Become a Health Coach in 6 Months!

Peek inside our dual Health & Life Coach training program
Welcome!

You are about to discover a unique, life-changing education experience. With over 10,000 graduates from more than 70 countries*, we are proud to be pioneering the new generation of coaches who are changing the consciousness of the planet.

Our dual Health & Life Coach training curriculum is based on behavioral psychology, neuroscience, intuitive listening, habit change, and healthy lifestyle design.

• **Learn 100% online from anywhere in the world!**
• **No prerequisites - all you need is a passion for personal growth and helping others.**
• **Work with practice clients while still in school.**

*Includes all students from Health Coach Institute and predecessor companies*
What is a Health Coach?

A Health Coach’s role is to help clients set health-related goals, create an action plan to achieve those goals, break negative patterns and habits, and replace them with healthy ones that serve them.

Health Coaches work with clients to better understand their current experience (and how they got there) and empower them to create a different experience. They help clients follow through with their goals by offering ongoing support, accountability, encouragement, and guidance.

Health Coaches help clients in 5 big areas of life:

Health  Money  Love/Relationships  Career  “That which is greater”

They help clients assess those 5 big areas and get clear on new habits they want to create. Through the transformative power of coaching, Health Coaches then help their clients turn those new habits into automated routines.

A Health Coach’s skill lies in knowing the right questions to ask to empower their clients and bring the answers inside to light, thereby expanding the menu of choices available to the client to create what they desire.
The World Needs Coaches

It’s no secret that work and life responsibilities have left a large majority of our population more depleted, stressed, unhealthy, and unfulfilled than ever before.

Consider these alarming statistics:

- More than 8 million Americans suffer from some form of serious psychological distress.
- Even following a heart attack, only 1 in 7 patients makes any enduring changes around eating or exercise.
- 25% of people abandon their New Year’s resolutions after just 1 week (increasing to 60% within 6 months).

People know they need to change what they’re doing or face serious consequences. But making big changes without support and accountability can be incredibly difficult...in large part because we are creatures of habit.

Did you know that some scientists believe that up to 95% of our behavior is a result of habit? This is why it can be so difficult for people to make changes that last...even when they know change is needed and their intentions are strong.

That’s where Health & Life Coaches come in! They empower others to master healthy habits that serve them for life.

Habit change is the key to creating lasting transformation and it’s the core of what we teach at Health Coach Institute.

In our dual Health & Life Coach training program, you’ll study the art, science, and business of habit change so you can help others create lasting positive changes in life and in health.
Imagine...in just 6 months, you will have the clarity, confidence, tools, and knowledge to help clients transform in every facet of life.
HCl’s co-founders Stacey Morgenstern and Carey Peters (both successful coaches) spent several years researching every coaching program out there. What they found was that there were many decent programs, but none offered ALL of the essential ingredients coaches need to thrive in business and help clients make lasting change in their lives. In each one, a crucial ingredient was missing.

Some programs had great educational content, but they didn’t teach enough about business, marketing, or what it’s really like to work for yourself to prepare their grads for career success. Some didn’t offer the critical hands-on practical application students need during training to hone their coaching skills and develop their confidence.

Stacey and Carey had one goal: to train masterful coaches who could transform lives AND make a living doing it. So they created a training program designed to do just that.

Health Coach Institute’s dual Health & Life Coach training program is a 6-month curriculum where you’ll learn the 4 pillars of a coaching business—Functional Nutrition for Health Coaches, Habit Change Coaching Method, Personal Growth & Life Coaching, and Proven Business and Marketing Systems. Our system combines the fundamentals of Health & Life Coaching into one powerful curriculum, providing future coaches with the foundation they need to help clients in every area of their life, on the most holistic level.
Our Dual Training Program at a Glance

The Become a Health Coach curriculum includes an orientation, four training modules (4 pillars), and a library of master class coaching demos, done-for-you templates, and advanced training bonuses designed to help you launch a professional coaching career.

**Orientation**
You’ll learn why Health Coaching is the future of healthcare, what Health Coaching is REALLY all about (and what it’s not), and why habit change is the key to client transformation.

**Pillar 1: Functional Nutrition For Health Coaches**
Pillar 1 includes all the functional nutrition information future Health & Life Coaches need. The courses and handouts cover the fundamentals of nutrition science and healthy eating, how food interacts with the body to mitigate disease and build optimal health, condition-specific protocols to help advanced medical conditions like weight loss, heart disease, and diabetes, and more.

