

6 STEPS 

**TO START
YOUR LIFE
COACHING
PRACTICE**





INTRODUCTION



For anyone who is interested in making that career jump into life coaching but not sure what steps to take, here's a step by step guide.

First, let me introduce myself. My name is John Kim. I am a licensed marriage and family therapist. I went through the long therapist journey, dropping \$60,000 on a Master's degree and doing 3,000 face-to-face supervised hours in various locations. I worked in rehabs, treatment centers for eating disorders, for-profit centers and non-profit centers with hundreds of clients from all walks of life.

During this process, I also started a little blog—The Angry Therapist. I was going through my own personal winter from an expired relationship and so I decided to document it. I blogged about my life and feelings and all the sh*t I was going through as I was helping others with their feelings and all the sh*t they were going through.

I pulled the curtain back and showed people that as a therapist I also had turbulence and struggles in my life. I decided to practice real transparency. I posted about my feelings, revelations and journey. I humanized myself. This caught people's attention and soon I began to gain a following.

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INTRODUCTION



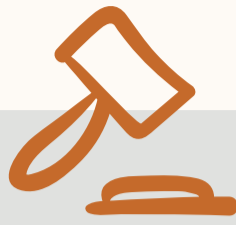
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People started asking me questions and those questions turned into sessions. Soon, I had a full “public” practice as a coach. I call it public because it was completely online. I never had an office. In fact, I did everything you weren’t supposed to do as a therapist, starting with showing my true self and what I was going through. I saw people from all over the world instead of just in the state of California, where I was licensed. I led sessions in public places, such as coffee shops, parks, CrossFit boxes, hikes and of course videochat. I did this because it felt right, honest, and I believe it produced more trust with clients. I was right. People responded to it well and began to make incredible progress in their own lives.

This authentic way of connecting with people led to a book deal with Harper Collins, appearances on TV shows, big podcasts and more. But it all started when I realized there was a new way to help people. I didn’t have to sit in a sterile room for eight hours a day. I continued to work unconventionally and started calling myself a life coach since I realized there was more latitude in coaching—no strict policies or set-in-stone rules.

This meant I had the freedom to create the kind of practice that works for me, and I want to share that with you in the hope that you can build a life that you love.

