



# Certified Behavioral Life Coach

*A Mission-Focused Course  
with a Christian World View*



**The Institute for  
Motivational  
Living Inc.**



# Behavioral Life Coaching Certification Course

## Risk Free "Make Your Money Back" Guarantee!

Your enrollment in IML's Behavioral Life Coaching Certification Course comes with everything you will need to host your own DISC training event!

By charging only \$57 per participant, you will be able to recover your enrollment cost with a single event.

Or...

Use your own Customized Assessment portal to offer comprehensive counseling and coaching services to thirty-five people. At \$57 per consultation, you will quickly recover your initial investment, while securing the opportunity for future income.



**Risk Free  
Make Your Money Back  
Guarantee**

	Market Value
• Introduction To Behavioral Analysis	\$495
• Applied Behavioral Analysis	\$495
• Comprehensive Coaching Strategies	\$695
• Dynamics of Christian Counseling	\$295
• Marketing Tips Packet	\$99
• DISC Seminar Powerpoint Presentation	\$79
• 1 Hour of Coaching Support	\$75
• Attend Live Trainings for FREE	\$2000
• Your Own Customized Assessment Portal	\$1995
<i>Online account includes 35 reports</i>	

**Total Value \$6,228**

**Save 60%**

**Total Cost \$2,495**

**\*Less \$500 Life Credit - \$500**

**Your Cost \$1,995**

**\*Your hard work finally pays off! Never underestimate the value of your life experience. Talk to one of our counselors and complete a "Life Experience" evaluation and take another \$500 off your enrollment fee!**

## IML's Behavioral Life Coaching Certification will enable you to:

- Become an expert in effective communication strategies
- Re-sell your own custom branded behavioral tools and reports
- Position yourself as an expert in the field of behavioral understanding
- Service clients in such a way as to guarantee repeat business
- Create multiple streams of income
- Obtain an immediate return on investment

## Earn 12 College Level Credits Earn 6 Continuing Education Units (CEU)s

College Credits Awarded by Vision International University, Ramona, CA. - [www.vision.edu](http://www.vision.edu)  
CEUs awarded by the International Association for Continuing Education and Training





# World Class Training

delivered on your schedule

**First** - Develop a solid foundation in the DISC system with **Introduction to Behavioral Analysis**. This course provides a broad range of knowledge and will enable you to interpret the DISC graphs, as well as teach and train others in; the history of DISC, recognizing personality styles, improving communication and maximizing personality strengths.

**Then** - Take your knowledge of the DISC system to the next level with **Applied Behavioral Analysis**. Hone your skills by participating in actual cases taken from our files. Become an expert in graph analysis and learn the tips and tools that will make you invaluable as a coach, consultant or trainer.

**Next** - Join career expert Dan Miller and learn what it takes to be a Coach in **Comprehensive Coaching Strategies**. Discover how people are eager for guidance in their relationships, careers, health, education, finances, spiritual vitality and personal development. Learn how you can thrive in the growing field of Coaching where those who can positively impact the lives of others are in increasingly high demand.

**Finally** - Join Dr. Stan DeKoven, internationally recognized counselor and educator, as he guides you through the **Dynamics of Christian Counseling**. This course presents a thoroughly Christian introduction to effective care and counseling with the goal to assist trained and compassionate men and women help others overcome the mountains of life.

Learn



The Institute for Motivational Living Inc.