**Pillar 2: Habit Change Coaching Method**
In Pillar 2, you’ll learn why the Habit Change Coaching Method is the secret to creating successful lifestyle changes and the #1 coaching skill of successful Health & Life Coaches. Handouts include materials to help you describe your program to potential clients, create your own signature coaching program that gets results, a Done-for-You Detox program, client email invitation template, over 10 coaching scripts, and more!

**Pillar 3: Personal Growth (The Life Coach Certificate)**
We believe that Health Coaching and Life Coaching go hand in hand and is precisely why we provide Life Coach training in Pillar 3. Life Coaches help people bring health to all three domains of life; physical, emotional, and cognitive well-being. Our Life Coach Certificate will prepare you to launch a fulfilling career as a Health Coach, a Life Coach, OR a Health & Life Coach. You’ll be able to work with clients across a broader spectrum and help them on a much deeper level.

**Pillar 4: Proven Marketing & Simple Business Systems**
Pillar 4 will teach you how to build a successful business. You’ll learn how to get clients, make money, price your programs, and schedule clients. Handouts will help you put systems in place for all components of your business and include done-for-you scripts and marketing materials, website copy, and loads more.
ORIENTATION

- (re)Defining Nutrition & Health Coaching: The Paradigm Shift Whose Time Has Come
- What Nutrition & Health Coaching is...and what it is not
- The difference between Nutrition & Health Coaches and other practitioners such as doctors, registered dietitians, and therapists
- What paying clients really want from a Nutrition & Health Coach
- The truth about creating lasting habit and lifestyle change (for yourself and for your clients)
- Why the future of healthcare is coaching: find out why top doctors, supplement companies, insurance companies, and many other corporations are adding Nutrition & Health Coaches to their programs....and what this means for your career
- Discover the 4 pillars of masterful Nutrition & Health Coaching and why you need ALL four of them in order to build a successful career
Pillar 1: Functional Nutrition For Coaches

- Functional Nutrition for Coaches: the only nutrition, health & wellness knowledge that matters
- How to understand any dietary theory at a glance so you can save yourself - and your clients - from overwhelm and inaction (this is the simplest way to learn 100 dietary theories in 10 minutes or less)
- How to discover the perfect diet for you (and why you won’t find it in any diet book)
- The six questions that a masterful Nutrition & Health Coach must ask in order to help their clients (and themselves) lose weight, gain energy, balance blood sugar, resolve digestive issues, overcome binge eating & emotional eating, cure cravings, stop chronic dieting, fall in love with their bodies & (finally) be comfortable in their own skin
- The secret to becoming a masterful Nutrition & Health Coach with a waiting list of clients
- What it means to become a visionary for your clients...and why that will create a waiting list of raving fans
- What to eat to help your clients get rid of cravings, lose weight and gain energy...for good
- Seven foolproof ways to balance blood sugar
- The Nutrition & Health Coach’s Secret Weapon: why “how” you eat is more important than “what” you eat
- Seven steps that are the easiest, cheapest fix for resolving digestive issues, overcoming binge/emotional eating & curing cravings...without changing ANYTHING you or your clients are eating (we call these our infamous “Secret 7”)
- Discover why WHO YOU ARE BEING equals what your body is doing
- Uncover what’s driving your behaviors around food, your body, and your health...and how to shift the behaviors you don’t like
- Discover how to time your meals so you can increase weight loss and energy while reducing stress and balancing blood sugar
- How to get more done in less time, so you have time for the most important things in life (including taking care of yourself and your loved ones)
- Learn simple ways to be your healthiest self no matter where you are

BONUS: The Basics Of Elimination Diets + A Simple Done-For-You Detox Program
Designed to help your clients build their intuition around nutrition, get quick results, and reset their bodies for optimal health.
PILLAR 1

