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Introduction

Do you like helping others? Do you feel that you could teach others to lead an organized and structured life? Do you have an organized and structured life yourself? If answered yes to all of these questions, then I've got the perfect career for you... a life coach!

Many people are unfamiliar with what exactly a life coach is. A life coach is someone that helps others to learn different skills and changes the way that they would normally live their life which in turn will help them to achieve a more productive life. There are life coaches that specialize in different aspects of your life as well such as relationship coaches, financial coaches, career coaches, wellness coaches, etc.

A life coach is more than just being a good listener, you also need to be able to ask good questions to assess the problems your client may be having. You also need to be able to ask the tough questions. Your goal as a life coach is to find the source to all of your clients problems so that you can effectively fix them and teach them at the same time how they can fix similar problems in the future.

A life coach should also have a structured life themselves and be able to display techniques and strategies to changing a way a person is use to thinking. Although you don't have to have a certification or degree to become a life coach, having some type of training in life coaching is an added plus and a great way to learn new techniques and skills that will help you in your own career. There are many online accredited courses that you can take to become certified, which we will go more in detail about later on in the report.

Becoming a life coach can be a very rewarding career and isn't hard to achieve. You can also make a very good income by becoming a life coach. A life coach makes on average anywhere from \$60,000 - \$130,000 a year and comes with many added benefits.

For one, you can run your business straight from your home, while your on vacation, while your flying, etc. Most life coaches work from their computer or from a telephone, which makes your costs for running your business very inexpensive.

In this special report we will be going over all of the aspects and things that you need to consider when deciding to become a life coach. We will go over many different topics such as what types of courses are available to become an accredited and certified life coach, what types of specialized life coaches you can become, what skills you need to have to become a successful life coach, how to make a business prosper and grow, and much, much more! So, let's not waster anymore time and get started!

Most Popular Types of Life Coaches

The first thing you need to do if you are considering becoming a life coach is what area of life coaching you want to specialize in. As we all know there are many different aspects to life, relationships, communication, business, family matters, financial struggles, etc. Well, for every aspect of life, there needs to be life coaches ready and available to help those in need of help in those specific areas.

It is up to you to research and find out what area of life you would like to start coaching on. Let's take a brief look at some of the most popular areas of life and what types of duties are involved when becoming a life coach in that area.

General Life Coach

A general life coach helps a person in all aspects of their life. Most of the time when people hire a general life coach, they need help in all aspects of their life in general. This could mean family matters, careers, relationships, etc.

For this type of life coach you need an adequate amount of training or knowledge in all aspects of life as well as specific skills and techniques to be able to display to your client. You can find tons of life coaching courses and classes available online as well as at your local colleges and universities.

Some of the tasks associated with being a life coach are creating spiritual tools for others that are in grief, helping your client create a balanced life, preparing young adults for college, helping your client with their business skills, life skills for young adults, financial advising for young adults and couples, self-care and awareness for the stay-at-home mom, and even help with life reorganization for older adults with no children at home.

A general life coach deals mainly with stress management and helps their client use helpful techniques and methods to conquer bouts of stress.

Some of the most successful general life coaches carry traits such as a non-judgmental person, a person with empathy, a person with good and positive orientation to life, a person who carries good listening skills, a person with compassion, kindness, and a loving demeanor, and a person who can identify a client's strengths and weaknesses easily.

You must also have strong business skills to ensure that your career grows successfully. Another good trait to have is having a good sense of personal boundaries which is very important when dealing with clients.

So if you have the desire to help others with getting their lives back to normal and in an organized and professional manner, then becoming a general life coach may just be the specialty you'd like to embark in.

Relationship Coach

A relationship coach helps others with relationship problems. As we all know there are all types of relationships within our lives whether it is a spouse, your children, your parents, other family, friends, and even business relationships.

As a relationship coach is a unique type of life coach because they will be covering many different aspects such as teaching their client, coaching their client, as well as acting as a mentor for their client.

