 processes); what marketing skills you get; the course flexibility (module based); will you learn to coach groups as well as individuals; is it only 'life coaching' or do you also get skills to coach executives, youth, and many other topics? **ILS Master Coach covers all of the above.**

### BUDGET FOR YOUR STUDIES:

With 3 ICF courses in mind, compare prices and budget.

### READ THIS ROADMAP:

Keep this roadmap to help you to plan your path to success.

### MOST IMPORTANT SUMMARY

- COACHING improves and complements (but is different to) therapy, training, mentoring and managing.
- COACHES change lives without giving advice, they help people to help themselves.
- ILS Coaching specialises in coaching to find our inner resources, inner wealth, and transforming inner obstacles
- Find your most inspiring reason to become a qualified coach.
- Find 3 International Coach Federation (ICF) accredited programs (courses) and compare them. Include ILS Master Coach.
- Budget for your studies.
- Keep this roadmap as a guide.

## SET MILESTONES

Set International Coach Federation (ICF) competency goals...

- ACC: get the foundation skills.
- PCC: qualify as a professional coach, even start charging here.
- MCC: qualify at master level, with sought after coaching skills and an extensive coaching toolbox.

# ILS<sup>®</sup> STEP 2 ROADMAP



## 3 ICF MILESTONES

### PLAN YOUR ICF ALIGNED TRAINING PATH:

Why ICF? The ICF ([www.coachfederation.org](http://www.coachfederation.org)) set standards for the profession of coaching globally. They represent the world's largest community of coaches, 27,000 plus in over 117 countries, and they set the benchmarks for the profession of coaching. Organisations and business worldwide see an ICF credential as a credibility marker, many will not hire a coach that does not hold an ICF credential.

The ICF certify/credential professional coaches and they audit and accrediting Coach Training Programs.

This is why we recommend that you use the ICF's 3 credentialing levels as important milestones.

### The ICF credential coaches at ACC, PCC and MCC levels of competency:

- ACC stands for Associate Certified Coach.
- PCC stands for Professional Certified Coach.
- MCC stands for Master Certified Coach.

To be credentialed and certified by the ICF, you would need to apply to them directly, and meet their requirements.

Requirements include: a log of your coaching hours, proof of your coach specific training and assessments. ICF favors coaches who have qualified with an ICF accredited training program, these candidates need not apply to the ICF via the longer, and more expensive "Portfolio" route. They can apply with the ACTP route.

### The ICF accredit training programs at 3 levels:

- CCE Continuing Coach Education
- ACSTH Approved Coach Specific Training Hours
- ACTP Accredited Coach Training Program

Our ILS Master Coach program is an ACTP internationally accredited program. These means that every module and hour of training with ILS counts as ACSTH or CCE training hours and credits towards the full ACTP accredited training program. The ILS Master Coach qualification would also fast track your credentialing with the ICF by allowing you to apply for credentialing at PCC or MCC level.

### YOUR ICF MILESTONES

- ACC  
Associate Certified Coach - certifying the foundation skills.
- PCC  
Professional Certified Coach - professional qualification level competencies.
- MCC  
Master Certified Coach - master qualification level competencies.

### ICF ACCREDITED PROGRAM LEVELS

- ACSTH  
Approved Coach Specific Training Hours - counts towards your qualification, you can't get a PCC or MCC credential from ICF with this, you need ACTP.
- ACTP  
Accredited Coach Training Program (fully audited and vetted course. You can apply for PCC and MCC certification with this.

## GET ACC TRAINING

Acquire the ACC competencies so that you can coach: goal setting, action plans and build coachee accountability.

**ILS COACH 101** (12 hour Level I course) equips you with a 3 Step Coaching Method + 3 Critical Skills + 3 helpful coaching processes. Also get easy scripts and worksheets to start coaching.

# ILS<sup>®</sup> STEP 3 ROADMAP



## SET YOUR SOLID FOUNDATION

### Acquire the ACC Competencies:

Have you noticed how practical, real coach training is? That's why it's important to avoid highly academic theoretical courses, (that is if you want real master communicator coaching skills, and actually want to be able to coach).

These ACC foundation competencies are designed to give you the following.

When you reach the ACC milestone, you will be able to coach:

- **Goal Setting:**

Coaching the coachee to get clear on any dreams, aspirations, outcomes, or targets that they have.