Done-For-You Materials, Scripts, Checklists, Handouts & Templates, and Bonuses

- MacroNutrients
- 100 Dietary Theories In 10 Minutes
- Stress
- Obesity
- Diabetes
- Heart Disease
- Binge Eating
- Cravings
- Emotional Eating
- Body Image
- Chronic Dieting
- The Six “W” Questions
- The Why Underneath The Why
- 10 Beliefs About Health
- 7 Ways To Balance Blood Sugar
- Drink More Water Tip Sheet
- How To Quit Drinking Caffeine The Right Way
- Healthy Fats
- Fats To Avoid
- The Magic Plate
- List Of Healthy Proteins, Fats, Fiber, And Carbs
- Favorite Healthy Snacks
- Pantry, Fridge, And Freezer List
- What Is Processed Food?
- How To Read Food Labels
- How To Go Gluten-Free
- How To Go Dairy-Free
- List Of Alternative Sweeteners
- Healthy Dessert Recipes
- How To Get Great Sleep
- Out-Of-The-Box Movement Ideas
- How To Honor Hunger And Fullness
- Embracing Sensuality
- Why Being “Bad” Is Sometimes Good
- Meal Timing
- Healthy Choices At Restaurants
- Elimination Diets
Pillar 2: Habit Change Coaching Method

- Why the Habit Change Coaching Method is the secret to creating successful lifestyle changes
- How the Habit Change Coaching Method is different from Motivational Interviewing and other coaching methods
- The two steps you must take BEFORE you coach your client… skip these and your clients won’t experience transformation
- The #1 the Habit Change Coaching Method skill of successful Nutrition & Health Coaches
- Discover how to describe your program to potential clients so that they can’t wait to work with you
- How to effectively coach on client objections so you can turn “No” into “Yes” with integrity and authenticity
- Master delivering “The 90-Day Total Transformation”—our proven, Done For-You coaching program
- How to create your own signature coaching program that gets results: the secret no other coaching school will teach you about creating successful lifestyle changes

BONUS: COACHING DEMO LIBRARY!
One of the ways to become an outstanding coach is to witness outstanding coaching. 12+ Coaching Demos of Stacey working with real Health Coaching clients so you can hear each session of the 90-day Total Transformation program in action.
Done-for-you materials, scripts, checklists, handouts & templates, and bonuses

- Done-for-you detox program with client handouts
- Transformation’s secret sauce: the 3 brains
- The map
- Rapport
- Closing the deal coaching question sequence
- How to describe your program template
- The personal email invitation sample copy
- How to coach effectively on objections & worries
- Done-for-you “total transformation” 90-day health coaching program
- Done-for-you session #1 script + client handout
- Done-for-you session #2 script + client handout
- Done-for-you session #3 script + client handout
- Done-for-you session #4 script + client handout
- Done-for-you session #5 script + client handout
- Done-for-you session #6 script + client handout
- Done-for-you session #7 script + client handout
- Done-for-you session #8 script + client handout
- Done-for-you session #9 script + client handout
- Done-for-you session #10 script + client handout
- Done-for-you session #11 script + client handout
- Done-for-you session #12 script + client handout
- How to create a coaching program that gets results
- The self-sabotage sequence
- “Oh crap” silver bullet coaching question sequence to use on any topic
Pillar 3: Personal Growth (The Life Coach Certificate)

- Discover how you can work with your clients to overcome the fear that might be holding them back from achieving their true purpose. You’ll learn how you can help them cast out their doubt to create the life they want.
- Discover how you can help clients find career success that aligns with their purpose and goals for their future. Together, you’ll discover how they can change the world through their work.
- Discover how you can help clients find love or strengthen their existing relationships—with others and themselves. You’ll help them learn to be supported by family, spouses, partners, friends, and co-workers.
- Discover how you can help clients connect with That Which is Greater and align their purpose with a higher power. Help them uncover how to connect their career to their purpose so their work extends beyond just personal gain and benefits others.

- Discover how you can help clients transform their money legacy and connect money with their spiritual paths. You’ll learn how to help them uncover the shadow beliefs that might be sabotaging their ability to make, and keep, money while also making an impact on the world.
- Discover how to have an “opening the relationship” conversation with potential clients. Learn how to describe your program so they are excited to work with you and can see the potential that working with you can unlock in their lives.
- Discover how you can develop a 90-day coaching program for your clients—one that helps them create powerful transformation and sets them on a path for impactful changes that stick.
PILLAR 3

