

FOWLER INTERNATIONAL ACADEMY
OF PROFESSIONAL COACHING

**10 REASONS WHY
COUNSELORS, THERAPISTS
AND PSYCHOLOGISTS
ARE FINDING
JOY, SUCCESS AND
PROSPERITY AS
LIFE COACHES**





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Introduction

Over the past four decades I have had the honor and pleasure of coaching and teaching others to coach. My team and I have trained and certified over 10,000 coaches. From young people in their early twenties to octogenarians looking forward to launching their new “fourth quarter” career.

I have found one group of individuals who, because of their professional experiences and their genuine heart-felt passion for helping others, are best prepared to easily and naturally become the world’s most successful life coaches.

They are Our Helping Professionals

They are Counselors, Therapists, Psychologists, Social Workers, Medical Professionals and more.

If you are a helping professional and want to learn why others like you are finding joy, success and prosperity as life coaches, this book is for you.

Sincerely,

Berry

Berry Fowler

Founder Sylvan Learning Centers and Fowler International Academy of Professional Coaching

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Chapter One

Help Others and Create a Lasting Legacy

The number one reason so many experienced professionals are becoming certified professional life coaches is they have a genuine desire to continue to help others.

It is much like a calling. It's what brought them to their current profession in the first place. It is their deep desire to help others find joy, balance, happiness and success.

They understand by becoming a well-prepared professional life coach, they can improve their own lives and they will leave a legacy of making our world a better place by helping others.

Whether coaching one client at a time or facilitating coaching groups, they can help to create long-lasting positive changes that can affect generations to come.

Chapter Two

Stress Free Client Relationships and Leave the Emotional Baggage Behind

Most people coming from other helping professions find coaching to be a lot more fun.

I hear this all the time from our new coaches who come from psychology, therapy and counseling. They tell me they were feeling emotionally drained and burned out from listening to so many of their patients' problems.

They all agree – they find coaching is a positive energy exchange and more fun than they had ever imagined.

The process of coaching focuses on the future. It is not necessary to dig into the past or dwell on negativity. Coaches provide their clients with a fresh start.

As a coach, you can provide your clients with a “do over” and an opportunity to move forward as they begin living the life of their dreams.

Chapter Three

Reap the Financial Rewards of a Highly Skilled Professional

Another reason helping professionals are drawn to coaching is they realize there are excellent financial opportunities available to Certified Professional Coaches.

Whether they simply want to add revenues to their existing practice, supplement their retirement income by coaching a handful of clients' part time, or build a lucrative full time coaching business and reap the rewards of a highly skilled professional they believe their personal income will increase dramatically as they help others reach their full potential.

Certified Professional Coaches enjoy the freedom of advertising and promoting their coaching services and setting their professional fees. According to the International Coaching Federation's 2022 Global Coaching Study, the average fee reported per one-hour sessions was \$272 in North America.

Chapter Four

There Has Never Been a Better Time to Become a Professional Coach

Life coaching has only been around a few decades, yet today's potential clients are better informed than ever before. They understand the many life-enhancing benefits of having a coach. Because of this the demand for professional coaches has never been greater.

In 2022, there were only about 34,200 certified coaches in North America. When comparing that with the 180,000+ Psychologists, 120,000+ Marriage and Family Therapists and the 187,000+ Licensed Social Workers in the U.S. alone, one can easily see coaching is still in its infancy.

Now is the perfect time to become a coach.

Chapter Five

Coach Your Clients from Home or Anywhere in the World

Another reason coaching is so attractive is coaches can easily build a successful and lucrative professional practice from home.

Here is something that surprises many people, the fact is most coaches practicing today coach their clients from their home office via the internet.

The good news is - clients don't have to live in your local community. They can live anywhere in the world as long as they can log onto the internet.

Chapter Six

A Professional Practice that is Easy to Run with Very Little Startup Costs

Operating a professional coaching practice is simple and straightforward. Coaches usually bill their clients on a monthly or quarterly basis and receive their professional fees before their services are rendered.

This makes the profession of coaching particularly attractive because there are virtually no hassles with accounts receivable.

And, because most coaches run their businesses from home, there is very little startup cost. All you really need to begin offering your coaching services is your computer and an internet connection.

Coaches can provide great coaching to their clients from anywhere they happen to be.

Just imagine how pleasant it could be to operate a successful coaching practice while lounging at home in your most comfortable workout clothes. Or, better yet, in your luxurious resort wear while you are enjoying an extended stay at your favorite vacation destination.

It is this flexibility and freedom that is attracting more and more helping professionals to become Certified Professional Coaches.

Chapter Seven

An Easy and Seamless Career Transition

Many helping professionals find the transition from their traditional career to launching their own professional coaching practice is simple and easy.

Many new coaches are likely to discover that their existing base of friends, colleagues and acquaintances can be an excellent source of coaching clients and referrals. They find the key to a quick and seamless transition into a lucrative coaching career is simply getting the word out about their new life-enhancing service.

Chapter Eight

Live Your Passion Every Day

Another reason coaching attracts highly-motivated professionals to become life coaches is they can live their passion every day. Life coaching provides them with a chance to do what they love doing.

Let's say you are passionate about health and fitness. As a life coach you can specialize in coaching others to live a successful and healthy life.

Or, maybe your passion comes from building your own successful professional practice and as coaches you would enjoy helping fledgling professionals to organize, launch and grow their businesses.

Perhaps you have a genuine desire to help single mothers to develop the skills and confidence they need to stand on their own, raise their children successfully and find fulfillment and happiness in a new career.

Possibly you have experienced the loss of a loved one, or a devastating divorce, or a catastrophic illness, and now you have a passion to provide coaching and support to help others overcome their personal tragedies.

With well over fifty different coaching niches or specialties, the profession of coaching will provide you with limitless opportunities to live your passion while helping others.

Chapter Nine

Rekindle the Happiness of Helping Others and Surround Yourself with Those Who Bring You Joy

Our coaches who come from other helping professions tell us they have rekindled the happiness and joy they felt when they first began their former careers.

Many report they feel a renewed level of energy and fulfillment as they help their coaching clients to achieve their goal and objectives.

They also tell us they feel empowered by the freedom of being able to work with clients of their own choice and not those who may have been forced on them in the past.

Becoming a professional coach and owning your own coaching practice enables you to surround yourself with clients who fill your life with joy, happiness and prosperity.

Chapter Ten

Never a Need to Recertify Again

Some professional coach training and certification organizations like ours award its graduates with a lifetime Certified Professional Coach (CPC) credential that is accepted and respected worldwide and never expires.

Furthermore, reputable programs like ours allow graduates to re-take their entire training or a portion of the training over again without additional cost.

About the Author

Berry Fowler is an internationally renowned educator and entrepreneur.

He is the founder and former chairman of Sylvan Learning Centers and the founder and chairman of Fowler International Academy of Professional Coaching.

Visit fiacoaching.com

Berry invites you to learn about our Certified Professional Coach (CPC) training and certification program and our special master level coaching credential opportunity exclusively for helping professionals with post graduate degrees by scheduling a free, no obligation Discover Your Coaching Future Call.

Schedule a Discover Your Coaching Future Call
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