STEP 1



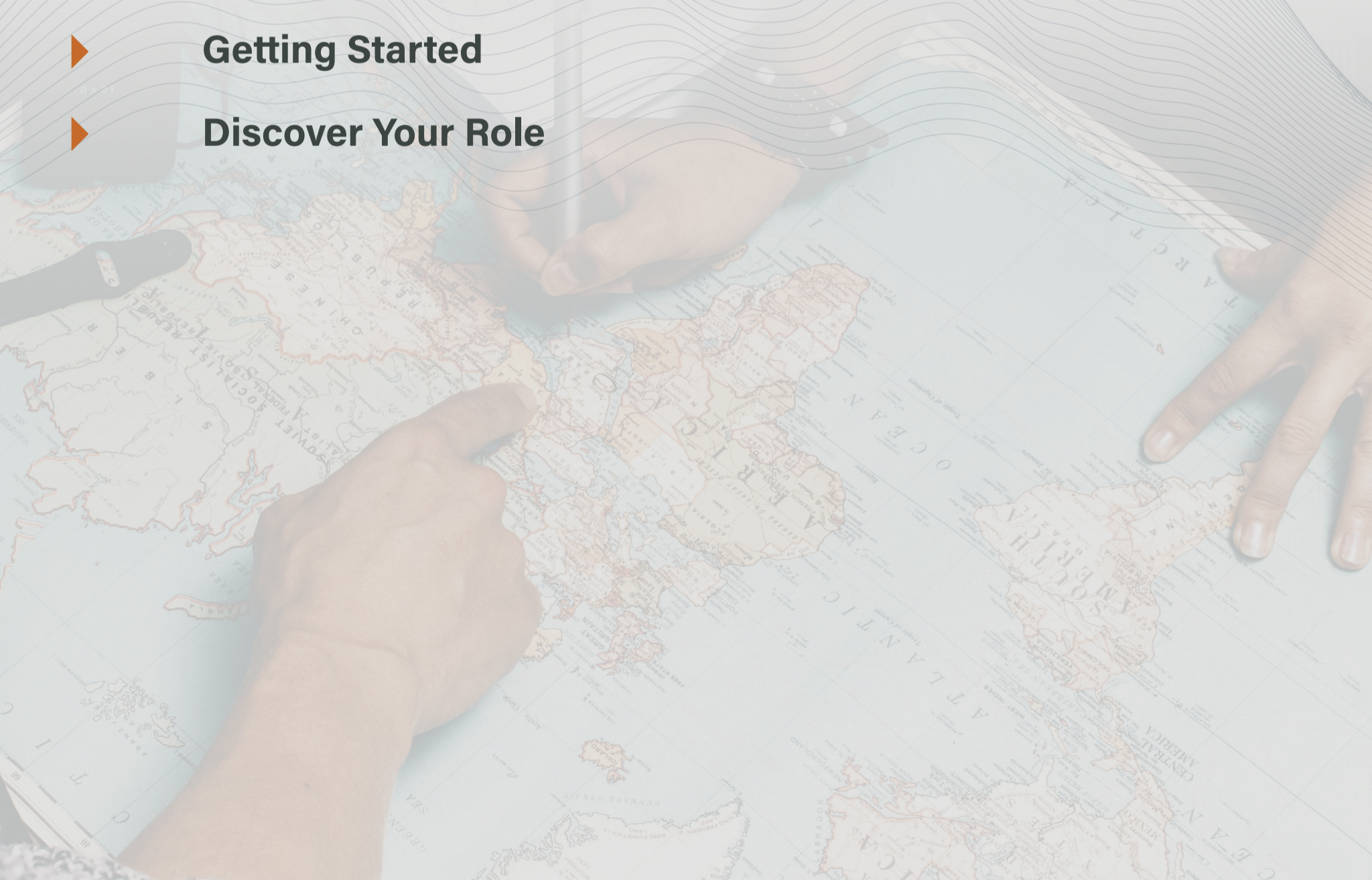
MAKE THE DECISION



Getting Started



Discover Your Role



▶ GETTING STARTED



People are so afraid to say they are, or want to be, a life coach. This is partly due to the false belief that life coaching means you have to have a perfect life or be in a good place in your life. This is one of the biggest misconceptions that keep people from pursuing a career as a life coach!

The truth is that no one's life is perfect and if you wait 'til you're in the "perfect place," you'll never get started. Deciding to be a life coach is like deciding to have children. There are going to be a million reasons why it's not the right time, so you just have to make that decision and do it.

▶ DISCOVER YOUR ROLE



Remember, your job as a life coach is to be a guide, a catalyst, to provide support, to create a safe space, and to provide and suggest tools which you've learned either on your own journey or in a life coaching training program. Your job is not to have all of life's answers. Chances are if you want to be a life coach, you are already life coaching. Your friends, your coworkers, your family—this counts. You're probably the person in your group of friends that everyone comes to in order to process things and get some sound advice. Trust that. You have what it takes, no matter where you're at in your life right now.

STEP 2

GET PROPER TRAINING

- ▶ **What To Look For**
- ▶ **Make Sure You Agree With Their Message**
- ▶ **Don't Just Look For A Course, Look For A Community**
- ▶ **Diversity**
- ▶ **How Long Do They Take**
- ▶ **Have A Life Changing Experience**
- ▶ **How Much Are They?**



▶ **WHAT TO LOOK FOR**



This is obvious, but I want to let you know what to look for in a life coach training program. Because not knowing just becomes another barrier to not doing it. There are so many courses out there. What should you look for? How much are they? How long does it take?

▶ **MAKE SURE YOU AGREE WITH THEIR MESSAGE**



Find out what the company or people behind the course stand for. What's their message? What's their tone, their temperature, their manifesto? Why does this matter? Well, if you are in line with the flag they are carrying, this journey will become bigger than you. It will feel incredibly motivating. Being a part of a movement that's greater than yourself will make you fearless. It will empower you and carry you forward when you feel that you can't keep going.

