

MWI LIFE COACH TRAINING

5 STEP GUIDE FOR YOUR LIFE COACHING JOURNEY

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DEFINE YOUR NICHE

Look through your life journey and what you have overcome. Those are the people you are designed to help.

TRAINING

Spiritual life coaching inhabits you to guide others to healing. Although you will not be defined as a counselor or psychologist, you are a mentor to others.

INTAKE FORM

Crafting and what to put on your form.

MARKET YOURSELF ONLINE

What do you want the online world to view you as? Choosing your brand colors, company name, font color, and platforms.

BUILDING RAPPORT

Building rapport is one of the most important aspects of any life coach guiding others to healing.

The reason for this is that in order for healing to come, vulnerability has to happen with a client.

In order for the vulnerability to happen, clients have to trust you. Well, how do you acquire this?

Your Niche

Before you start to compare yourself to every other life coach out there take a moment to pause. In order to become a successful coach you have to realize from the jump that people are coming to you because of who YOU are.

Don't focus on trying to solve everybody's problem letting anyone come in as a client.

To be successful you need to be honest with yourself and where you want to go. **One of the most valuable keys to life coaching is LISTENING.** Think about how rare it is in our culture today to have someone sit and listen to you.

Your role will be to help your client shift their beliefs and thought patterns to align with where they are looking to go. **That can look like asking, "When is the last time you remember feeling this way about yourself or your life?"**

You aren't there to judge anyone for where they are. You are there to offer empathy and compassion. To give people a safe place to share the things they are too afraid to share with anyone else.

By helping them realize what coping mechanisms are negating any progress forward, you come alongside them to identify core wounds, seek the truth, and find healing.

As a spiritual life coach you use biblical principles to bring healing and wholeness to the soul (mind, will, and emotions.)

Now it's time for you to decide who you can help with that? Single moms...children...Empty Nesters...who is it?

Training

In the realm of life coaching, a college degree does not define who you are. As a spiritual life coach, your essence lies in guiding others toward healing and growth.

While you may not be categorized as a counselor or psychologist, **you serve as a trusted mentor to those seeking guidance.**

MWI's comprehensive 12-week training program equips you with essential educational tools and offers immersive workshops. Through these resources, you will not only learn how to effectively **guide couples and individuals through exercises centered around childhood trauma, coping mechanisms, and personal development**, but you will also embark on your own transformative journey.

Rooted in purpose, this spiritual-based program places a strong emphasis on the healing of coaches themselves. By delving into their own childhood experiences and facilitating their personal healing, **coaches gain a profound understanding of the intricate connections between childhood, spirituality, and the path to healing.**

Intake Form

Here are some suggested sections to consider including:

1. **Personal Information:** This section should include the client's name, contact details, and any other relevant demographic information.
2. **Goals and Desires:** Ask clients to articulate their goals, desires, and aspirations, both in general and specifically related to their spiritual and personal growth.
3. **Current Challenges:** Prompt clients to describe the challenges, obstacles, or areas of struggle they are currently facing in their lives.
4. **Prayer Requests:** Provide space for clients to include any specific prayer requests they would like you to support them with during the coaching process.
5. **Faith Integration:** Ask clients to reflect on how they envision integrating their faith or spirituality into the coaching process. This allows you to understand their expectations and desired level of spiritual guidance.
6. **Previous Coaching or Counseling Experience:** Inquire about any previous experiences with coaching or counseling, including whether they have worked with a spiritual life coach or counselor before.
7. **Confidentiality and Boundaries:** Explain your confidentiality policy and ensure clients understand the limits and boundaries of your coaching relationship. Emphasize the importance of maintaining client confidentiality and the role of trust in the coaching process.

Remember to design the intake form in a way that reflects your specific approach as a spiritual life coach and addresses the key areas of focus that are important to you and your clients.

Market Yourself Online

When it comes to building your brand, it's essential to consider how you want to be perceived in the online world. While you don't have to limit yourself to a single platform, it's advisable to prioritize at least two. This allows you to focus your efforts and delegate tasks effectively.

When searching for these elements, it's crucial to choose platforms based on your target audience. Consider who you want to coach and the type of people you aim to help. Factors such as age group, demographics, and profiles will shape your platform choices.

To create a cohesive brand image, develop your perfect persona. Define their age, gender, interests, and both their likes and dislikes. Understanding your ideal client will guide your branding decisions and help you connect with the right audience.

Don't overthink your content. You know what your ideal client needs. If you're on IG or Facebook (what we recommend) then commit to posting one reel a day. Use trending audio, add text to the screen, and use short B-roll clips. In the beginning, don't worry about views. Focus on consistency.

Additionally, introducing yourself to church leadership can create meaningful relationships and connections.

Remember, building your brand is an ongoing process, so be open to refining and evolving your approach as you grow and learn more about your target audience and their needs.

Building Rapport

Creating rapport is a vital aspect of guiding others to healing as a life coach. Vulnerability plays a crucial role in the healing process, and in order for clients to open up, they must trust you.

So, how can you build that trust?

- 1. Setting Boundaries:** It's important to establish clear boundaries. While it may be tempting to share aspects of your own story with clients, do so sparingly, focusing on small details. Avoid overshadowing their story or emotions. Remember, the primary focus is on their healing journey.
- 2. Professional Relationships:** Maintain boundaries by distinguishing your role as a life coach from that of a friend. Even in vulnerable situations, where clients may feel a sense of closeness, be mindful of potential sexual advances and never engage in any form of intimacy. Firmly reject such advances under all circumstances.
- 3. Enhancing Credibility:** As you work with clients, your credibility will naturally grow. To further boost it, consider incorporating testimonials from satisfied clients, demonstrating your professionalism and transparency. Share the positive results clients have achieved on their healing journeys.

Remember, trust is the foundation upon which healing can occur. By respecting boundaries, maintaining professionalism, and showcasing your credibility, you create a safe and trusting environment for your clients to embark on their transformative journeys.