

# Being an Example of *What's Possible*

## SCALING A BUSINESS BEYOND \$100K

Our Coach Certification Program gives alumni the freedom and flexibility to create a dream career on their terms.

Many of our Certified Coaches choose to build their businesses while getting certified and scale to \$100k and beyond.

**Certified Coach Laura Dixon is an example of what's possible.**

Laura runs a group program where she helps obsessive dieters become Naturally Thin for Life.

Laura was certified by another company before joining The Life Coach School's Coach Certification Program. She joined Scholars and learned the Model and knew that our Coach Certification Program had the missing pieces and tools to help create the business she wanted.

## CERTIFIED COACH PROFILE



Laura Dixon

100K COACH

**Certification Session:** March 2020

**Certified:** September 2020

**Niche:** Obsessive dieters who want to become Naturally Thin for Life

**Now Working in Dream Career:** Laura built her business one client at a time until she was ready to scale to a group coaching program.

**Impossible Goal Achieved:** Laura's impossible goal was to make \$300k in 2021, and she has already hit \$260k in the first nine months of the year.

**Earned back tuition:** Laura knew of the importance of paying herself back the investment of tuition. She earned her tuition back before the end of 2020.



## Why did you enroll in the Coach Certification Program?

I had already gone through another life coach training program. I was missing the most important piece of the puzzle: the Model. I knew the Coach Certification Program through The Life Coach School was not only going to give me the tools to coach well, but also the support to grow my business.

## What's the best part about being a life coach?

The best part about being a life coach is that I get to help women change their lives and give them the greatest gift I have given to myself: the freedom from obsessing about food and losing weight. I love to imagine all of these people who now get to experience that freedom and what they can create with the freed-up mental energy and the newfound confidence in their lives. AND I get paid to do that. Women pay me to solve a problem they thought was unsolvable, and I LOVE helping them blow their minds. Sometimes I think, "What?! Is this... is this my real life?" And it feels so magical in the best way; it also helps keep me going on the hard days.

## What served you the most in achieving your goals?

- Weekly Coaching Sessions inside Scholars
- 100k Workshop inside the Entrepreneurship Training
- Monday Hour One inside Self Coaching Scholars
- How to Be Interesting & 2019 Marketing Workshops on the Certified Coaches site

## How do you utilize the weekly 40 Minute Coaching Session inside Self Coaching Scholars?

I use these sessions regularly to apply the Model and achieve impossible goals. Right now, I'm working on creating \$300k in my business, and I'm almost there.

## Who are the coaches that inspire you?

- **Brooke Castillo:** I have always been drawn to the way she talks, teaches, and how clear she is about what she wants for herself.
- **Corinne Crabtree:** I've always been inspired by how much she LOVES the women she helps.
- **Stacey Boehman:** She lives and breathes this work, and it exudes out of her.
- **Bev Aron:** I feel inspired by how much she believes IN HER BONES in the Model and that she can hold space with such purity.



## Favorite Post Certification class on repeat?

I've re-watched the 2019 Marketing, Revenue, Growth Business Workshop on the Certified Coaches site. The content is so valuable, and it helped me create an amazing funnel in my business.

### APPLY

If you love coaching and want to work for a rapidly growing company such as The Life Coach School, [we invite you to apply.](#)