▶ **DON'T JUST LOOK FOR A COURSE, LOOK FOR A COMMUNITY**



The last thing you want is to finish your program and be left standing there alone not knowing what to do next. I experienced that feeling after getting my license to be a therapist, and it's the loneliest feeling in the world. A community will give you

support throughout your journey, empower you to keep going when it gets tough, and provide you with resources and people to bounce ideas off of so you don't have to do it alone. The life coaching journey can be very lonely. I believe it's why so many quit before getting any real traction. But this is a marathon, not a sprint. Make sure your community is in it for the long haul.

▶ **DIVERSITY**

If you want to take a very specialized course about a niche topic, that's great. You can take those after. But for your initial training, it should be all encompassing. You need the primer before you start painting. You want to make sure you know how to set up a Coaching Agreement, understand the ethics expected of you in this field, gain a deep understanding of the difference between coaching and therapy. You want a program that will break down the basic steps of a coaching conversation and provide you with the proper tools to approach every type of scenario with confidence and grace.

You need to know about science-backed, evidence-based, person-centered theories, relationships dynamics, active listening, how to ask questions and more. Make sure all the coaches teaching you are different so you get the full box of crayons. If you want the most bang for your buck, you want the most diversity in your lessons and instructors. Each instructor has their own style, and getting exposure to the various styles is one of the biggest compliments we consistently get from our students.

▶ HOW LONG DO THEY TAKE



Every coach training program varies. Our program, the JRNI Coaching Intensive, runs for two hours every Sunday for about 5 months. Some courses are done over one weekend and others are like long college courses that may take nearly a year. Pick a length that you will realistically stick with and feels comfortable for you.

Most likely, you'll be attending classes online due to the convenience of doing it comfortably from home. Pick a course that fits within your schedule and time frame and that provides a dedicated support system along the way so you can finish strong.

▶ HAVE A LIFE CHANGING EXPERIENCE



Finally, above all, make sure the program is an experience that will touch many different areas of your life. Not just dry information. A life coach training program should be life changing. Not life changing in a way that your life will look completely different after you have finished the course. But in a way that it will affect you, shift your thinking, perspective, and give you the tools to better your own life as well as the lives of others.

Think about it this way. If it doesn't affect your life in some way, how will what you learned affect others? In a way, it's a test to see if the course holds up. Information alone doesn't change people. Experiences do.

▶ HOW MUCH ARE THEY?



Of course, this is going to vary. But let me say it will be a tiny fraction of what I paid to become a therapist. Roughly, your coaching course will be between \$3,000 and \$10,000. At the end of the day, it all depends on which program you connect with the most and which one you feel will provide you with the best experience. (A good rule of thumb is to ask for a syllabus so you can see what exactly what you will be learning) Finally, stay away from any course that promises you a certain amount of clients or income. Of course there are averages for an industry, but no one can guarantee you a specific amount of income or clients. Anyone who says they can isn't telling you the whole truth.



STEP 3



PRACTICE WITH CONFIDENCE

- ▶ **Working With People**
- ▶ **Overcoming Fear**
- ▶ **The Details Of Practice**
- ▶ **Gaining Confidence**



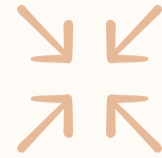
▶ **WORKING WITH PEOPLE**

Just learning how to be a life coach isn't going to make you a life coach. You have to get on the bike and ride it. This means practice. The good news is that you already have been practicing. That's probably why you're reading this. You've been helping, supporting and coaching, friends, family, clients, etc. And most likely, you're good at it and enjoy it, otherwise you wouldn't want to be a life coach. People have told you you're good at it. If not out loud, then by their actions by wanting to sit down with you every time they need advice. You have to trust that. Because most people start with tons of passion and confidence but then slowly become afraid. I believe this is because when you take a course, it becomes official. There's panic there. Doubt. Wondering if you're any good, and you completely forget that you've already been life coaching people for years.