- **Action Plans:**

Coaching the coachee to create practical lists, plans or action items.

- **Accountability:**

Helping the coachee to stay on track and be accountable to positive action.

We offer ACC competency training as part of our ILS Coach 101 (12 hour) training course. But we pack in more important processes and skills. ILS Coach 101 earns you credits and hours towards the full ILS Master Coach qualification.

Because of our handy scripts and worksheets, and the way we structure our training, you start actually practising coaching during Coach 101. Use the skills immediately in your life and at work, the day after training.

### This is what else you get on ILS Coach 101 (12 hours):

- The 3 Critical Master Communication Skills (Rapport Building, Coaching Question, Coach Position).
- The 3 Step Coaching Method (a structure to use behind formal and informal coached conversations).
- The NLP As If Frame.
- Coaching Theme and life wheel.
- Coaching Decision wheel.
- ABC's staying centered method.
- A script and worksheets for a full formal coaching session, so that you can start coaching.

### MOST IMPORTANT INFO

- ACC COACHING is a critical foundation.
- This is not a qualification level, but is a competency development level.
- The ICF require an ACTP program for PCC and MCC credentialing.
- ILS COACH 101 counts as credits towards the ILS Master Coach MCC level qualification.
- ACC Competencies enable you to coach Goal Setting, Action Plans and Accountability.
- ILS adds more than ACC competencies to the ILS Coach 101, 12 hour training. Including full coaching scripts and worksheets. You can use the skills to start coaching immediately.

## GET PCC TRAINING

QUALIFY with PCC Professional competencies to coach holistically and create empowering partnerships.

The **ILS COACH Qualification** (74 hour, Level II, ICF ACSTH course) empowers you to coach inner obstacle transformation (fear, self esteem, etc), inspiration, youth, wellness, corporate, executives, personal development and even group coaching.

At this stage you could start charging!

# ILS<sup>®</sup> STEP 4 ROADMAP

## GET A PROFESSIONAL QUALIFICATION

**Acquire the PCC Competencies:**

To coach professionally, you would need to have PCC or MCC levels of competencies.

These PCC qualification competencies are designed to give you the following. When you reach your PCC milestone, you will be able to coach:

- **ACC competencies:**  
All the goal setting, plan building and accountability coaching that ACC gives, but at a higher level.
- **Coach holistically:**  
More than practical surface level coaching, the PCC coach can work with the whole coachee, including their creative thinking and awareness.
- **Create Empowering Partnerships:**  
PCC level coaching becomes a truly empowering partnership, where the coach and coachee work together to design the coaching experience.

We offer PCC competency training as part of our ILS Coach qualification (74 hour, ACSTH) training course. But we also pack in many more important processes and skills. The ILS Coach Qualification earns you credits and hours towards the full ILS Master Coach MCC qualification and qualifies you at a professional level, which means you could start charging for your coaching services.

**This is what else you receive at the ILS Coach Qualification (74 hours):**

- Advanced 3 Critical Master Communication Skills.
- PCC level 3 Step Coaching Method.
- More ILS Coaching Processes (with scripts + worksheets): ILS Kite, ILS Disney Strategy, ILS Motivation Matrix, ILS Action ER, ILS Mentors Table, ILS 3 Chairs, ILS Review Session, ILS T-Shirt, ILS Animal Metaphor, ILS Hero's Question, ILS Group Coaching, ILS 7 Step Dream Builder, ILS Purpose Walk.
- Coaching Applications training – learn to coach groups, youth, corporate, wellness, personal development and life.
- Coach Builder marketing training – learn to build a unique, stand-out brand, grow a client base and convert sales in a natural "service-based" way.

### MOST IMPORTANT INFO

- PCC COACHING is a qualification professional level.
- Only MCC is higher than PCC.
- The ICF require an ACTP program for PCC and MCC credentialing.
- ILS COACH qualification is PCC level and counts as credits towards the ILS Master Coach MCC level qualification.
- PCC Competencies enable you to coach ACC plus to coach holistically and create empowering partnerships.
- ILS adds more to the PCC competencies during the ILS Coach Qualification, (74 hour training). Includes many coaching scripts and worksheets.
- At PCC level, you could start working and charging as a professional coach.