It is a relationship coaches job to help their client create a layout for each of their relationships. Here you will work with your client to incorporate helpful methods and strategies to letting go of certain relationships, creating new and healthy relationships, and also transforming other relationships that they may have in their lives.

A relationship coach also helps their client in achieving goals within their relationships such as developing boundaries, improving their communication skills, and understanding the concept of assertiveness. You will also need to help your client with their listening skills as well being able to ask a person important questions and having presence with that particular person.

Through all of this your client will then develop skills that will help them gain confidence as well as create long lasting, healthy relationships with others.

It is important that a relationship coach has experience with making and developing their own healthy relationships as well as has a passion for helping their own clients to create their own healthy and productive relationships. So if you have experience yourself with relationships and have found the balance and skill to creating healthy relationships then becoming a relationship coach may be the right life coach specialty you want to check in to.

Career Coach

A career coach is someone that helps others to regain the love and enjoyment that they may have lost in their chosen career path or they can also help others to find the courage to transform into a new career path.

When it comes to career coaching there are a few things that your client will expect such as good listening skills so that they can talk out their own ideas or thoughts, good planning skills so that they have a clear path for taking their career to a higher level, an understanding insight so that they can get an understanding of what type of person they are and what career best suits them, editing and interviewing skills so that they can produce a compelling resume and prepare themselves for an upcoming interview, and prioritizing skills so that they can gain a balance between home life and work life.

It is a career coaches job to help their client effectively regain a good outlook on their careers and helps them make doable goals that will help them progress in their specific area of work. When you are a career coach you have to play a big mentor role because most of your clients will be scared of the current state they are in in their careers, so it is up to you to set them straight and guide them in the right career direction.

It is very important that you have additional training when it comes to becoming a career coach because there are many aspects that need to be discussed and acted on and you will need the proper training techniques and strategies to ensure that you can adequately help your client with their career problems.

Leadership Coach

A leadership coach helps others to develop good leadership skills. This can be very beneficial for those who have their own businesses as well as others who are in charge of a certain amount of people.

Leadership can also be displayed in many aspects of their general life and a leadership coach will help them to find the right skills and strategies to build their leadership.

A leadership coach will have to find out what motivates their clients and what motivates the people that your client will be leading. A leadership coach has to be passionate about their work as well because your client will be looking for the intensity in their leadership coach and you don't want a lack of intensity displayed to your clients.

This is a very important key that anyone interested in becoming a leadership coach needs to keep in mind. You want to be a leader so that your client will in turn follow your leadership skills and practice them when it comes to their own leadership.

There are a few things that leadership coaches need to know such as how to identify the skills that your client already possesses when it comes to leadership as well as how to build more leadership skills with their current skills, they also need to know how to identify the real leaders in an organization and what values each possesses, and lastly a leadership coach should know how to provide their client with opportunities to grow as a leader without putting more stress or duties on their client.

A successful leadership coach will have traits such as skills in the field of leadership, confidence in their ability to communicate as well as an ability to be a leader, and a range of knowledge when it comes to the different approaches to leadership.

So if you yourself have any of the following traits and skills then becoming a leadership coach might just be the right career path you want to head to when it comes to becoming a life coach.

Spiritual Coach

A spiritual coach is someone who has the ability to tap into the center between both the coach and the client. A spiritual coach can help their clients to act on emotions in their heart as well as support them to take action on the changes and incorporate their inner strength.

It is up to a spiritual coach to provide their client with an inner guidance system that will let your client know what is best for them and can also help them in finding the purpose of their lives.

Realize that a successful spiritual coach doesn't necessarily have to know more about spirituality than their client. The important thing that a spiritual coach however should have is good spirituality themselves.

It is also important that a spiritual coach allows the spiritual part of themselves to guide their thoughts, actions, and their decisions, this way they can effectively coach their client with the right spiritual tools that not only work for you but can work for them as well.