▶ **OVERCOMING FEAR**

I remember when I made my first twenty dollars as a life coach. Someone sent it to me via PayPal. I couldn't believe it. It was exhilarating yet terrifying. It proved that I could actually help people and make money at this. But, it also meant more sessions and more fear. And there will always be a little fear. There will always be some butterflies and if there isn't, something's wrong. But, practice will give you the confidence to not allow any fears to stop you from helping as many people as you can. And it takes time. Real change comes incrementally, bit by bit, and remembering that is important.

▶ THE DETAILS OF PRACTICE



Your life coach training program should provide you with opportunities to coach your peers or a plan to get practice. You can also practice with a friend, and let them know you in a gentle way that you'll be practicing the tools and techniques you learned in class. Building trust. Laying soil by practicing empathy. Asking open ended questions. Staying away from giving advice and telling them what they should do, unless they ask. But more importantly, don't label or judge the experience. Remember, you're practicing. Yes, you want to help whoever you're practicing on, but the bigger goal is to experiment with different techniques and ways in, find your style, and build confidence. You'll find out pretty quickly how effective you are because they will tell you how helpful that was, and most likely want to sit down with you way more than you'd like. Don't get discouraged! Even professional athletes understand the value of practicing their skills, so think of it like that.

▶ GAINING CONFIDENCE



The other way to practice is with strangers. Yes, strangers. This is how you do it. Assuming your training program has an accessible community that comes with it, offer free sessions. Tell the community you're new and you want to practice. Do as many as you can. You can also offer pro-bono sessions to acquaintances or on social media to get some practice. If your training program offers live events where you can practice coaching, attend those. These can actually turn into your first paying clients. But that's not the goal or expectation. Again, the goal is to find your voice, style, and gain confidence.

STEP 4

ZERO IN

- ▶ **Find Your Niche**
- ▶ **Growth And Change**





FIND YOUR NICHE



As you get more comfortable with coaching people, you will start to learn not only how you coach, but also what kind of coaching you want to do. You can't just coach on "life" —it's too broad. You have to specialize in something. Relationships. Career transitions. Break-ups. Finances. Whatever area of life you're passionate about. Think about your story and what you've overcome.

Remember, your story can be of great value. When you share your story, you're giving valuable information, instilling hope, and also building trust with your client. The goal is to be the go-to for that specialized area you want to coach. That's how you build a booming practice. In the very beginning it's important to be specific, if you try to be too broad, your impact will be lessened.



GROWTH AND CHANGE



But also know that your speciality can grow and change as you do. You're not tied to your speciality. So many people have anxiety about what area of life coaching they want to specialize in that they never make a decision. It's like picking a major in college. You're probably going to change it so don't worry. Pick something you gravitate toward today and explore it. Everything is learning, and all learning is valuable.

STEP 5

FIND YOUR AUTHENTIC VOICE

- ▶ **Find Your Voice First**
- ▶ **Your Lived Experience Is A Form Of Expertise**
- ▶ **Authenticity**

▶ FIND YOUR VOICE FIRST



First, you have to find your voice. I think many are so consumed with what they want their logo or website to look like, they don't realize that they are the brand. That other stuff comes later. In order to find your voice, you have to speak. Often. And by speak I don't mean literally, I mean you have to say something. This can come in the form of blogging, photos, videos. The format doesn't matter. What matters is that you start discovering what you want to say and how you want to say it.

▶ YOUR LIVED EXPERIENCE IS A FORM OF EXPERTISE



Your experience and your stories hold valuable insights. Aileen Uy, one of our graduates who now coaches and works with our students, recently shared some thoughts about coming up with ways to reach your ideal client—she said that the question to ask yourself was this: “What do you wish your client knew about themselves or their potential?” After that, you should take that larger concept and break it up into smaller concepts or topics. “Self love is more than just loving yourself. It's a build up. Talk about what that build up is. Because there's so much to say about it, write it down. Take each bullet point and make that its own separate post.”

Her other firecracker of a question was this: “What is one thing you are tired of staying quiet about?” Aileen shared that for herself, this meant: “I thought about mental health isn't a disease, trauma isn't a disorder but a personal injury, and how I was tired of people assuming that certain things can be resolved in 30 days or less. It shocked me to the core how much passion I had behind just these topics, and there were so many more things I wasn't happy with people continuing to believe about themselves and others.” You need to find those same moments of inspiration and passion within yourself to share with others.