## GET MCC TRAINING

QUALIFY at MCC Master level to coach anyone, anywhere naturally and powerfully. The **ILS MASTER COACH Qualification** (162 hour, Level III, ICF ACTP course) empowers you to also coach: problem solving, inner wisdom, relationships, family dynamics, organisational dynamics, purpose, dream work, business development, conflict resolution and brand building. At this stage you could specialise and set yourself apart in the market!

# ILS<sup>®</sup> STEP 5 ROADMAP

## GET A TOP MCC QUALIFICATION

### Acquire the MCC Competencies:

To coach professionally, you would need to have PCC or MCC levels of competencies.

These MCC qualification competencies are designed to give you the following:

- **ACC and PCC competencies:**  
All the goal setting, plan building and accountability coaching that ACC gives, plus all the PCC holistic, whole-person coaching, but now developed to a master level.
- **A MCC Coach makes coaching look effortless.** The scripts and structures are absorbed, so that the coach can work intuitively, naturally and flexibly. Like an athlete or singer, that makes it look easy to combine technique with unique flair, the MCC Coach develops their own style and flair.

We offer MCC competency training as part of our ILS Master Coach qualification (162 hour, ICF ACTP) training program. But we also pack in many more important processes and skills. The ILS Master Coach Qualification awards you an ICF ACTP accredited qualification, which means that you can coach anywhere in the world, and apply to the ICF for credentialing at the highest levels.

### ILS Master Coach Qualification (162 hours) also gives you:

- **Coach anyone, anywhere:**  
Flexibility is what our MCC program is most known for. Learn to “plug ‘n play” the master communication skills, into every area of your life, and offer professional coaching to anyone, anywhere in the world.
- **Coach a variety of topics:**  
MCC level coaching is real partnership, where the coach and coachee work together fully to design the coaching journey. The ILS Master Coach course will give you 52+ processes and scripts and 111+ coaching methods.
- **More ILS Coaching Processes (with scripts + worksheets):**  
Problem Solving, Intuitive decision making, Inner Wisdom, Personal Power, Confidence and fear busting, Equal To outcomes, Relationships, Family dynamics, Organisational coaching, Purpose Coaching, Dream Builder, Rainmaker transforming limiting financial beliefs.
- **Bonus training – learn:** How to give professional speeches and presentations, the Enneagram personality typing system, and how to self publish a book or Blog.

### MOST IMPORTANT INFO

MCC COACHING is a master level qualification.

- MCC is the highest level of ICF competency.
- The ICF require an ACTP program for PCC and MCC credentialing.
- ILS MASTER COACH qualification is MCC level and has ACTP international ICF accreditation.
- MCC Competencies enable you to coach ACC + PCC, plus to coach anyone, anywhere naturally and powerfully.
- ILS adds more to your MCC competencies during the ILS Master Coach Qualification, (162 hour training). Including over 52 coaching scripts and worksheets, Plus 111 Coaching methods.
- At MCC level, you could start specialising, and distinguishing yourself as a professional master coach.

## CHOOSE WHO

With the PCC qualification behind you, it's time to build your client base.

Select 3-6 groups (markets) that you care about, and are credible in. Even though you can coach anyone, anywhere rather focus on being of service to specific groups – smaller is better. E.g. HR managers, talented teens, etc.

# ILS<sup>®</sup> STEP 6 ROADMAP



## TIME TO GO TO MARKET

### CHOOSE 2-3 NICHE MARKETS:



Even though ILS Master Coach will equip you to coach anyone, anywhere (which is important to have), to succeed at building a client base, we recommend that you narrow your focus to 2-3 niche markets, starting with 3-9 test groups.

If I wanted the attention and interest of 1000 random people in a hall, what would I need to say? If I announced "hey all you people I'm a coach, who wants my business card?" How many people would respond? Likely slim to none. If I did something stupid or gimmicky it would only get attention, but risk my credibility? How would I get genuine interest, and start forming a real connection? Well... I would need to speak directly to the groups most urgent, important problems. If I had a credible real solution they might be interested. The problem of course, is that 1000 random people, all have different problems. I have no way of knowing what their common interests and problems are! Unless... drum roll, enter the importance of niche markets.

If the 1000 people were all single mothers raising toddlers, could I know their most common, most urgent problems? Yes. If the 1000 people were all busy professionals struggling to find time for a social life, could we start to connect to them if we position coaching as a solution to help create work-life balance. If the 1000 people were all artists trying to sell their work, could we talk about how coaching could help them to plan and build their business, using their own inner resources and creative thinking?