Done-For-You Materials, Scripts, Checklists, Handouts & Templates, and Bonuses

- The “Big 5” Areas Of Life
- How to coach your clients on Health
- How to coach your clients on Money
- How to coach your clients on Love/Relationships
- How to coach your clients on Your Calling/Career
- How to coach your clients on That Which Is Greater
- The Results Life Coaching Gets In Every Area Of Life
- The Personal Blueprint: How To Bring Your Personal History Into Your New Career
- Money And Your Spiritual Path
- Money As A Relationship
- Transforming Your Money Legacy
- Transforming Your Body Legacy
- Self-Sabotage
- How To Ask For What You Want And Get It
- “Either/Or” Versus “Both And More”
- The Desire List
- Magic Words For Women To Say To Men
- Magic Words For Men To Say to Women
- Self-Authorizing
- Connecting Your Career To Your Purpose
- The “What’s Worth Fighting For” Exercise
- Gratitude & Appreciation
Pillar 4: Proven Marketing & Simple Business Systems

- A Simple System To Help You Make Your First Or Next $5K
- How To Get Clients From Networking & Referrals
- How To Get Clients From Talks & Workshops
- How To Get Clients Online...Even If You Don’t “Get” (Or Like) Technology
- How To Price Your Programs
- How To Schedule Clients & Prioritize Your To-do List so you can Maximize Your Time...even if you have kids, a job, hobbies, and passions
- How To Become A Confident, Courageous, and Client-Attractive Nutrition & Health Coach

BONUS: Create a new vision for your business and lifestyle!
PILLAR 4

Done-For-You Materials, Scripts, Checklists, Handouts & Templates, and Bonuses

- The Best Business Model For Nutrition & Health Coaches
- 5 Phases Of Business Growth
- What Is A Niche?
- Hot Niches For Nutrition & Health Coaches
- 2 Done-For-You Starter Niches
- How To Answer The Question “What do you do?”
- Done-For-You Responses To Answer “What do you do?”
- How To Price Your Programs
- Done-For-You Pricing
- Where And How To Book Talks
- Done-For-You Talk Script & PowerPoint Slides & Handouts
- Done-For-You Marketing Materials For Your Talk
- How To Attract Clients Online
- Done-For-You Website Copy
- Done-For-You Video Scripts
- How To Schedule Clients
- Sample Real-Life Coaches’ Weekly Calendars
- Client Scheduling Software Recommendations
- How To Prioritize Your To-Do List
- Simple Productivity Checklist
- How To Take Payments
- Your First Or Next $5K Checklist*
- Done-For-You Marketing For Detox Program
- Done-For-You Marketing For The 90-Day Intensive Total Transformation Program
- Done-For-You Weekly Scripts For Newsletters Or Video Tips
- How To Create Videos That Attract Clients
- Recommended List of Business And Marketing Resources
How Will I Learn?

Our goal is to make your online learning experience smooth, easy, and fun. That’s why our training is released in weekly modules and accompanied by tons of resources to help you cement your learning. Each lesson builds on the previous lesson so that you know exactly what to focus on first, second, and third... in order to go pro.

**Multimedia Formats: Watch, Listen, or Read**
Trainings are delivered in three convenient media formats - Video, MP3, and PDF - so you can watch, listen, or read based on how you learn best. (Note: the Life Coach portion of our curriculum is delivered via audio format only.)

**Short Lessons**
We’ve broken down our lessons into short, digestible chunks so you can assimilate, implement, and take action—without information overload or overwhelm!

**Interactive Weekly Skills Labs**
Because knowledge without practice is meaningless, you’ll also partner up with your peers in weekly Skills Labs where you’ll apply what you’re learning in a safe environment, honing your skills so you’ll feel confident with paying clients. These invaluable labs offer you practice, support, and accountability like nothing else!

**Mentorship**
You’ll also have several coaching calls with an HCI Success Coach and a small group of fellow students during your training, who will offer you support in times of doubt, help you overcome obstacles, and celebrate your successes. Our Success Coaches walk the talk and show you the way forward. They’re awesome!

**Community**
Surrounding yourself with people who uplift and encourage you has the power to change your life, and at HCI, we believe wholeheartedly in the power of community. That’s why our students experience a huge part of their training together! You’ll have 24/7 access to your tribe, so whether you need support around an issue, a client challenge, or you just want to celebrate a breakthrough, this is a safe space for you to be yourself and feel seen.
Meet Your Teachers: Stacey Morgenstern and Carey Peters

Stacey Morgenstern and Carey Peters are the co-founders of Health Coach Institute, a coaching school that trains healers, helpers, and health enthusiasts in the art, science, and business of coaching and habit change so they can transform lives and create abundant careers doing what they love.

