

# COACHING *Evolved*

## PROFESSIONAL LIFE COACH CERTIFICATION

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Become a Certified Professional Life Coach in 6 months  
with the only ICF-accredited, multi-modality program of its kind.  
It's coaching... evolved.



# Welcome

## Hello there, **EXTRAORDINARY SOUL. I SEE YOU.**

And I know that when you picture your future life, you may feel a deep calling to help others, and make an incredible impact in the world.

Maybe you've known for a long time that you're here for a purpose, and to make a difference in some way. (You may have a coaching practice already, or are researching ways to start one.)

Maybe you envision creating a fulfilling, abundant,

and magnificent life and business for your future self - a business that allows you to support people to transform their lives, embody their truest expression, and expand into their potential.

Maybe you feel like you don't quite fit into this world... but you sense, deep down, that that's actually your superpower.

I know these feelings too.

AND WHAT IF I TOLD YOU: YOU'RE HERE FOR A PURPOSE, TO SHAKE THINGS UP, AND TO SUPPORT PEOPLE TO MAKE RADICAL, LIFE-CHANGING SHIFTS...  
**AND IF YOU DON'T FIT INTO THIS WORLD, IT'S BECAUSE YOU'RE HERE TO HELP USHER IN A NEW ONE.**

# Hi! I'm Natalie MacNeil, FOUNDER OF COACHING EVOLVED AND OUR FLAGSHIP LIFE COACH CERTIFICATION PROGRAM.

LET ME TELL YOU A STORY ABOUT HOW I CAME TO DO THIS WORK...

Once upon a time, I had everything I *thought* I'd ever wanted.

I started a successful media company right out of university, won an Emmy, and started a blog called She Takes on the World that would be rated by Forbes as one of the top resources for women globally. I'd written bestselling books, made millions, and was living a glamorous life, complete with a designer wardrobe (and Kate Spade handbag collection!)

**But there was always something tugging at my sleeve calling me to do something more for people, and the planet -- far beyond the money, the "influencer status" or the accolades.**

Like you, I'd always loved helping others, and diving deep into personal development work and philosophy. And, eventually, I began to follow where that call led.

My search for more led me to stretch beyond the confines of my mind and explore a range of modalities such as breathwork, meditation, emotional freedom technique, tantra, neurolinguistic programming, and more.

As I ventured deeper into myself, I realized: to become the person I desired to become, I'd first have to learn how to be in a different way.

**What unfolded next.... wasn't easy.**

I moved countries, transitioned a relationship I'd been in for more than a decade, and moved away from all my family and friends. I stumbled, fell, and picked myself back up again over and over.

But the whole journey taught me to be unabashed by my desires, unafraid of the callings of my heart, and undaunted in my pursuit of a higher purpose. It also meant being willing to let go of the predictable, good-on-paper, tickbox life, so I could explode fully into a wild, expansive kaleidoscope of my self-expression.

The more I learned and grew, the more I realized: I wanted to help others discover that same freedom for themselves.



## THIS WILD, CHALLENGING, BEAUTIFUL JOURNEY LED ME TO DEVELOP THE COACHING *EVOLVED* LIFE COACH CERTIFICATION PROGRAM... AND HAS PLACED ME HERE, IN THIS MOMENT, IN FRONT OF YOU.

At Coaching *Evolved*, we believe the prevailing coaching paradigm perpetuates the view that wisdom is held in the brain, and negates the crucial contribution the five core parts of our being -- the physical, energetic, emotional, mental, and spiritual bodies -- play in attaining what we truly desire.

The Coaching *Evolved* Method is a multi-modality and holistic coaching methodology that will guide you to transform your life, business, and relationships by

revealing and expanding into your truest essence.

This ICF-accredited professional program will give you all the tools, frameworks and skills you need to be a successful coach, and the freedom and flexibility to develop your own coaching style that sets you apart from every other coach in your niche.

**If you're feeling pulled to lead, to serve others, and positively impact lives on a global scale...**

### ...HERE'S WHY BECOMING A CERTIFIED PROFESSIONAL LIFE COACH MIGHT BE JUST THE RIGHT NEXT STEP ON YOUR PATH:

**The coaching industry is *exploding*, it's currently the second-fastest growing sector worldwide** according to PriceWaterhouseCoopers. In years gone by, only high-level executives and athletes worked with coaches, but now, more and more people are waking up to the realization that coaches can support them in creating the lives, careers, and relationships they desire.

**A career in coaching can be wildly profitable!** Coaches earn anywhere from \$25/hour to \$300+/hour depending on their background, location, and other expertise. And according to the Library of Professional Coaching, as a graduate of an ICF-accredited program like the Coaching *Evolved* Professional Life Coach Certification, you'll command higher fees, attract more clients, and enjoy greater annual revenue from coaching than your peers without an internationally-recognized coaching credential.