There are also spiritual approaches to coaching that you will need to use such as developing their clients intuition, having good boundaries, continually build their clients integrity, and know the difference between intuitive information as well as judgment and opinions.

Realize that a spiritual coach is not a preacher of any sorts and should never try to preach to their client. Make sure that you stick with your client's own religion and spiritual beliefs. Make sure that you do research to find out the right way to help your client spiritually through their own religion and beliefs to adequately help your client.

It is wise to get additional training for this type of coaching as you need to know the many aspects to a clients spirituality and how to deal with clients needing spiritual coaching.

Mentor Coach

A mentor coach is someone that helps others and guides them into a healthy and safe direction in their life. A mentor coach can cover many aspects of a persons life where they need mentoring. To be a mentor coach you have to have expertise in guidance as well as great coaching skills.

Becoming a mentor coach is generally not what many people start their life coaching careers with. It takes a lot of knowledge and patience to be a mentor coach and is more for the seasoned life coach to tackle such an area of life.

There are a few things that a mentor coach should know such as how to manage your client and explore the consequences of their own decisions, how to provide your client with opportunities and how to use their new skills, as well as how to transform their own knowledge into their client giving them ideas and points that will lead their client to the results they are looking for.

Normally a mentor coach will have a few common traits such as a passion to share all of their wisdom in a particular area, has great confidence in themselves and their work, has a great self-esteem that can be past on to their clients, and someone who has an expertise in their chosen area of mentoring.

Many mentor coaches also have mentor coaches of their own which helps them dramatically in their efforts to helping their own clients. For a seasoned life coach, this is a very good area of practice to venture to with experience under your belt to share with your clients and to aid in their quest to live a better life.

Business Coach

A business coach is someone who helps a person who owns a business and needs inspiration or someone who owns their own business and needs help getting out of a fix. Many people look for business coaches to help guide them in the right direction so that their business in turn can become a success and not a complete failure.

It is very important for both the coach and client to be on the same level when it comes to this form of life coaching. Realize that both you and your client want to see a success in the business and you need to make sure that your client follows all of the strategies and skills that you teach them so that their business can grow and prosper.

A business coach is similar to a business consultant, however there are some differences between the two. Where business consultants are problems solvers, business coaches are more of a people developer. A business coach wants the person that is seeking business coaching to realize that it takes them to make the business what it is and what it will be.

Business consultants also mainly focus on the profit of the business where a business coach focuses primarily on the potential that the business has to make profit and strategies and goals that a business can achieve by using certain skills and tactics.

Business consultants also help a client to succeed in their job where a business coach covers both becoming successful in their job but also in their life generally. A business coach will also help the client learn how to score more profits so that it will provide them a steady flow of profits for years to come.

Becoming a business coach does require you to have a good knowledge about business and owning business so it is very wise to receive additional education to better prepare and teach your client.

Communication Coach

A communication coach is much like a relationship coach. Although a communication coach deals solely with communication skills. This can mean communication skills between spouses, other family members, coworkers, friends, and even the general public.

This type of coaching is usually sought out by individuals who have a barrier or problem to why they have communication problems. This is why it is so important for a communication

coach to become a good listener and also have the ability to ask questions, especially the tough ones.

A communication coach should have good communication skills themselves and be able to identify the reasons why your client is having the communication barrier that they are experiencing.

Because communication goes along with relationships many communication coaches will invite others in their therapy to better understand the communication barriers that their client and the recipient are having.

A communication coach will also display helpful tips and strategies that will help their client successfully create a good communication with others as well as relationships that come about in the future.

There are a lot of aspects to communication and it is very important that a communication coach understands every aspect to communication and know how to teach a client the proper techniques and strategies to improve their life and communication with others.

Financial Coach

A financial coach is someone who helps other that may be in a financial crisis or someone who needs organization and balance to help better their financial situations. For this form of life coaching it is important that the coach themselves are well educated and knowledgeable of finances. Different courses and programs are available to help life coaches for this particular specialty.