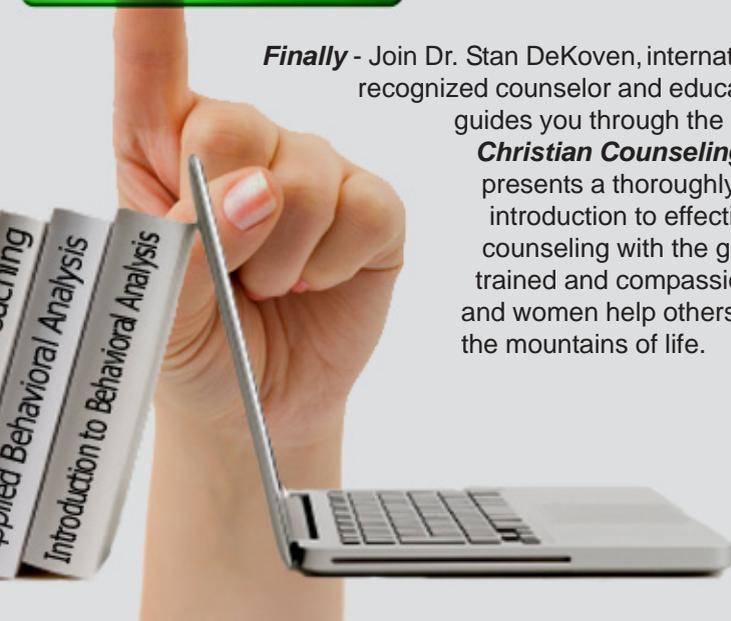
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48DAYS The best way to predict your future is to create it!



VISION INTERNATIONAL EDUCATION NETWORK The Whole Word to the Whole World





# What Services Can I Offer?

The Institute for Motivational Living, Inc. (IML) offers a unique opportunity to develop your own behavioral coaching practice. When you partner with IML, you join an organization who's mission is to help you create a more prosperous future. Our training and support will enable you to achieve your personal and financial goals. ***Our success depends upon your success!***

## **The Time Is Right!**

The new century has already earned a place in history as a time of unprecedented economic change and transition. Businesses of all sizes have been forced to re-examine how they do business, in order to remain profitable.

One result of all this change is opportunity. Coaching opportunities exist today because the economy has created new needs. Organizations are seeking ways to become more productive and efficient with existing resources.

## **The Need Is Now!**

Our core operating philosophy is that the most valuable resource of any company is its people. Properly trained and motivated employees mean higher levels of productivity and profit.

When employees communicate well with one another, more of the right things get done. When people are in sync with one another, they accomplish more. Our coaches provide programs designed to promote better communication, improve morale and increase productivity. All of which improves the bottom line.

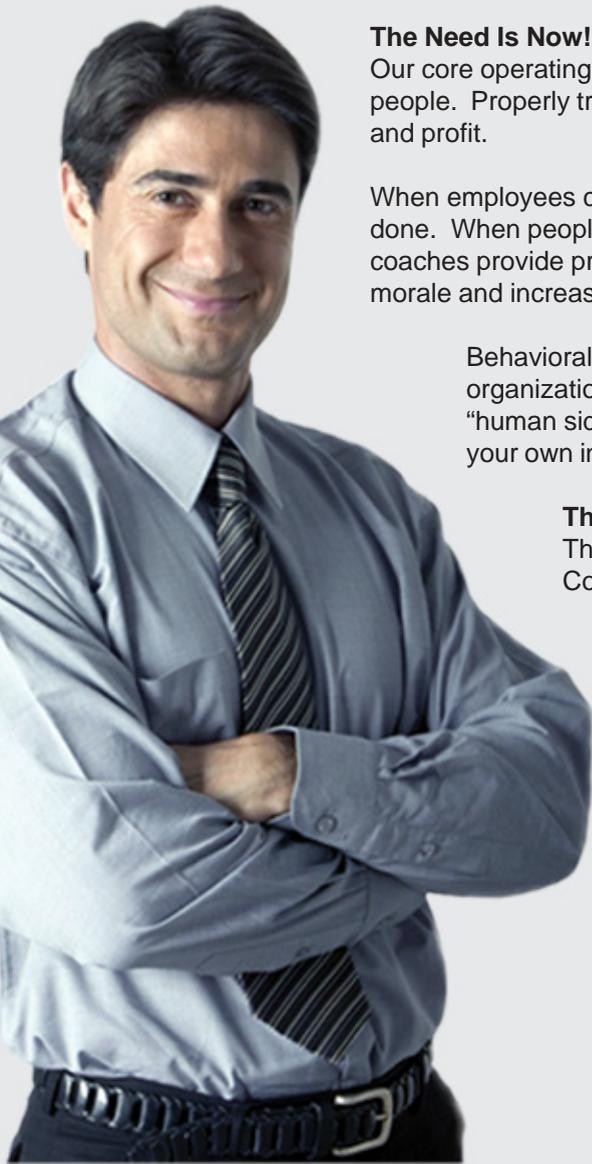
Behavioral Life Coaching Certification enables you to help individuals and organizations improve productivity and increase efficiency by maximizing the "human side" of business. Most of all, you will have the opportunity to create your own independent coaching business.

