

# ***THE INSTITUTE OF HYPNOTHERAPY***

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## **HYPNOTIC LIFE COACH & LIFE COACH CERTIFICATION PROGRAMS**

### **About Hypnotic Life Coach & Life Coach Certification**

Life Coaching is one of the fastest growing industries in the world. With the pleasure of helping people achieve success and with high earnings as rewards, it is a hugely satisfying career. If you have been contemplating becoming a Life Coach yourself and have been wondering how to get started, then this Life Coach Certification is for you. The combination of hypnosis and teaching individuals self-hypnosis to assist for success in life.

### **What is a Hypnotic Coach?**

By Zoilita Grant

It is the blending of hypnosis and coaching, Hypnotic Coaching is a new and exciting profession that creates an alliance of client and practitioner to achieve the client's goals. As a type of life coaching, hypnotic coaching focuses on clients' goals to create success. Hypnotic Coaching entails working with people who already have a measure of "success" in their lives, but who want to bridge the gap between where they are and where they want to be in their profession and their personal life. A Hypnotic coach is much like a trainer who helps an athlete win the "gold medal" – not just be in the race. Hypnotic Coaches help their clients design the life they want, bring out their clients' own brilliance and resources so that they can achieve excellence and create purposeful, extraordinary lives. Hypnotic Coaching deals with functional people who want to move toward higher function – and achieve excellence while creating an extraordinary life. Hypnotic Coaching is a process similar to solution-focused techniques that are used for less serious psycho-emotional problems and life stresses. Hypnotic Coaching goes beyond problem solving and co-creates a life for the client that is purposeful and focused.

### **Why Get Certified**

Life Coaching is so far an unregulated field owing to which there are no specific entry requirements in terms of education or work experience. Having a college degree and some personal qualities like a desire to help people, and excellent listening and communication skills is what is sufficient to become a life coach in most cases. But if you really want to **set yourself apart** from the other coaches, you would need something more than just this. This is where a certification and the associated tag "**Certified**" gain importance as they give you the *necessary edge on the competition*.

This Course will equip you with all the knowledge and skills that you need to enter the Life Coach domain. Upon completing the course, you will receive a certificate, which you can display on your website and stationery, and in your office. You can also display the credentials "Certified Life Coach" or "Certified Hypnotic Coach" where appropriate on all your business correspondence.

## Requirements for Life Coaching

The life coaching industry is no small racket. CBS News and "Harvard Business Review" report that the profession brought in \$1 billion in 2011. Life coaches cater to everyone from artists to CEOs. **Educational experience and accrediting courses** help budding coaches master their craft.

**The Institute of Hypnotherapy** offers hands-on training and classroom courses in core competencies and coaching ethics, after which students must take a coaching exam to earn their certification. Though not legally necessary, this type of certification serves as a benchmark among professional coaches.

Start or expand your coaching career with The Institute of Hypnotherapy. You will be given a step-by-step career blueprint. During and after your studies, we provide you with support, guidance and mentorship to ensure your success.

Once you've completed our Life Coach Certification Program you'll become a **Certified Life Coach or a Certified Hypnotic Life Coach**. You'll be able to help clients make progress in all areas of their lives; relationships, health, career, life balance, spirituality, finances, etc. You'll also be able to coach people through life transitions, help them discover their life purpose, find meaning and fulfillment in life, and support them as they change or enhance their career.

You will learn the following, so you can become a highly effective coach who achieves long-lasting results and demonstrate How to:

- Become a highly effective listener
- Evoke excellence in others quickly and easily
- Recognize proven attributes of a well-rounded and fulfilled life
- Establish behavior-based assessments of the performance of yourself and your clients
- Conduct long and short-term life coaching plans
- Motivate your clients in order to effectuate positive changes
- Identify and foster motivational strategies that work quickly
- Help align your clients' goals, values, beliefs, and support system for maximum results
- Induce a relaxed and focused state in yourself and others for better results personally and professionally
- Learn techniques to be used by Certified Hypnotherapists to utilize the subconscious mind
- Gracefully move a client to personal freedom and better choices
- Create deep congruency and rapport with your clients
- Market your skills through social media, web sites, radio, TV, publications, advertising, etc.
- Teach your clients to build rapport with anyone at any time
- Create a blueprint system that can be followed to build success and abundance
- Create and increase your client base

**What are the certification requirements to earn the title of Certified Life Coach/Certified Hypnotic Coach?**

You *must complete all course requirements* at a satisfactory level, and a passing grade on your multiple choice final exam.