Financial coaches will help their clients to effectively manage their finances and find where they originally went wrong. Financial coaches are also looked upon as problem solvers.

Although financial coaches don't actually fix the problem right away, they give their clients the skills and knowledge to fix the problem until fixed completely and then use the tactics learned to prevent them from getting into the financial strain they were put in.

It is very wise for a financial coach to help their client make a plan of action and a list of finances that they encounter each month. A financial coach will also show their client budgeting techniques and ways to keep their finances afloat without leaving their client spinning in the drain.

Many people, especially in this day and time, find themselves hiring financial coaches to help them in their economic shamble they are in. Which is why the demand for financial coaches is at an all time high.

So if you know your finances and ways to effectively help others get there selves out of a fix then becoming a financial coach may just be your ticket to a rewarding and profitable career.

There are many different specialty life coaches and it is very important that you research and find the best type of life coaching area that best suits you and your preferences. Make sure that you know a lot about that specific area of life coaching and that you can as much additional information as you can.

You can always find helpful tips, advice, tactics, and methods available online. There are also many different courses and programs available that will help you in your life coaching career.

Once you have chosen a specific area of life coaching that you want to start your career in, your next step is finding the resources to making you the most success out of your career. You can do this in many ways such as attending helpful life coaching seminars and attending online courses or related courses and programs available at your local college or university.

Life coaching can be a very rewarding a profitable career to start and can effectively be ran all from the comfort of your own home. So now that we have went over the specialties of life coaching, let's take a look at our next steps that we need to take to becoming a successful and rewarding life coach!

See you guys in the next chapter!

Helpful Life Coaching Seminars and Courses

After you have chosen the specific area of life coaching you want to start your career in, it is now time to gain as much helpful information about your career as possible. There are many helpful seminars that can provide you with helpful information from other successful life coaches.

You can find these seminars at your local colleges and universities as well as seminars hosted online. Many life coaches will host a tele-seminar where you can watch the entire seminar in the comfort of your own home and you are given the ability to interact by asking questions that you might have.

Many life coaches find these seminars to be very informative and helpful because they gain extra advice, techniques, and tactics that they can use with their own clients. As with any business learning from someone that has already "been there and done that" is one of the most effective tools to becoming successful in any line of business.

There are also many popular life coaches that have literature available for those who are more of a contextual learner. Many of these books will give you the helpful tips and ideas as the live tele-seminars have and have been written by a life coach that has expressed their own experiences and skills that they needed to see success in their business.

Apart from seminars, you can also attend courses and programs available at your local college or university. Many of the classes you can circulate around your busy schedule and will be offered both through day and night classes.

When you complete one of these accredited courses you will receive a certificate of completion and can also be added to your resume. This in turn provides your client with the assurance that you know how to adequately help them with their problems as well as gives your client trust in you that you can fix their problems effectively.

Colleges and universities also provide courses specifically for coaching purposes and helps you learn the right and effective ways to coaching someone. There are many skills and techniques that can be learned and used when coaching a client, so many life coaches find this to be a very beneficial course to take.

Many of your college and universities will also provide classes and courses covering the business aspect of your career. Realize that when you start your own life coaching career that not only will you need to know the skills and techniques to help your client but also the

business aspect of your career. For those of you who haven't had any business experience this would be a great course to take part in and very beneficial to your growing business.

Many people find it more of a convenience to take courses online. There are tons of courses and programs available online that are accredited and will also provide you with a certification of completion.

Keep in mind that you don't necessarily have to have a certification or additional training in the field of life coaching. However, the added certifications and extra knowledge will definitely spark your profits and your popularity among clients. Think of it this way, would you pay for someone to teach you something if they didn't know every aspect of that particular area. Me neither!