## **The Opportunity Is Here!**

The time has never been better for creating your own coaching practice. Coaching Certification will provide the tools you need to create success!

***With our training and support, you will be able to:***

- Turn your life experience into new sources of income.
- Achieve lifelong financial independence.
- Recoup your investment quickly.
- Teach organizations how to maximize the "human side" of business.
- Learn new communication skills that will revolutionize your family and personal relationships.





# Personal & Business Success

## Coaching Provides Profitable Opportunities



One constant in business is change. Recently we have seen the demise of giant companies and the rapid rise of relative unknowns. Other changes include global competition, corporate restructuring and new technologies.

Even the slow-to-change nonprofit sector is experiencing change. Social service and humanitarian organizations are having to adopt new management approaches in order to stay relevant in the face of reduced funding.

One result of all this change is opportunity. The more uncertain the times, the more people are willing to pay for outside help or advice.



Coaches are in the “uncertainty absorption business.” In other words, the problems that keep managers awake at night are opportunities for coaches to prosper.

**There are four reasons why coaching is booming:**

### #1 Consultants Save Clients Money

Unlike employees, coaches are not paid salaries, nor do they incur expenses such as healthcare and pensions. For organizations that are watching their spending, coaches can be very cost effective.



Bob Waterman, co-author of *In Search of Excellence*, states, “[Coaching] has become a sort of high-level temp service. Companies have caught on to how cost effective it can be.”

### #2 Consultants Provide Specialized Information & Services

Coaches are hired to provide specialized information and services. One of the latest trends is empowerment training, through which management gives the employees the authority to achieve company goals. One essential ingredient of employee empowerment is the formation of new work relationships, based on trust and team work; another opportunity for consultants to provide specialized information and services.

### #3 Consulting Has Financial Rewards

A third reason for the surge in coaching is related to its financial rewards. The largest category of coaches is the sole practitioner or entrepreneur. Annual sales from this category usually run from \$50,000 to \$300,000. In addition, an average coach bills an estimated 14 days a month. At a rate anywhere between \$200 to \$900 a day, profits can quickly add up.

### #4 Coaching Lends Itself to Self-Employment

Coaching is ideal for self-employment. It offers high income potential and low overhead. Coaching also offers unlimited challenges and few restrictions. It offers instant rewards for hard work and success. In addition, many coaches experience more satisfaction working for themselves. Perhaps that is why the National Association for the Self-Employed reports that 39% of Gross National Product is contributed by small business entrepreneurs.

Despite the opportunities, most people hesitate to become professional coaches because of their lack of experience or knowledge. The truth is, with our Life Coaching Certification you can acquire specialized skills to begin a free-lance operation as a coach, and prosper! ■



# Your Income Potential

## six ways to earn money

*The Institute for Motivational Living offers a business opportunity with low overhead, high market need and high profit margins.*

*Our program will equip you with the power to prosper by creating six different profit centers.*

**#1 - Coaching & Training Income** Earn income through training, speaking, seminars and special projects. We can help you secure daily fees and retainers from \$500 to \$15,000, depending on your level of expertise. With IML's Coaching Certification you will be able to earn significantly higher fees.