▶ AUTHENTICITY

Remember, what's going to make you unique and your voice strong is your authenticity. If you're not pulling from an honest place, people will smell it. It will ring false. So, you have to be you. And I'm not going to lie, that's hard. Because we all seek approval and validation. You are going to look at how many likes, hearts and comments you've gotten. You're going to want to delete things you've posted or re-write blogs you publish.

You're going to constantly second guess yourself. The way you push past these things is to do it consistently no matter what. Eliminate expectations. The more you do it, the more you will become comfortable with expressing yourself, saying your message, and being uniquely you. Finding your voice is a process. It takes time.



STEP 6



DISCOVER YOUR COACHING PATH

- ▶ **Different Types Of Coaching**
- ▶ **Make A Bigger Impact In The World Around You**





DISCOVER YOUR COACHING PATH



Don't ever be discouraged or think that there's only one way to be a coach. **There are many, many ways to be a coach in today's world.** There's no one "right" path or one way to use the skills you'll learn in your coach training program out in the world at large. You don't have to be a social media whiz or build a huge email list to make it as a coach.

Our graduates have taken the course for so many reasons, including personal growth, to enhance careers they already have, to start a side hustle that's all their own or to launch third, fourth, even fifth careers. Students from our program have gone on to work as full-time coaches at major companies like Bulletproof, Growth.com, Noom and other big companies. We have existing coaches who want to fine tune their skills. Some apply it to their existing yoga practice. We even have massage therapists and equine-therapy coaches. One thing we can say for sure is that nearly all use the skills they acquired in their friendships, relationships, their marriages and their families.

Coaching is a growing industry, and the skills associated with coaching complement and enhance whatever you're already doing. Better communication, conflict resolution, goal achievement, interpersonal dynamics—the skills learned in coach training will stay with you for the rest of your life, no matter where you choose to go.

▶ DIFFERENT TYPES OF COACHING



Coaching can take place anywhere, from in-person to over video chat, one on one to groups. And there's many different types of coaching as well. Performance coaching, skills coaching, career, personal or life coaching, creativity, business, executive coaching. And a hundred other ways to position yourself as a coach. We know coaches who specialize in outdoor adventuring, some who incorporate horses, astrology or creating art into their work. If you can dream it up, you can do it.

▶ MAKE A BIGGER IMPACT IN THE WORLD AROUND YOU



We talk a lot about how coaching can make you a better parent, a better friend, a better boss or employee. But really, coach training is a set of skills and experiences that you will choose how to employ. You likely have a dream of how coaching will work for you and that is awesome. For us, it's all about how becoming a coach can help move you from where you are now to where you want to be. We want to give you the tools and support to be effective at whatever it is you want to do, and the ability to make a bigger impact on your corner of the world.

JOIN THE COACHING REVOLUTION.

- ▶ The JRNI Coaching Intensive, founded by John Kim (The Angry Therapist) and Noelle Cordeaux, combines a no-bullshit approach with a unique blend of adaptive therapeutic training and modern day life coaching concepts and techniques.

Our program is entirely online and lasts about five months, which includes live weekly coach training, exposure to a wide variety of evidence-based methods and techniques, peer practice coaching and business development.

We are not just a training program but a vibrant, diverse, and inclusive community of coaches who are committed to bettering ourselves and the world. Your journey doesn't end when your training does. JRNI offers lifetime support, live events, real world experience and a solid foundational community to uplift and support you as you build a vibrant, unique, thriving coaching practice—whatever that looks like for you!

JRNI is accredited by the International Coach Federation (ICF), the only globally recognized, independent credentialing program for coach practitioners.

IT'S TIME TO MAKE A BIGGER IMPACT.

Schedule a no-pressure, friendly call today with one of our team to talk about your goals and learn more about how JRNI can help get you to where you want to be, in as little as five months.

**SCHEDULE YOUR 20-MINUTE
CLARITY CALL [HERE.](#)**

Or follow this link: bit.ly/aboutjrni.

If you're not a phone person, you can email us: hey@jrni.co