See the difference? This is why finding 2-3 niche markets (targeted groups) is a fast track to building a client base.

### WHO DO YOU CARE ABOUT AND WHERE ARE YOU CREDIBLE?:

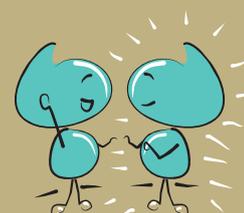
Make a list of the groups of people (by interest, or region, or common demographic, or common problems) that you care the most about. Now also look for groups where you are credible because of your experience, qualifications, past story, current position, passion, the solutions you have found and are living, your successes. Add to your list.

### FIND A FEW GROUPS TO START WITH:

We recommend that you start with 3-9 test groups to experiment with. Ultimately it is helpful to end up with 2-3 groups. They could be subgroups e.g. Retail packers and retail managers and retail franchise owners. If you had credibility and a passion for retail, these subgroups may well provide a solid client base.

### MOST IMPORTANT INFO

- Marketing to random strangers is very difficult.
- Targeting niche groups allows you to really connect, to create interest by speaking directly to their common most important problems.
- Ask yourself who you care about and where you are credible, and consider finding 3-9 test niche groups.



## TEST & RESEARCH

Before investing in building your website and designing marketing materials, choose 2-3 niche markets and start TALKING to them!

Research their biggest, most urgent problems (from their point of view, not yours.) Then check if your niche markets are 1. easy to find, 2. can afford you, 3. could benefit from coaching.

# ILS<sup>®</sup> STEP 7 ROADMAP

## EASILY RESEARCH YOUR MARKET

**DON'T MAKE THESE MISTAKES:** 

### **MISTAKE #1** "Leaping before you look."

New coaches often make the mistake of investing money and time on website design, business cards and other marketing, before they have any certainty about their direction. It's far better to first explore and experiment with a few markets (groups) before making a website, brand or doing any real marketing.

### **MISTAKE #2** "Calling yourself a Life Coach."

It can work (we have qualified ILS Coaches who cracked the 'life coach' game, but unless you tell people as quickly as possible, exactly what solution you bring, they simply won't get it! Everyone knows what a school teacher or a dentist does, but coaching, consulting and mentoring are all generic words that don't really tell people what they will *really* get from you. Write a list of tangible solutions/outcomes that your coaching could bring, and then consider building a brand around that. Examples: Financial Freedom Coaching, Leadership Development Coaching, Dream Builder Coach, Sarah Mclean Executive Coach, Modiba Samuel Youth development coaching, etc.

### **MISTAKE #3** "Choosing a market that is difficult to find."

Check that you can easily find and connect with many people in your market. Don't guess that you can, give yourself a task, see how many you can reach in a day, a week and then a month. If you can easily connect with (have actually conversations with) 10 - 100 a week, then this is a promising market.

### **MISTAKE #4** "Choosing a market that can't pay."

Unless you have the luxury of doing pro bono work (and we recommend that our coaches do some charitable coaching), then make sure that your market is lucrative. Alternatively, many of our coaches have 1 charitable niche market, and 2 - 3 lucrative ones to balance this out. Some of our qualified coaches have even succeeded in securing corporate sponsorship for their social development coaching.

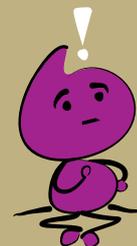
### **MISTAKE #5** "Choosing a market that doesn't need coaching."

Fortunately, pretty much anyone can benefit from coaching, as long as they seek change, growth or progress. So you have so many markets to explore and discover.



### MOST IMPORTANT INFO

- First test and explore your potential markets before investing in marketing materials and websites
- Consider creating a brand for yourself that describes your solution, rather than only calling yourself a life coach.
- Make sure that you can easily find and connect to your market. This can be online or in person.
- If you want to earn an income from coaching, then you would need to ensure that the market you choose can afford your services. Alternatively have a mix of charity and lucrative markets.
- Ensure that your markets are seeking growth, change or progress of some kind.



## CHAT TO PEOPLE

**DID YOU KNOW:** Many ILS Master Coaches build businesses in just 6 months, without websites or even business cards!

How? They get out there. then they use their coaching skills to simply chat to people in their markets!!!!