**With access to multiple modalities as a life coach,** you'll be well equipped to help your clients cut through all the noise, distractions, and social conditioning and support them in creating lives deeply rooted in their soul's calling.

**Running your own coaching business gives you the freedom to work from anywhere, choose your own hours.** You can work from your laptop, or meet clients in person, and also work 1-1 or in groups -- whichever way you prefer!

**Earning a life coaching certification is an incredible enhancement to so many career paths** - from skyrocketing the support you can offer clients in your current coaching and consulting practice (if you have one -- but we also welcome total coaching newbies), to creative services, strategy, teaching, helping professions, and more.

# OUR COACHING *EVOLVED* METHOD

A BLEND OF COGNITIVE, ENERGETIC, HEALING, SPIRITUAL, AND SOMATIC TECHNIQUES TO HELP **YOU** BECOME A MASTERFUL AND WILDLY SUCCESSFUL COACH.

For too long coaching has been grounded in masculine archetypes, and notions like “mindset is everything.”

But this dominant view, which places cognitive and materially-driven approaches above all else, is the very belief that’s holding us back from realizing our fullest potential as multi-faceted beings.

We believe that for transformation to be long lasting, it has to be embodied physically, emotionally, energetically, spiritually, and mentally.

By engaging multiple modalities and every layer of one’s being, the Coaching *Evolved* Life Coaching Method is a *truly holistic* methodology that bridges the gaps between being and doing, feeling and thinking, heart and mind, subjective and objective, the feminine and the masculine.

It’s the key to *lasting* transformation, instead of temporary changes in state, habits, and ways of being.

WHAT YOU’LL LEARN:

## MODALITIES YOU’LL STUDY INSIDE COACHING *EVOLVED*’S LIFE COACH CERTIFICATION PROGRAM INCLUDE...

### TRANSFORMATIONAL EMBODIMENT

This modality that I developed myself features dynamic, experiential practices designed to bring deeper awareness to our layers of being —physical, emotional, energetic, mental, and spiritual —and to include each one in the process of transforming our lives, bringing our boldest goals to life, and embodying our potential.

### TRANSFORMATIVE COGNITIVE COACHING

The latest and most innovative cognitive coaching models allow us to objectively observe our thinking, behaviors, and actions or lack thereof. Through diving into cognitive models and mindset work, we are able to access the infinite possibilities available to us and align our thoughts, behaviors and actions with our highest desires. We believe that cognitive coaching paired with powerful embodiment practices is a recipe for us --and our clients --to be in our power and create whatever future we want.

### BREATHWORK

Through bringing conscious awareness and technique to the way we breathe, we can use the breath as a healing modality. Through breathwork, we can clear stuck energy, calm the nervous system, feel and process emotions, activate and unleash more of our expression and truth, and so much more. We teach three types of breathwork in the program that you’ll be able to weave into your coaching practice.

### NEUROLINGUISTIC PROGRAMMING (NLP) FOUNDATIONS

NLP is made up of a series of techniques that use specific language and thought patterns to shift our perspective around the limiting beliefs and stories we tell ourselves, create changes in behaviour and action, and align behaviour and action with desired outcomes and goals.

### EMOTIONAL FREEDOM TECHNIQUE (EFT)

EFT, also known as tapping, is a healing modality that supports the flow of energy in the body. This is important because in our stressful world, it's easy to experience energetic blocks that can hold us back from being fully activated, alive, and unleashed. It can help process feelings, realign energy, reduce physical and emotional pain, clear the emotional charge from situations and occurrences going on in our lives, rework blocks, and more. In the program, you'll specifically be learning how to use EFT in your coaching to create more powerful results for clients.

### MEDITATION AND VISUALIZATION

Meditation, contemplation, and inquiry provides a deep grounding of all the other modalities and coaching techniques. You'll learn more about different meditation practices for you and your clients to use to further embody your deepest desires and live the life you've dreamed of.

(NOTE: Studying each of these modalities in individual programs, plus earning a Certified Professional Life Coach certificate that unlocks your ICF credential, could take years and cost thousands of dollars more than your investment in Coaching *Evolved's* Professional Life Coach Certification.)

