

THE AUTHENTICITY GUIDE

A woman with long dark hair, wearing a bright yellow blazer and a white skirt, is sitting on a stone wall in a garden. She is looking off to the side with a slight smile. The background is a lush green garden with various plants and a stone wall.

COUCH TO COACH

HAVE DREAMS OF BECOMING A COACH? IN THIS 9-WEEK PROGRAM
WE'LL TAKE YOU FROM DAYDREAMING TO REALITY.

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COUCH TO COACH: ABOUT THE PROGRAM

Are you working a corporate job but have a sinking feeling that you're not living out your true career purpose? Do you get most energized when listening to and empowering others to succeed? Do you already informally coach friends, family members and colleagues? Do you actively fantasize about coaching as a paid career but have no idea where to begin?

You're in the right place.

Julia's 9-week Couch to Coach program empowers even the most novice coaches to run a thriving coaching business.

What You'll Get

- Weekly 60 minute video coaching sessions with Julia for 9 weeks
- Unlimited lifetime access to The Golden Coach Resource Folder (a treasure trove of resources including hundreds of coaching questions, frameworks, templated client legal agreements so you can copy/paste, template intake forms, back end systems recommendations, book recommendations, podcast recommendations, must-read content and so much more.) One client said, "When I received access to the Coach Resource Folder, my first thought was, 'you could have charged me 4x your rate and I would have paid it for this resource alone.'"
- Participation in the 6-week Positive Intelligence program and app (\$998 market value)
- Define your ideal client niche and understand how to market yourself within that niche
- Learn how to get clients
- Build your digital presence
- Engage in mock coaching sessions with Julia; comprehensive feedback delivered
- Assigned weekly reading and assignments
- And much, much more....



"Julia gave me the confidence to pursue my authentic interests and change not just my career path, but my life. I know that in twenty years, I will be looking back at this pivotal moment when I made a completely transformative decision. I will remember with gratitude that I could not have done any of it without Julia."

Lauren Good, (from Healthcare Administration to Women's Perinatal Health Coach)

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HOW IS THIS DIFFERENT FROM OTHER COACHING PROGRAMS?

This is NOT an International Coaching Federation (ICF)-certified course. If you're looking to be a certified ICF coach, there are lots of wonderful options.

What sets this program apart is that it teaches you the fundamentals of coaching but also puts the business of coaching at the forefront. Many ICF-accredited courses teach you how to ask great coaching questions and how to be an active listener, but those same courses can leave you in the lurch when it comes to defining who you want to serve, creating a marketing plan, defining your brand, and the nuts and bolts of getting clients (aka, how you make the money!).

This is a coaching course for people who don't want to coach as a free hobby forever. This is a coaching course for people who want to be entrepreneurs as well as coaches. This is a course for people who are ready to profoundly change the lives of others, and be financially successful while doing it.

THE INVESTMENT IN YOURSELF

Apply for a free 15 minute consultation to learn more!

[Apply now!](#)