As certified Health Coaches; life, marketing, and money coaches; authors; speakers; online entrepreneurs; and HCI’s primary teachers and mentors; Stacey and Carey have helped thousands of holistic health, nutrition, and personal growth professionals around the world turn their passion into profits making a lasting difference in the world.

Stacey and Carey met by chance in 2005 when they both decided to begin new careers as coaches and became fast friends. During their coaching training, they identified massive gaps in the way coaches are educated that made it difficult for most budding coaches to build successful careers. The problem was that most trainings took a theoretical approach to education, but didn’t teach the hands-on, practical application needed to make a living in the real world.

Stacey and Carey decided to create a training program that would give other aspiring coaches the proper training and tools to become masterful coaches and launch thriving businesses...and in 2010, Holistic MBA (Health Coach Institute today) was born.

Today, HCI is made up of a global tribe of masterful coaches, with over 10,000 graduates from over 70 countries having gone through its foundational and graduate-level programs.
Curriculum

Habit change is the primary focus of our curriculum because understanding how to create effective habit change in clients is the key to becoming a masterful Health or Life Coach. Many coaching schools overload their students with excessive theoretical knowledge and very little, if any, actual coaching and business training or practical application. We believe this creates coaches who lack the complete spectrum of skills necessary for building a successful coaching career. Our curriculum distills nutrition, health, and wellness information down to the essentials needed to successfully coach clients, leaving plenty of time for learning all the other important skills coaches desperately need - like how to market themselves, get clients, and create a thriving career in a rapidly growing marketplace.

Master Teachers

If you want to become a successful coach, it makes sense to learn from people who’ve created success doing what you want to do, and who can share the steps to replicate that success in a way that is simple and straightforward. Stacey and Carey have coached thousands of clients in a way that has allowed them to make a great living and enabled them to live a richly rewarding life. They’re sassy, silly, and passionate about what they do and their genius lies in turning what feels complicated into easy, accessible, and fun... because at HCI, we believe you have to have fun while changing the world!
Community

We can’t emphasize this one enough. When you enroll at Health Coach Institute, you’ll join a global network of kindred spirits (helpers, healers, and health enthusiasts just like you!) who share the same bigger-than-us mission to change the way we do health. You’ll embark on a life-changing educational journey of personal transformation and self-discovery, where you’ll learn, stretch, grow, and succeed together as a tribe. You’ll make friendships, build business partnerships, and create connections that will last a lifetime...and you’ll even have the opportunity to connect face-to-face twice a year at one of our in-person HCI Live events!

Support

We’re committed to your success and that means supporting you every step of your coaching journey. As a student, you’ll have 24/7 access to our amazing, heart-centered tribe of students to connect with, learn from, and practice on in a safe and supportive environment. You’ll also benefit from ongoing mentorship in an intimate group setting with your Success Coach, as well as interactive weekly Skills Labs.
Why Health Coach Institute?

Reason #1: Innovation & Fun
You can expect a fun, cutting-edge coaching education that’s redefining what it means to be a coach. When you’re having fun learning, opportunities will naturally open up to you.

Reason #2: Real-Life Results
You’ll know how to create change for yourself and for your clients. You’ll also get access to game-changing tools and resources to launch a successful coaching business.

Reason #3: Our Tribe
We are a heart-centered, results-oriented community of passionate coaches who believe in the power of habit change and the positive change we can effect in the world. We believe in inspiring one another to be the best version of ourselves, in cultivating aliveness, in taking risks, in being bold with our work, and having FUN while changing the world. (And dance parties... we always believe in the power of a dance party.)
“Wellness coaching took the biggest jump from last year’s survey when it was listed at no. 17 and has been in the top 20 since 2010.”

- ACSM Worldwide Survey of Fitness Trends for 2015
Coaching Career Opportunities

Coaching is a booming industry and one of the fastest-growing careers today. Health and Life Coaches are at the forefront of a major shift in the way we approach health and wellness globally.

More and more, people are searching for holistic, natural ways to live happier, healthier lives over traditional treatments and medication. They’re looking for accountability partners who can offer assistance with very specific needs. They’re looking for YOU, future coach!

As a coach, your career opportunities are endless...whether you want to take the entrepreneurial route and start your own business, work in partnership with other like-minded professionals, or dream up a brand-new way to put your skills to work, Health and Life Coaching offers unparalleled freedom to design your ideal life.
How Much Can You Earn?