# ILS<sup>®</sup> STEP 8 ROADMAP



## USE COACHING SKILLS TO BUILD A CLIENT BASE

### WHO TO CHAT TO:

Some of our most successful Life Coaches, Business Coaches, Youth Coaches, Wellness Coaches etc. started building client bases within a few months. AND some of them did this without a website. One of ILS most successful coach trainers, Eduan Pieterse who has a growing client base for executive, life and youth coaching, has years behind him without a website. He says that he is too busy to get his site finished! How did Eduan and others do this? By talking to people... Who? Anyone, and your targeted niche groups of course. (See prior steps). And any groups that you find while you're actively looking for opportunities. E.g. Book clubs, church groups, interest groups, business networking groups, entrepreneur groups, etc.

### HOW TO CHAT TO PEOPLE:

First some don'ts.

- Don't sell. Don't talk about your services and products. Don't be pushy. Don't talk mostly about you. Don't sound like an infomercial. Don't bring predesigned services and products to your conversations... Believe us. Seriously.

Now what to do...

- Do coach (yes, use your brilliant new skills to build trust. Do ask questions and actually help people. Be fine with not getting business if there is not a right fit between your services and their problems. Do talk about them - what they need, why they need it, what their problems are. Do be professional but friendly and natural. Do custom build services based on your clients actual needs and what suits them (which you found out by chatting to them about them).

If you DO have these kinds of conversations with as many people as you can - that's what turns into business. Then make websites and market when you find proven markets that you love serving. If you even need to.

### WHAT TO CHAT ABOUT:

At ILS, we call having relevant conversations with people, being "STICKY." From internet jargon, a website is sticky if you stay on it rather than hitting "back." We stay on sites because they provide us with what we are looking for. They solve a problem that we are actively seeking solutions for. If you make your conversations and marketing sticky (focused on solving your markets specific problems) then you easily win clients.

### MOST IMPORTANT INFO

- Talking to people (especially your niche markets) is more important than creating websites or marketing material.
- Don't sell, push, talk about you, or sound like an infomercial. Do coach, solve people's problems, ask questions and custom build coaching services to suit your clients.
- Be sticky. Relevant. Solve specific problems for specific markets.

## BUILD THESE DAILY

The secret to building a sustainable and lucrative client base, lies in growing these 3 CRITICAL NUMBERS daily....

1. How many people know your name/brand?
2. How many know your specific solution?
3. How many have said "YES" to your solutions? (E.g. gave you their contact information, asked for more).

# ILS<sup>®</sup> STEP 9 ROADMAP



## 3 MOST IMPORTANT NUMBERS

### WHAT'S THE MOST IMPORTANT THING?

Once you have the skills trained (PCC professional or ideally MCC master qualification), the make or break will now be held by 3 little numbers. It took us over 20 years of research to refine this simple formula for success. And when applied this really helps to declutter your efforts, keep you focused and get you there quicker.

Start with the first question, write a rough number (doesn't have to be exact). Then harvest from that number the 2nd number, which you can probably guess more accurately, but a guess will still do. Then finally, harvest the third number, which should be as accurate as possible. If you spend a little time daily or weekly growing these 3 numbers, you would grow your client base and conversion rates exponentially.

### 1. How many people know your name/brand? [Insert number]

This is general awareness. The number grows when you are visible online and offline. When you get out there and work to be a resource to your markets. Consistency, Credibility and Clarity are important here. Be of service. Find a way that works for you. We've seen our coaches: host monthly lunches, start blogs, give talks, write for magazines, host regular free or cheap group coaching experiences, talk to their hairdressers, network at groups they belong to, joint venture with non competitive organisations (this is one of the most effective fast tracks).

Coach yourself, and actively grow this number. Online marketing works well because once it's done, it works for you 24/7 without much added work.

### 2. How many know your specific solution? [Insert number]

It's no good people know your face, name or brand and they don't clearly and easily know what you offer, what your solution is! And don't make them guess. You should communicate your solution so easily and memorably, that your market can tell 3 other people about you effortlessly and accurately.

To grow this harvested number: Share your stories (as long as they are sticky, relevant to your client base and build credibility and connection). Make sure your solution is obvious and easy to understand (no essays). Write a clear, short tag line that says what you do (your solution). Use a video, info graphic or visual symbol that easily explains what solution you bring.

### 3. How many have said "YES" to your solutions? [Insert number]

A yes means that someone gave you their contact information, and asked for more info. This could be in person or online (a form).