Plus getting the extra education about that particular area will help you better teach your clients and will also make your job a lot easier with new ideas, techniques, and methods that you may not have known and tried yourself.

Many life coaches that have opted out of the additional training have still found success, however, they also feel that they would have reached the peak of their success quicker with the right amount of training initially. So keep this in mind when you are deciding to become a life coach and how much the extra training can help your career in the long run.

Let's take a look at some of the most popular courses and programs available at your convenience online.

The Institute For Life Coach Training

Originally founded in 1998, The Institute For Life Coach Training has helped thousands of life coaches achieve both their dreams of helping others and their success in their career. The Institute For Life Coach Training is one of the leading institutes that provide adequate coach training as well as web accessible resources to increase your education in the field of life coaching.

The Institute For Life Coaching offers two different program paths that you can take, the credentialing path and the specialty path. There are some differences between the two paths so it is very important that you find out which path best suits you. With the credentialing path the coach is geared more towards the fast completion of the course. This path is also geared towards the credentialing of your coaching. Many life coaches choose to take this

path initially and then progress into the specialty path to better their life coaching skills in a particular area.

With the specialty path, the coach is geared more towards finding out the specific skills needed for a particular area of coaching such as relationships, leadership, financial crisis', family matters, wellness, etc. In this path you will learn important skills and techniques to help your client in your particular area of life coaching practice.

They also provide courses for current life coaches to expand their knowledge and skills. After you have went through one of their career paths you will receive a certificate of completion and can also be certified through the CEU.

Another great thing about The Institute For Life Coaching is that they provide their clients with additional resources. You can purchase learning guides that will help you throughout your career in many different forms such as books, videos, newsletters, and audios. The Institute For Life Coaching is truly a great place to start your life coaching career and a great benefit to the success of your business.

Holistic Learning Center

Holistic Learning Center was first founded in 1977 and has grown to be one of the leading centers to helping life coaches with additional training and education in the many fields of life coaching.

There are two different ways you can start your life coach training, independently or interactively. For those who learn better by reading and using their own materials by themselves, you need to partake in the independent route of training.

For those who are more of an interactive learner and need to be shown rather than read what to learn, you need to partake in the interactive route of training.

Holistic Learning Center also offers an "A La Carte" Life Coach Consultants program where you can gain additional education in the field of life coaching even after you have got your coaching certifications.

As with any business you need to grow yourself for your business to be able to grow. So taking this helpful course will ensure that you stay up to date with new ideas and strategies to making your career easier and more effective for both you and your clients.

Holistic Learning Center also provides their students with additional resources and programs that can become a bit pricey but are well worth the investment when it comes to how much your business can increase just by knowing every aspect to the business. Additional resources such as eBooks, videos, Cd's, and even mp3's are readily available to increase your knowledge in life coaching and also give you more tips and strategies to better your skills and coaching techniques.

Although these extra resources can become a bit pricey, they do however work with you on setting up a payment plan that will fit your budget and still gives you the knowledge and materials you need to succeed in your goals of becoming a life coach. Many course and programs don't offer this luxury, so make sure that if you are deciding to attend one of the accredited classes through Holistic Learning Center that you partake in the easy payment method to better fit your financial needs.

Another great thing about Holistic learning Center is that they provide their students with toll free help anytime that they need it. So if you are stumped on a particular textbook or don't quite understand a portion of the literature you are reading you can call in and get one on one help to help you better understand the material.

A lot of their programs also let you work at your own pace, which is an added plus for those of you who run a busy schedule. Many life coaches have found instant success using the Holistic Learning Center programs and courses and find that it not only makes them a better life coach but a better business owner as well.

CTI

CTI has been training coaches for more than 20 years and have certified more than 35,000 coaches successfully. Another great benefit to choosing CTI is that they offer a guarantee with their services. CTI is centered at making sure that you get the utmost training and that you receive the most up to date information needed to make you a success in your career of life coaching.