The average coaching salary in North America as of 2016 was $61,900 but many coaches are creating highly successful careers earning six figures and up (our co-founders being two of them!). How much you can earn varies by location, experience, niche, and other factors, but one thing is for certain...there is tremendous earning potential!

The International Coaching Federation shares an annual report on the state of the coaching industry and provides statistics on industry growth as well as a baseline overview of the Coaching career.

According to the International Coaching Federation:

- Worldwide, 6 in 10 coaches showed an increase in clients at the rate of $200-$500/hr
- Most coaches predict a further increase in fees, clients, hours, and revenue in the next year.
Many coaches consult with clients one-on-one via telephone, virtually using conference-style programs like Skype or Zoom, or face-to-face in an office setting. The beauty of a coaching career is that you can work with clients from anywhere in the world if you wish!

Grads who opt to go the **Health Coaching** route may also choose to work in chiropractors’ offices, in wellness centers with other holistic practitioners, with naturopath doctors, or in yoga studios, universities, schools, churches, synagogues, or community centers. The sky’s the limit!

Similarly, grads who opt to go the **Life Coaching** route also have many career options available to them. They may become motivational speakers, lead seminars, author books, sell products online, or even train other coaches.
What Our Students Are Saying...

Laura Thompson Brady, PhD

“I give Carey and Stacey my highest recommendation”

“This was the best financial investment I’ve made for myself and my life. I now have a thriving coaching business working from home and get to live in accordance with my values as my husband and I raise our two girls with the spirit of joy and adventure every day. I give Carey and Stacey my highest recommendation and will forever be grateful to them and their life-changing work.”

Gwendolyn Gholson-Driver

“I have never seen a Health and Life coaching program so enlightening”

“I have never seen a Health and Life Coaching program so enlightening, structured, and scripted. The guidance and support has been TOP of the line. The nutritional aspect is absolutely right on spot for introduction of Health Coaching and a life-changing encounter for anyone. Understanding and focusing on the body, nutritional value, and changing those habits are the beginning of “successful change.” The way you have designed the program is a non-threatening approach. Great experience!”

Lori Harris

“I could not have felt more supported by this school”

“I wanted to express my satisfaction and appreciation for this program. I was hesitant initially to enroll in an online program because I couldn’t imagine I would possibly feel part of a class where there were screens between my face and those of my fellow students. (Is my age showing?) I cannot tell you the amount of community and support I have felt throughout this process! Between the weekly lessons (just the right combination of specific relevant information and personal stories by Carey and Stacey), the live event in Las Vegas, the Facebook community, the Skills Labs with classmates of all ages and genders, and the personal coaching calls with Christine, I could not have felt more supported by this school.”

> For more student success stories, visit: www.healthcoachinstitute.com/reviews
Tuition for our 6-month dual Health & Life Coach Training is **$6450**. You can choose to invest in full or select from one of our low financing options.
Enrollment Bonuses

ADVANCED NUTRITION FOR HEALTH COACHES
3 PROTOCOLS. 3 HEALTH CONDITIONS. BY EXPERTS. FOR HEALTH COACHES.

We’ve partnered with top doctors and health experts to create powerful 90-Day Transformational Coaching programs to help clients address 3 of the most common health challenges.

Dr. Steven Masley
Heart Disease
Dr. Brian Mowll
Diabetes
JJ Virgin
Weight Loss

HCI LIVE EVENT ADMISSION
JUMPSTART YOUR CAREER. UP YOUR COACHING GAME. BECOME THE LEADER YOU WERE BORN TO BE.

Health Coach Institute hosts 2 live business-building training events per year. **HCI Live** is a 3-day event that brings HCI students and grads together in real-time to learn advanced coaching, business, marketing, and personal development strategies and techniques from HCI’s co-founders and other cutting-edge industry leaders. HCI Live is the place to connect with your tribe, cement friendships, build partnerships, exchange ideas, breathe new life into your business, become the leader you were born to be, and have FUN while changing the world.
This Program is **Perfect** for You if You...

- are passionate about helping and empowering others to live their best lives
- want a career that pays well, feels fulfilling, and makes a difference
- love all things relating to personal growth and self-improvement
- aren’t sure whether you want to be a Life Coach or a Health Coach, and are looking for a comprehensive training that will prepare you to do both
- know that you would thrive if you were doing what you love and inspiring others
- want to know the truth about what really creates lasting change in others
- want to learn skills that will have a positive impact on your personal well-being in every facet of your life
- want the freedom to work flexible hours from anywhere in the world
- want to be connected to an incredible community that inspires you
- want a training program that includes extensive hands-on training so you can practice your skills as you learn (and even earn money while still in school!)
- learn best at your own pace and on your own time
- enjoy having FUN while you learn
If you went with “False,” you’re correct!