To increase this number, offer a free sample, free PDF report that is valuable. Or simply ask if you can send them more information.

If you take a few steady consistent actions to grow each number, you can build a client base easily and quickly. Technology only helps to scale this process and automate it, but it is not necessary.

### MOST IMPORTANT INFO

- There are 3 make or break numbers that build onto each other.
- Take regular simple actions to grow these numbers and quickly see them turn into business.
- How many people know your name/brand? [Insert number]
- How many know your specific solution? [Insert number]
- How many have said "YES" to your solutions? [Insert number]
- Coach yourself to take actions to grow each number. Enjoy growing your reach and client base.

## GIVE

Want to know the easiest way to grow those 3 numbers (see step 9)? Give. Give sample sessions, give talks, give demonstration videos, give articles, give coffee chats, give inspiration online, give yourself as a solution to the markets you love.

# ILS<sup>®</sup> STEP 10 ROADMAP



## WE GIVE FIRST!

### A SPIRIT OF GENEROSITY

Something that we learned early on, when building ILS, is that many folks out there were tight fisted. The only way to learn about coaching, was to pay for something. Or if you attended a free talk, it was 100% sales, no value in sight.

Before you buy the cake, you might like to taste it.

We believe in a give first, then earn the privilege of serving people further with paid for courses and products. It also feels good! Not everyone can afford to study with ILS, and so at least this way they do get some valuable content. Even if it's a taste, we make sure its a great valuable sample.

That's why, to grow your 3 critical numbers (see prior step), we recommend that you embrace the spirit of giving.

Here are some ideas to spark your thinking on how to give:

- sample sessions,
- talks,
- demonstration videos,
- articles,
- coffee chats, inspiration online,
- bookmarks,
- business cards with something inspirational or valuable on it,
- fridge magnets,
- blog with value for your market,
- ebooks,
- publish a white paper,
- PDF guide (like this one),
- symbolic token (plant seed, or something small that links to your brand or solution symbolically),
- yourself as a solution to the markets you love.

Doesn't this take time and effort? Yes.

But so does paid for adverting, which very few people believe in. This way, you don't have to spend a lot, or any. And you build relationships with your market. It's also an honest, ethical way to market, which we like. You give someone a taste of the cake before selling them the cake.

### MOST IMPORTANT INFO

- Embrace a spirit of generosity.
- Give samples - a taste of the cake before expecting people to buy the cake.
- Give of yourself as a valuable resources to the markets you love.

## CHARGE & GET AN ICF CREDENTIAL

Some coaches start charging after PCC. Research rates in your area, industry and niche. With enough coaching hours, apply to the ICF for a credential (ACC, PCC or MCC). Up your prices when you earn the PCC credential.

# ILS<sup>®</sup> STEP 11 ROADMAP



## LUCRATIVE CREDIBILITY

### GETTING LUCRATIVE:

Some of our coaching students start charging near the end of the ILS Coach PCC level training, others wait until they qualify and a few prefer to have the MCC ILS Master Coach level.

There are really no rules here, only your own sense of credibility and integrity to use as a guide. As soon as you feel confident and competent to coach at professional levels, you are most welcome to start charging. As a guide, we recommend waiting until you have the PCC level qualification, this will also give you the credibility to possibly charge more.

### HOW TO CHARGE:

There are no regulations governing the rate at which to charge. Coaches usually charge by the hour or for a series of coaching sessions (3, 6, 9, 12 etc). Some ask for payment upfront, others get paid per month, some only charge after their sessions are complete. It is best to do a little research and find what suits you.

It is entirely possible to charge different rates for different types of coaching services, for example if you offer youth coaching to a local school and executive coaching to corporate executives, you could offer 2 coaching services at different rates.

Here are some things to consider to help establish a your rates:

- Research local coach rates for your markets and region.
- Research rates for psychologists, therapists, counsellors, consultants, etc.
- Research international rates for the same, especially if you plan to offer online global services.
- Consider how specialised your coaching is – the more specialised the more valuable.
- Consider how lucrative your markets are, consider adding a more lucrative market if needed.
- Get a sense of the lowest amount that feels fair and right, and the highest amount. Then settle somewhere in that range.