You can also become certified with the CPCC, Certified Professional Coactive Coach, which is a highly accredited company that is recognized by many organizations as the number one certification for life coaches.

During the coach training program, you will learn every aspect to coaching through a 12 month period. During the course you will learn the fundamentals of coaching, the fulfillment of coaching, the balance of coaching, the process of coaching, the synergy of coaching, and finally the preparation, tips, and skills needed to acquire your certification.

Keep in mind that the pricing for these specific programs can be a bit pricey, however they do offer payment plans as well as other payment options to make it easier on you while you are learning your skills and knowledge in the life coaching field.

The CTI website is very informative and will let you in on every aspect to the entire program. They also offer additional resources so that you and your business can grow and prosper. The training that you receive with this particular organization is at the utmost perfection and was created by successful coaches on a level that virtually anyone could understand.

You will find this particular institute a great choice when it comes to life coaching training and should be researched so that you know what courses and programs are available for future educational purposes as well.

All of the programs listed above are very beneficial in making sure that you know what you need to know to become a successful life coach. It is very wise to get as much training as possible for you and your business and will dramatically help in your efforts to effectively train and teach your client the right way.

As with any profession you need to have these tools available to better your scope of practice and with these leading institutes you are sure to get everything you need and more when it comes to life coaching!

Before choosing a program to go with make sure that you do an adequate amount of research to ensure that you are choosing the best program and career path for you.

You also want to make sure that you dedicate yourself 100%. This will ensure that you learn everything there is to know about your career and will also help you understand the right methods and skills needed to teach your clients. Remember that the more you know about your profession the easier it will be to teach and mold your clients the way that your services are intended.

Plus with a helpful certification and training you can be sure that your clients will grow more trust in your services and your business. Although these can be pretty pricy programs, you need to keep in mind that with every type of profession there are additional fees for added education and knowledge in that field. However, by paying the price to learn the material you are helping yourself and your business in the long run.

So if you are interested in becoming a life coach make sure that you check into extra training to make sure that you become the best of the best life coaches!

Making Your Profits Soar As A Life Coach

So now that you have chosen the area of specialty you will be providing life coaching services for and you have received an adequate amount of education in coaching and your specific field, it is now time to start using your knowledge, techniques, and skills to make dynamic profits!

There are many ways that this can be done. Let's go over a few of the options you have to letting others know about your services.

Placing Ad's in Your Local Newspaper and Phone Book

One of the quickest and easiest ways to let people know about your new business is by placing ad's in your local newspaper and phone book. You want to make sure that you display your credentials as well as your experience in the field of life coaching. You can also provide testimonials from previous clients where you have effectively helped them in changing their life.

You can also place business cards in related businesses such as therapists and massage therapists businesses. Another helpful advertisement technique to get your services noticed is by placing fliers throughout your community and surrounding communities. You would be surprise at how much business you can get through this effective form of advertising.

Make sure that when you purchase business cards or make fliers that you include your certification and what organization you have been certified through. This will also help a great deal in sending business to your doorstep.

Another great advertising technique is offering a free consultation. This is an added bonus and will have people trying your services regularly and potentially become paying clients. Keep in mind the more you have your business out and about and in the public the more your services will be recognized and the more business you will see headed your way.

So make sure that you research and find out the top ways to getting your business out and about amongst the public. You also need to keep in mind that most life coaches base there practices by phone, so you want to make sure that you provide enough contact information where you can be reached effectively.

Setting Up Your Own Website Services

This is one of the most effective ways for life coaches to gain clients and business worldwide. Many life coaches will create their own website to display their services and drive in clients. This can be very effective and should be used when you decide to become a life coach.

There are a couple things you need to keep in mind when you are setting up your own website for you life coaching services. Let's go over a few things that you need to have when you are creating your own website for your services.

Graphics

You want to make sure that you give your website a fresh, clean look that is eye catching... so make sure that you hire a professional graphics designer to create graphics for your website.

