

Hello Friend!

I'm so honored you're interested in getting a certification through The Life Coach School. I want to make sure you know a few things before you enroll.

I have been training coaches for the past 20 years. Over this time we've had one main training format. This training you are about to enroll in is brand new, I've never offered it before.

Coach Tools Certification is a stand-alone certification. It will give you all the knowledge you need to use our tools in your life and in your practice. Upon passing the test to verify your knowledge, you'll receive a Tools Certification logo to put on your site and you'll have permission to use our tools with your clients.

I teach this training thoroughly so you'll have the same tools that I use in my practice at your disposal. It's a fast-paced and very fun training. We'll take your knowledge of everything we teach to the next level if you are already a Scholar or a podcast listener. You will not require any additional training or knowledge after this training to be Coach Tools Certified through the School.

This training does not include a practicum. This means you'll be learning our coaching tools and how to use them, but you won't be practicing them in class. You will not be getting feedback on your coaching. You will be learning, studying, and mastering your knowledge first.

Tools Certification is a prerequisite for our Coach Certification Program.

We do have a Coach Certification Program offering that is a combination of Coach Tools Certification and Coaching Practicum. Tools Certification is the first step and Coach Practicum is the second step. Coach Practicum is where you'll receive direct feedback on your coaching and lots of practice doing it, but it's an additional commitment of time and tuition. It's also based on application and acceptance into that program.

Why? You might ask. Why do we now require an application in order to be accepted into our Coach Certification Program?

Here's why... We want to make sure you are a good fit. We don't want anyone joining our Certification who might later regret it. We don't offer refunds and so we need to ensure the training is something you can afford, commit to, and ultimately utilize in your life. We want to make sure you don't have any misconceptions about what our training does and doesn't do.

Our next practicum will be coming up in April. It will be a five-day training in Miami taught exclusively by me. I will only be accepting 50 students into this training. Everyone who is accepted will have to be Tools Certified first. The cost of the Coach Certification is \$25k. It's \$5k for Tools Certification and \$20k for Coach Practicum.

We have discovered over the years that many students want to be certified in our tools without the extra expense or desire to do a practicum. As I'm sure you realize, delivering a practicum training requires the highest level of coaching mastery for supervision, feedback, and demonstration. This is why the tuition is much higher and out of reach for some of our students.

The additional tuition also gives you alumni status with the School which includes access to our alumni portal, additional trainings in business and entrepreneurship, and our yearly virtual mastermind. (These benefits are not included with the Coach Tools Certification.)

Once you enroll in Tools Certification, you will shortly thereafter get the eligibility to apply for Coach Practicum, but we cannot guarantee that you'll be accepted before the training fills up as there are limited spaces.

For many of you, Tools Certification will be all you want and need. And depending on the demand for additional practicums, we will add additional classes as needed. We want to do our best to meet your needs and also make sure everyone is a good fit for each of our programs moving forward.

I'm thrilled you're here and can't wait to help you get Coach Tools Certified. These tools have already improved thousands of our lives. Yours can be next.

Let's go!
Brooke