**#2 - Online Sales** Generate income by allowing visitors to your website to purchase products from our online store. We offer a wide range of behavioral products and assessments, and IML will handle everything from payment processing to order fulfillment. There's nothing you need to do but collect your commission checks.

**#3 - Train and Certify Others** Train and certify others in Behavioral Analysis. Train HR professionals, counselors, couples, sales people, students, business contacts, friends, and anyone who would benefit from self-improvement. Earn up to \$300 per individual. One of our veterans enrolled 200 in a single month through seminars contacts. Another averaged one enrollment per day over a period of a year, from email campaigns.

**#4 - Product Sales** Often overlooked, product sales from a resource table can provide an additional source of revenue from any speaking or training event. Coaches who use live training as a way to market and promote themselves can turn a "free" training into an opportunity to generate income. IML offers a wide variety of behavioral assessments, book and other tools that easily tie into your presentation or training event.

**#5 - Online Reports powered by PeopleKeys®** PeopleKeys® gives you access to one of the most powerful and widely used assessment tools on the market today. With the ability to add your logo and custom content, you can provide clients and customers with reports branded for you. PeopleKeys® provides Personality Style Reports suitable for sales, hiring, career planning, team building, relationships, fitness and communication.

**#6 - Joint Venture Income** Earn while you learn by participating in joint ventures with IML. This opportunity allows you to turn your business and personal contacts into thousands of dollars. Through a joint venture, one coach in our network secured a six-figure contract with the Environmental Protection Agency (EPA). Other joint venture contracts have included Boeing, Kodak and USAir. Any contact you have, or anyone you know, could lead to a joint venture.





# What Services Can I Offer?

Behavioral Life Coaching Certification provides intensive training on behavioral management. This knowledge helps people understand the basic differences in human personality which, in turn, improves communication and enhances teamwork. You will use this understanding not only to service clients, but to recruit others and negotiate your own personal coaching contracts.

## Services that generate an immediate return

- Helping others start their own business
- Providing certification for others in the DISC system.
- Provide PeopleKeys® reports including: Hiring, Sales Style, Career Match, Personality Style, Relationship Report and Fitness Report.
- Conduct Seminars and Trainings in: Stress Management, Team Building, Communication, Relationships, Parenting, Sales and Customer Service.

## Services that earn you thousands

- Behavioral assessment and management
- Pre-employment screening and evaluation
- Conflict avoidance, resolution & management
- Career management and planning
- Leadership development
- Sales force training
- Corporate training and team building
- Customer service training
- Management consulting



# What others are saying...

*"IML offered not only the best selection of resources, training and material that I found, but their support staff has been incredibly helpful in addressing any needs or questions I've had. Associating with IML was the best decision I made in developing my [coaching] business.*

*Dr. Clark Miller  
Management Consultant  
Design Associates, Inc.*

*"The philosophy being introduced into the business world today has at it's core such elements as leadership, empowerment, teamwork and communication. The effectiveness of each is contingent, to a great extent, upon understanding people, intuitively or otherwise. The training program offered by IML provides a tool that eliminates the guesswork and provides a sound behavioral understanding.*

*Joseph E. Gausman  
VP, Quality Human Resources  
Elgin Electronics*

*"I use the DISC Personality Profiles for developing high involvement work teams... Using this information, team members can engage in a non-threatening discussion of the behavioral tendencies of the fellow team members, how they can support one another and where they themselves need additional support. No other indicator that I have used deals so well with interpersonal behavior."*

*Phil Lohr  
Organizational Effectiveness Coordinator  
Major Defense Contractor*

*"Thank you for your indepth training series on the DISC material. It was everything you said it would be. As an independent consultant, this training has increased my effectiveness... clients are amazed at the accuracy of the assessment we provided."*

*Thomas J. Holmes  
Management Consultant  
Ezell & Associates*



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