### HOW TO GET ICF CREDENTIALING

Visit the ICF website, and read their detailed instructions to apply for ACC, PCC or MCC credentialing. Use your coaching log (see their site for instructions) and your ACTP qualification, to apply. Your ACTP qualification, like ILS Master Coach will enable you to skip the more lengthily and expensive portfolio application route. With an ICF fully accredited training program like our ILS Master Coach program, you would be able to apply for ICF credentialing for PCC or MCC.



### MOST IMPORTANT INFO

- You can start charging whenever you feel ready, however we recommend waiting to qualify with the ILS Coach qualification.
- Research the rates of other service professional in other industries
- When you are ready (with your coaching log, ACTP qualification i.e. ILS Master Coach, and you have read the ICF website criteria, apply for ACC, PCC or MCC credentialing.
- It is reasonable and common practice to raise your rates once you have been awarded an ICF PCC or MCC credential.

## CHANGE MORE LIVES

Tips to maximise your impact & income. **Sky's the limit!**

Add new markets. Coach groups. Self publish books. Sell talks. Build a coaching team. Monetise a Blog or Channel. Acquire an ILS TRAINER BUSINESS License to add training income and services to your business. (For top ILS Master Coaches only).

# ILS<sup>®</sup> STEP 12 ROADMAP



## THE SKY IS THE LIMIT - and beyond

### HOW DO YOU MAXIMISE YOUR IMPACT AND INCOME?

There are many ways to increase your impact, change more lives, and boost your income earning potential.

We encourage our ILS Coaches to be smart about their long term planning, and if it suits them, to break out of the earn-by-the-hour mould.

Here are just some of the ways you could do this:

- Write and self publish a non-fiction book for your market. The ILS Master Coach course includes a module on self publishing made easy. This can be a wonderful source of passive income and boost your marketing up to 100%. Several of our coaches have done this very successfully over the last 2 decades.
- Sell your talks. Some of our coaches have gone on to be paid really well for speaking on their areas of expertise. This is a fantastic boost in income, and can dramatically widen your client base.
- Offer group coaching to your niche groups. This is an instant multiplier. The same 1 - 3 hours or more, that could serve 1 person, could be spent coaching a group. This could also multiply the income earning potential of the time.
- Run a regular Blog or YouTube Channel for your market, and monetize it (Google AdWords, or sponsorships etc.)
- If your market proved to be highly demanding, you could build a coaching business, with a team of professional coaches under your wing, earning money for you. Or create collaborations and joint ventures to offer larger coaching projects a team of coaches. Some of our ILS Master Coaches do this.
- Top qualified ILS Master Coaches may apply to acquire an ILS Trainer Business License, and may qualify to train ILS Courses and custom ILS Courses, using our marketing and online training infrastructures. This can be a highly lucrative venture, but is only offered to top qualified ILS Master Coaches.
- Keep looking out for ways to work smarter. Enjoy the rewarding feeling of resting at night knowing that you love what you do, and do what you love!

### MOST IMPORTANT INFO

- Increase your impact and income potential by creating new business structures and opportunities.
- Discover new markets. Self publish a book. Sell talks. Offer group coaching. Monetize a Blog or YouTube Channel.
- Build a training team.
- Start joint ventures or collaborations.
- If you are a top ILS Master Coach, you might be able to apply to become an ILS Trainer.
- Look for opportunities to work smarter and make a rewarding difference.

# TOP TIPS FROM OUR TOP ILS COACHES



What does it take to succeed as a coach?

“ An unfailing vision to live with purpose and passion. ”

*GLENN-DOUGLAS HAIG ILS Life and Business Master Coach, Author, and ILS Trainer.*

What advice do you have for aspiring coaches?

“ Be committed; be present and be prepared to see your life taking a whole new meaning. Studying coaching through ILS is a lifetime opportunity to be embraced. Make the most of it! Put yourself through the rigour of the ILS 7 Step Dreambuilder and you will not falter. Do not expect to get everything right the first time. Keep to the structure of the Dream Builder whilst positioning and marketing your business. Allow yourself an opportunity to learn, to feel yourself and to grow. You don't have to rush into highly targeted narrowly defined niching. ”



*SHONI KHANGALA Founder CEO of Potential Exponents. Former Senior Manager at the Robben Island Museum. Master's Degrees: in Marketing from (Scotland); Tourism Development and Management from New Buckinghamshire University; Post Graduate Diploma in Marketing, (IMM); Diploma in Business Management and Diploma in Personnel Management; Bachelor of Science degree. ILS Life and Business Master Coach, ILS Enneagram Coach and ILS Trainer. COMENSA's Ethics Portfolio Committee.*

What tips can you give to new coaches?