You can create graphics of your own, if you would like, however, you want to make sure that you are very fluent with the graphics program because you don't want your graphics looking like a complete nightmare, which can be easily done if you don't know what you are doing.

You can easily pick up a set of mini site graphics for as cheap as \$30 - \$100. Getting a professional graphics designer to create your website graphics for you will alleviate a lot of headache on your part as well.

You want to make sure that you get graphics that go along with your business. Make sure that you choose colors that won't be an eye sore. Remember you want to keep visitors coming to your site and opting in to your services, and not clicking off because of some obnoxious color scheme being used. Choose safe colors and graphics! Remember to keep it simple and professional.

What Your Site Should Say...

You want to make sure that you provide all of your visitors with an introduction to your website. Tell them a little bit about yourself, your business, and your experience as a life coach. You can also provide your visitors with testimonials from other happy clients that have used your services.

You also want to make sure that you clearly state what you intend to do for your clients if they choose to use your services as well as what you charge for your services.

You want to make sure that you give your clients many options to paying for your services. This means credit cards, PayPal, etc. The more convenient you make it for clients to get your services the more profits you will see soaring your way.

You also want to make sure that you place your certifications and credentials on your website. This is very important because it adds value to the services your are providing. Tell them about the training you have had and what programs and courses you have completed. Anything that will add value to your services and show you knowledge in that particular field.

You can also let them know about your past experiences and how you have helped others in their problems. You also want to make sure that you provide an adequate amount of contact information such as your email address, phone number, etc. You want as many ways as possible for potential clients to be able to get a hold of you.

You can also provide your clients with easy payment plans, as professional life coaching fees can be a bit pricey. You want to check around with your competitors to find out what they are charging and choose a fee that is in the median. You don't want to seem to cheap, however, you don't want to devour their pocket book either.

Another great idea is to check and see how your competitors have their sites set up. You want to make sure that you choose a site format that is easy to access and navigate through. You'd be surprised at how many people will click off of a website just because they can't easily navigate through it.

After you have gained ideas to creating your own website set them into action. The quicker you have your website up and running the quicker you will see clients signing up for your services as well as money in your pocket.

Got My Website Up And Going... Now What?

So, now that you have your website up and going your next steps to get visitors headed to your site. As we all know with any type of online business your main goal is to get eyes on your website. The best way to do that is through helpful traffic methods. There are many ways that you can generate traffic to your website. Let's go over a few of the most effective ways to generating traffic to your site.

Creating Your Own Blog

Creating your own blog is a great way to get traffic headed to your website. It is also very simple and easy to create your own blog. There are many blog services that will show you step by step how to get your blog up and going, sometimes even free of charge.

A blog is where people can come and read content or watch video on topics related to your practices. For example if you are a relationship coach you could add content and video that had to do with tips on helping a struggling relationship.

The key to getting visitors from your blog to your website is by providing them links to your website on your blog. Primarily people will place their links at the end of their posts or in a specific area of their blog where they have important links for their visitors to visit.

You want to make sure that you include a catch phrase or an eye catching phrase that will lure visitors in clicking on your link. For example, if you are a relationship coach you would want to say something like, "Are Your Relationships With Your Family, Friends, and Coworkers At A Breaking Point, I Can Help..." and then give your website link.

You always want to make sure that you ping your blog every time that you add something new to your blog. There are tons of ping services available online such as pingoat.com and pingmyblog.com. Pinging is basically letting the blogging world know that you have new content on your blog. You'd be surprised at how many new visitors you can get to your blog by using this tactic.

So make sure that you incorporate a blog in your marketing efforts to drive traffic to your website.

Article Marketing

One of the easiest and most effective forms of driving traffic to your website is through the use of article marketing. What you want to do in this tactic is have articles written or write the articles yourself on topics related to your services.