The truth is we’re ALL works in progress. It’s perfectly okay not to be perfect.
If you’ve been thinking of beginning a new career as a Health or Life Coach, but there are areas of your own life that you feel are, shall we say, “messy”, then you need to know this:

**Becoming a coach is not about being PERFECT. It’s about being on the PATH.** All you need to become a successful coach is the drive to be the most inspired version of yourself and to inspire others. That’s it! The great news is that our program will help you do just that.

Our training program will give you:

- The **coaching skills and expertise** to help others master healthy lifestyle habits that stick
- The **business and marketing know-how** to attract and win clients (and run a business with ease)
- A **heart-centered community** to stretch, support, and encourage you to achieve your career and life dreams
- The **hands-on support** not just during your training, but far into the future, to ensure your success
- The **tools to amplify your coaching business** and help you expand your reach as a coach
- A chance to **apply what you’re learning in a safe practice environment** so you can hone your skills and feel complete confidence when you start working with paying clients.

One other thing, future coach….clients actually don’t want a “perfect” coach. They want a human being who is relatable! That’s what creates the trust and connection that makes for an amazing coaching experience.

If you’re ready to transform yourself and your career, then you’re ready to be a coach!
How long will it take me to complete the program?
The course is designed to be completed in six months. Upon graduation, you will be given a certificate of completion and a seal for your website to display your credentials.

How many hours per week should I allot to completing course work?
We've made sure to chunk down the curriculum into manageable pieces. If you watch all the videos, show up to the Q&A calls, and participate in weekly Skills Labs, plan on 5-6 hours of work per week.

Do you offer payment plans?
Yes. Please call (877) 914-2242 to learn about our payment plans.

Can I do this program while working a full-time job or being a full-time parent?
YES! Absolutely. Our co-founders Stacey Morgenstern and Carey Peters created this program while raising a toddler and pursuing an acting career, so they designed the training with maximum flexibility in mind. What you will learn in this course are habits that will help you create a more spacious lifestyle and professionally inspire others to do the same, which will mean less stress and more fun. If you only want to work part-time, that’s your choice and it’s still possible to build a wildly successful business while working part-time. Stacey and Carey are living proof!

How do I know if a coaching career is right for me?
Coaching is one of the most fulfilling careers on the planet. Who wouldn’t want to get paid to explore their own personal growth while making a big difference in people’s lives? Some students wonder if they will actually be able to make a living doing it. Others wonder whether they will be taken seriously. When Stacey and Carey first launched their careers, they shared the same concerns. But they both went on to create incredibly successful, six-figure coaching careers. In fact, many HCI grads have created thriving, rewarding careers beyond their wildest dreams working flexible schedules that suit them. Want to be inspired? Read our grads’ stories at www.healthcoachinstitute.com/reviews

I’m already a coach. Will this training be repetitive?
Not at all. This is a unique training that is rapidly redefining the professional coaching industry. This work is based on Carey & Stacey’s combined 24 years of experience working with thousands of clients around the globe. There is no other coaching school out there that combines Habit Change Coaching Skills, Personal Growth, Money Mindset, and Business and Marketing Systems into a dual Health and Life Coach training program that produces successful coaches. Plus, every session is exciting and fun. This is a great way to augment your skills as a coach, expand your client reach, and spice up your existing practice.

Are there any opportunities to meet with fellow students?
Yes! Once enrolled in the BHC program, you’ll be invited to attend one of our 3-day live training events (HCI Live)! These immersion events take place twice a year in the United States, and are an opportunity to learn advanced coaching skills, grow your business, and connect with hundreds of other coaches from all over the world.

Does this training include mentorship?
Yes! You will have several coaching calls with an HCI Success Coach and a small group of fellow students during your training. Our Success Coaches are master coaches who have all created their own thriving businesses so they know exactly what our students are going through, where they are headed, and what it takes to succeed in the real world. They offer support in times of doubt, help our students overcome obstacles, and celebrate successes. Our Success Coaches walk the talk and show our students the way forward. They’re awesome!