“ I learned the beautiful lesson from my business mentor to never burn bridges. I honoured this. My first client was the company I'd left to study to become a coach and trainer. I had a very strong relationship with them you see, and they welcomed me back to coach and to train their staff. ”  
They are still a very good client of mine today.

*LEONI COETZEE Past senior manager at the largest youth marketing agency in Africa, ILS Life and Business Master Coach and ILS Trainer.*

What would you tell new coaches to focus on?

“ Go with your intuition and be guided always by your inner wisdom. Remember, be credible, authentic and trustworthy and build and nurture relationships. ”

*NANDHA GOVENDER ILS Master Coach, Fellow and certified Director with the Institute of Directors, Registered Professional Mechanical Engineer with the Engineering Council of SA, BSC. Engineering (mechanical) degree and General Manager:Water and Environmental Operations within Eskom Holdings SOC Ltd.*



Why did you leave a secure job?

“ I followed my bliss... and it led me to where I am today – being who I am and doing what I love. I left the corporate world in 2013 to follow my passion and I am now an internationally certified InnerLifeSkills® Life Coach. I run my own private coaching practice in Cape Town and I am also a media spokesperson and complementary health consultant. ”

*GUILIA CRISCUOLO ILS Master Coach, qualified pharmacist and complementary health consultant.*



# TOP TIPS FROM OUR TOP ILS COACHES

As a coach who has received numerous accolades, what advice do you have for new coaches ?



“ Embrace every step of the journey, and try out every tool several times on any situation in your life that is not yet ideal. You will be able to practice and master the tools personally, and there's no better marketing for new coaches than to share your own successes and what's already working for you early on. Do the same with any friends, family and potential clients too, and ask for early feedback to learn and grow from your practice sessions, so by the time you're graduating from your course, you are ready to professionalise and charge for your awesome new skills and services! ”

*MICHELLE JACOBS Founder of Action Innovation and The Creative Coaching Collective. Honors Degree in Organisational Psychology and a Bachelors Degree in Organisational Psychology and Economics. ILS Master Coach. Certificates in Corporate Social Investment, Social Entrepreneurship, Entrepreneurship, Facilitation, Creativity, Visual Art, Training, Coaching, Innovation and Project Management.*

What advice do you have for aspiring life and youth coaches?

“ Trust the coaching process, be curious and go with the FLOW. Your clients don't need you to be an expert on their journey, they only want to feel that they have your full support - whether they succeed or fail. That's when they can experience the real value of coaching. It goes beyond the step-by-step expertise. They want to jump and your job is to ask them; how high? ”

*KHANYA MATLALA ILS Master Coach and Trainer, ILS Enneagram Coach Trainer, COMENSA member. Seta registered facilitator, Business woman.*



What inspiration do you have for new coaches?

“ Always be the light of every niche market you tap into, don't do it for the money but do it for the life you will give to the niche market and the money will follow. ”

*MODIBA SAMUEL PHALA ILS Master Coach, Businessman, Religious Leader.*



How can one add coaching skills to other services?

“ To honour my vision of giving back and to add value to my patients, I added an internationally accredited professional Life Coaching qualification to my work as a Physiotherapist. Patients are more motivated and committed to their lifestyle changes. Because of the difference this has made to my practice, I am now licensed and trained by ILS to bring these invaluable skills to my fellow health care professionals. These skills transform patient care conversations. ”

*MONIQUE DE BEER University of Stellenbosch (2000) B.S.c Physiotherapy, ILS Master Coach and ILS Trainer.*



# Accreditations and Credibility:

International ICF ACTP accreditation for our ILS Master Coach Program and ACSTH and CCE accreditation all of its module short courses.

Comensa Members.

30,000+ students in over 27 countries.



We do hope that you've enjoyed this  
ROADMAP.

To ask about our schedule of ONLINE global public courses (that are all webinar class based, very practical and engaging) for the year ahead and to be on the list for our next group of students.

EMAIL: [info@innerlifeskills.com](mailto:info@innerlifeskills.com)

All the best,

The InnerLifeSkills® team.



**InnerLifeSkills**  
coaching methodology

*Empowering you to Empower Others!*

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