After you have your articles written or have written your own articles your next step is to disburse them to article directories. There are tons of article directories online such as EzineArticles.com, Hubpages.com, or Squidoo.com.

The key to driving traffic to your website through the use of article marketing is providing your website link in the author's box of your article. This way people that are interested in your article will be more prone to click on the link to your website services.

This is a great way to generate traffic to your website effectively and should be used weekly for increased amounts of traffic to your website. You can also incorporate your article writing with your blog, remember the more new content you have on your blog the more traffic you will see heading to your website.

Viral Marketing

Viral marketing has become one of the top methods to use in your efforts to gaining more traffic to your site. Simply create a short video about your services and place them either on your blog for added content or place them on YouTube for added exposure.

You want to make sure that when you submit your video to YouTube that you provide a link to your website. You can also incorporate your website link within your video as well.

Viral marketing has grown increasingly popular and can be used in many ways to generate traffic to your website. You can also link your video to your Facebook and Twitter accounts to let a wide range of people know about your services. Let's go over a little bit about how social network marketing can play a role in your marketing efforts.

Social Networking

Using social networking sites such as Facebook and Twitter can greatly increase the amount of traffic and popularity of your website and services. Setting up your own Facebook and Twitter account is very simple and easy to do and won't cost you a dime to create.

With the popularity of social networking sites at an all time high this would be a great addition to your marketing arsenal. The sky is the limit when it comes to what all you can link with your social networking account.

Research and find out the many different ways that you can use social networking to you and your businesses advantage.

Forums

Forums are also a great way to get your business and services noticed. What you want to do is research and find related forums that are related to your services. Post as much as possible within the forum and provide your website link at the bottom of each of your posts.

Make sure that you answer questions on the forum as this will show your expertise in the field of life coaching. You also want to make sure that you create threads as well.

Posting in related forums will also increase the popularity of your business. The more people see your business, your services, and your knowledge in the field, the more prone they will be in going with your services.

There are tons of traffic methods that you can use to generate eyes on your website. You want to choose around 3-5 traffic tactics to stick with and use daily. The more you use the tactics the more you will see the results of your efforts blossom.

You want to keep track of the traffic methods that work best for you and your business and stick with them. For the methods that don't work as well, stop doing them.

Make sure that you research and find out all of the many traffic tactics that you can use and incorporate them in your trafficking efforts. You will be surprised to see how much of a increase your website will have in visitors and the money in your pocket through the help from these effective traffic tactics.

Conclusion

Alright, so now that you know the right steps to creating yourself a profitable business through the practice of becoming a life coach, your next step is to of course apply everything and get started!

Let's Sum It All Up...

Remember the first thing you need to do is decide what area of life coaching you want to go into. This is very important because you want to choose an area that you are interested in or have a lot of experience in. Research and find out all the many areas that you can become a life coach for and find the area that best fits you.

After you have chosen an area of life coaching that you want to train in, your next step is to find helpful seminars and courses available to expand your knowledge, techniques, and skills within that specific area of coaching. Remember that the more training you have under your belt the easier it will be to adequately and effectively help your client with their problems.

Although, like I said before, you don't necessarily have to have training or certifications to become a life coach, however, it does add to the trust that your client will have in your services as well as your credibility.

After you have received your certification or additional courses in life coaching, you then want to get your business out to the public, so that you can start creating yourself a client base and of course an income for you and your business. Remember that there are many ways for you to get your business out to the public.... placing ad's in your local newspapers and phone book and creating your own website to expand your business globally.

Many life coaches have found instant success when they create their own websites and find that their business grows at a faster rate when they do so. If you do decide to create your own website you want to make sure that you incorporate traffic tactics so that you can generate visitors to your website and potential clients to your doorstep.

Taking these required steps to becoming a successful life coach will give you the business and luxury of being your own boss. So what are you waiting for? If your ready to start helping people with their problems and create for yourself a rewarding career, then start following these steps to creating a lucrative and successful career as a life coach!