## STUDENT JOURNEY

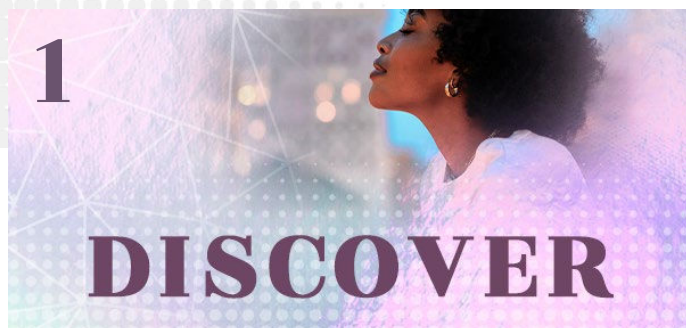
It will not surprise you to learn that this is an experiential program, with a focus on practice and mastery. We believe that knowledge is not enough, and that change only occurs when that knowledge is fully embodied in all five core parts of being.

At every stage of your learning in this Certification there will be space to deeply feel into and embody the teachings. This is imperative not only for your mastery as a Coaching *Evolved* Certified Professional Life

Coach to facilitate and support change in your clients, but also for your own development as a successful coaching business owner.

You can also trust in the knowledge the program is walking you through every **ICF Core Competency** that is required for your internationally recognised status as a Professional Coach.

THERE ARE 5 KEY LEARNING STAGES THAT WE MOVE THROUGH TOGETHER FOR YOU TO BECOME A CERTIFIED PROFESSIONAL LIFE COACH AND READY TO GET CREDENTIALLED WITH THE ICF:



Laying the foundations for a successful Client <> Coach relationship and an introduction to the multiple layers of being that you will be working with and experiencing.

**ICF Core Competency Group(s):**

- A: Setting The Foundation
- B: Co-Creating The Relationship



Learn, practice and master multiple modalities and approaches to your clients' challenges and goals. At the end of this stage you will be confident that you will have an approach that will assist any client.

**ICF Core Competency Group(s):**

- C: Communicating Effectively
- D: Facilitating Learning and Results



Through this stage you will learn and practice the core skills required to become a powerful facilitator of change. At the end of this stage you will be an excellent communicator and be working with values and beliefs to raise awareness in your client so that they can move on to the next stage.

**ICF Core Competency Group(s):**

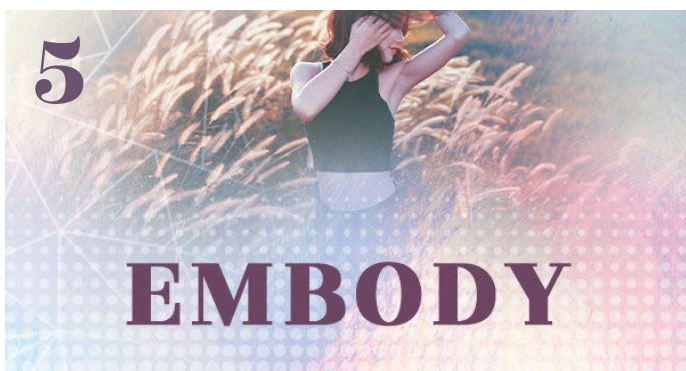
- C: Communicating Effectively
- D: Facilitating Learning and Results



Lasting transformation requires vision, something to guide your clients towards. At the end of this stage you will be able to create a pathway to a new reality for your clients that they are excited about and that serve as an ongoing support in their journey.

**ICF Core Competency Group(s):**

- C: Communicating Effectively
- D: Facilitating Learning and Results



The fifth stage of the journey is to integrate your clients' awareness and change into their own embodiment practice. Here you will learn how to facilitate that as well as building your own confidence and mastery in all that you have learned in your own learning and embodiment experience. The result of this is that not only will you have the skills and tools that you need, you will also have the confidence to transform your own life and the lives of others.

**ICF Core Competency Group(s):**

- D: Facilitating Learning and Results

# Imagine, for a moment:

**Mastering the art of coaching, and feeling confident** that, no matter what happens - you can handle whatever comes up in your client coaching sessions (and life).

**Having an unmatched set of skills for activating, clearing, anchoring, and centering your clients** (like breathwork, energy work, NLP, and more) so you can guide them through their obstacles, help them reach their goals, and change *their life*.

**Knowing exactly how to stay grounded when things get intense** in your practice - tears, fear, triggering,

and more - and guide your client through deep and lasting transformation.

**Being your own boss, with a thriving coaching practice you can run from anywhere**, and a blossoming career you love.

**Receiving your professional certification in an accredited program**, with 60 hours of mentored coaching under your belt, making you ready for anything and well positioned to grow a thriving coaching practice.

**JOIN US AND LET'S CHANGE LIVES  
AND THE COACHING INDUSTRY FOREVER.**

## **THE NEXT COHORT OF COACHING EVOLVED'S PROFESSIONAL LIFE COACH CERTIFICATION PROGRAM STARTS FEBRUARY 7TH, 2022!**

Be sure to sign up for our waitlist at [nataliemacneil.com/coachcertification](https://nataliemacneil.com/coachcertification) to be the first to know when enrollment opens.

