

Get paid to help people achieve wellness!

FabJob Guide to
**Become a
Wellness
Coach**



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1. Introduction

As a wellness coach, you'll be helping people change their lives to live well. If you are interested in helping others achieve lasting lifestyle changes, then becoming a wellness coach is an ideal choice.

Hippocrates once said: "If we could give every individual the right amount of nourishment and exercise, not too little and not too much, we would have found the safest way to health." Hippocrates understood that good health was a personal responsibility, but sometimes we all need a little help. This is where you come in!

Wellness coach Nnande Christie of Obey Mother Nature states, "Lead by example would be the most important piece of advice that I can give to someone who is considering starting a wellness coaching business. You have to practice and exhibit total wellbeing yourself before you can encourage and facilitate wellness in others. Simply practice what you teach." This is great advice to keep in mind as you own your own health and guide someone else to their most optimal state of being.

Being well or healthy isn't just about diet and exercise, but a holistic mind-body-spirit agreement. Wellness coaches use a variety of methods to help address issues related to nutrition, disease prevention, stress management, fitness, and more. Your willingness to be a listener, motivator, and guide for your clients will go a long way in them realizing success.

1.1 The Need for Wellness Coaches

By entering the field of wellness coaching, you are joining a profession with surging popularity.

Adults everywhere are seeking to save themselves from mental and physical decline. We are bombarded with stressors, unhealthy foods, and toxic environments that contribute to us feeling out of sync, and out of balance. Children are not excluded either. They too are susceptible to stress and physical ailments.

In the United States, obesity has reached epidemic proportions, with adults and children both being overweight. Obesity is linked to diabetes, asthma, and other chronic health issues which can be alleviated or all together prevented with the right approach. When we look at the statistics on obesity in our society, it begs the question, "What would it take to change?" Well, as with any behavior, it has to start with personal change. As a wellness coach, weight management issues are just one of many challenges you can help your clients to conquer. There are people who struggle with maintaining a healthy weight no matter which end of the scale is tipping. With so many diets and trends out there, it's hard to determine what's right and for whom. Your knowledge will assist others in determining which path is best the fit for them. Further, you'll be tapped to empower individuals to break down those barriers to progress.

According to a study on wellness coaching published by the Mayo Clinic in 2014, participants reported significant changes in quality of life aspects such as physical, emotional, and spiritual well-being. Additionally, the CDC reported on the benefits of having workplace wellness programs in place to help reduce the effects of stress, obesity, and depression on employees.

Companies are looking for ways to help their employees be healthy and happy, leading to lower absenteeism and higher productivity. Employers have figured out the connection between happy employees and company success, opening the way for wellness coaches like you to step in and work their magic.

The pressures of life at work, school, and home can make us become tired, frustrated, or complacent. Too many are stuck in sedentary lifestyles that can lead to health problems. As more people turn to the internet or TV to seek out solutions, the more they are likely to become inundated with oceans of information to sort through. Again, your expertise will give them the confidence to make educated decisions.

Public figures like Dr. Oz have influenced consumer thinking and acceptance of non-mainstream health practices. Research conducted by NIH's National Center for Complementary and Integrative Health (NCCIH) found that roughly thirty percent of adult Americans and more than ten percent of children use alternative or complementary techniques as part of their wellness regimens. The North American market for natural health products is in the billions. The use of products such as herbs, vitamins, and supplements has increased as has mind-body practices like yoga, tai chi, massage therapy, acupuncture, and hypnotherapy. NCCIH's reputation as a scientific body gives credence to the benefits of these techniques for our well-being.

1.2 What is a Wellness Coach?

When we hear the word coach, our minds tend to think about sports or even life coaches. The key is that any coach acts as a guide towards a common goal. A wellness coach is a lifestyle professional who is devoted to helping clients reach their highest potential for health. Like the great coach Phil Jackson who used mindfulness and other holistic techniques to lead his teams to championships, you will assist your clients in defining what wellness means to them and working with what they already have to achieve it.

What a Wellness Coach Is Not

Physician – Although some wellness coaches are medical professionals, physicians are meant to diagnose and treat conditions, and give prescriptions. Coaches may even partner with a physician to tackle a particular health issue but should avoid giving clinical advice.

Psychologist – There are a number of wellness coaches who are practicing psychologists, or employ psychology principles with clients. However, licensed psychologists and counselors hold advanced degrees and clinically treat emotional disorders.

Psychotherapist – Psychotherapists tend to focus on the past to assist patients with overcoming present obstacles. They are trained to medically treat mental, behavioral, and emotional disorders, and psychiatrists can prescribe medication for such conditions.

Coaches act as guides to help change mindsets and behaviors. Wellness coaches help tackle a myriad of challenges:

- Weight gain or loss
- Disease prevention
- Healthy eating
- Stress and anxiety
- Work-life balance
- Home environment
- Fitness and exercise
- Adolescent image and esteem
- Low or no energy

In This Guide

In chapter 2, you will learn about the different areas of specialization for wellness coaching. What are the reasons someone hires a wellness coach? What are some of the environments you will find a wellness coach? You will also explore growing markets for aspiring wellness coaches. You will dive into how to provide services, beginning with how to evaluate your clients' needs and building on their strengths. We will illustrate how to craft and implement a wellness plan based on a partnership between you and those you help.

In chapter 3, you will increase your knowledge of various wellness methods and practices, including nutrition, exercise, and alternative care. Techniques like breathwork, visualization, and other tools are given to help you tune your clients up!

Chapter 4 will help you prepare for getting into the field of wellness coaching. We discuss how to learn the job hands-on, education and certification programs, and resources for self-study. In addition to knowing how to coach, having certain sets of skills in business, communication, and customer service will not only impress your clients, but make it easier for you to manage your day-to-day activities as the owner of a wellness coaching business.

In Chapter 5, you will learn how to set up your wellness business. Covering all the essentials of starting a business, you'll learn the legal, financial, and planning aspects of running a business. You will be well versed in operating your business from home or an office, with or without employees. We help you to simplify and streamline business processes so they aren't intimidating or overwhelming.

In Chapter 6, you will learn a variety of marketing strategies to help promote your brand. Networking, planning events, leveraging social media, and teaming up with friends and family are all discussed. Combining trusty old school techniques with tech savvy methods can help to boost your visibility for those who need your services the most.

You have reached the end of the free sample of the *FabJob Guide to Become a Wellness Coach*. To order and download the complete guide go to <https://fabjob.com/program/become-wellness-coach/>.