ACADEMY PROSPECTUS

All your questions answered
Dear Delegate,

Welcome to the Life Practice Online Academy. Congratulations! You have just taken the first step towards a life of unlimited potential, self-discovery and personal development. There are so many training providers out there today and it can be very confusing to find the right course. This guide has been written to simplify this process and try and answer all the questions you may have about accreditation, training hours, content and curriculum, payment options, you name it we have tried to cover it here for you.

In our experience of being a training provider, we have found that individuals we cross paths with have a range of transferable skills and often find themselves changing their career to become a coach much later in life. We have put together our range of professional courses to enable you to enter a wonderful industry and embark on a rewarding and flexible new career either full or part time.

In 2005 we started our first clinic, The Life Practice UK which specialised in NLP, Clinical Hypnotherapy & Life & Business Coaching programs to executives. Mark Shields, our Lead Trainer then designed a range of accredited face to face training courses in those disciplines to an audience wishing to start their own health business. The clinic expanded in 2012 when our Nutritional Therapist joined the team, as well as, experts in Behavioural Science, Mindfulness and Lifestyle Medicine.

As our courses have become more well known globally for their high quality of training, there has been an increasing demand by students for professional courses that offer the same benefits and qualifications traditionally offered by face to face training but in an online format. This coupled with university fees escalating, colleges and universities reducing courses in "integrative mind therapies" and time becoming the biggest factor for many students, the need for courses that fill this gap is greater than ever. We are delighted to be able to offer students a training solution that most definitely fills this gap.

In 2012 we published our best-selling business book “THE CAM COACH", CAM stands for (Complementary & Alternative Medicine) teaching Health Coaches, Nutritional Therapists & Complementary Therapists how to set up and sustain a successful private practice. THE CAM COACH sold thousands of copies in over 30 countries and is today often referred to as a world leading business resource for coaches. The material from this book can now be found within the degree syllabus of various UK universities and colleges. We have had the privilege of mentoring and collaborating with some of the world’s greatest coaches and truly understand “the mind set” of the successful coach. Everything we have learned from these experiences can be found within the core syllabus of all our courses.

This platform offers our students a very unique learning experience different to anything else available today. You can choose from a range of accredited courses depending on which disciplines you would like to learn and take forward into setting up your own clinic.

If you have any questions, you can contact us at info@thecamcoach.com or on our Delegate Line 01462 431112.

Warmest wishes,

[Signature]

Founder of Life Practice Online Academy
Author, Trainer, Educator, Coach
Be the difference that makes the difference

Our mission is to provide life changing education for everyone everywhere

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About the Academy

Our full range of courses are specifically designed with the vocational student in mind. Our mission is to, “to provide life changing education for everyone everywhere” wherever you may be based in the world.

We have called this range of courses “the Complete Professional Practitioner” as they do exactly that. These courses offer students full accreditation and certification from Foundation to Mastery Level and diploma levels 3 through to 5. They not only teach you the skills and techniques for the modalities NLP, Clinical Hypnotherapy or Coaching but they show you how to set up in private practice.

The CAM Coach is an educational model designed to assist and ensure CAM Practitioners achieve two primary objectives. 1- Achieve Unprecedented results with their clients and 2- Achieve and sustain business success. Today The CAM Coach programmes are courses are known to throughout the world as a leading resource for professional coaches and health practitioners.

Course packages boast a dynamic course syllabus which includes a balanced combination of modules covering theoretical, practical and clinical applications for your chosen coaching modality. In addition, you have the option to include world class business building modules meaning with us you get the full professional package.

You can complete our courses in your own time, at your own speed. It is entirely up to you how quickly you wish to qualify. Our course completion time ranges from 1 to 12 months. Our interest free payment plans mean that you can choose the most suitable option to fit your pocket.
To make your learning experience that little more authentic and share relevant topics for you to model we have included expert papers, media clips and published articles, populated throughout the course. We are the first training provider in the world to offer students this unique style of training. It is also important to note that this style of training mirrors the range of integrated behavioural change modalities used in our Life Practice coaching clinics all over the world during the last 13 years.

During this time we have developed a unique and powerful reputation for achieving a track record of success evidenced at the very highest level. We are passionate about offering all students a powerful range of behavioural change coaching solutions that complement each other perfectly. This provides our graduates with a range of tools and skills enabling them to achieve great results with their clients; have the competitive edge over their competitors and most importantly ensures their future success as a professional coach.

In true CAM COACH style each of our unique courses include a variety of information; research; experience and knowledge, gathered from a large range of industry experts in addition to our own team of experts. We have had the privilege of training over 5000 coaches since our launch in 2005 and continue to do so.

We are very passionate about students selecting the right course and being as informed as possible when going through this decision making process. We therefore have always made a personal commitment to chat to any delegate thinking of enrolling on any of our courses and answering any questions you may have. To book a call direct with our Lead Trainer, Mark Shields call 01462 431112 or email info@thecamcoach.com
10 Reasons to join our Online Academy

1. Confused?
Don’t be! We offer a free pre-course consultation to give you the chance to have all your questions answered prior to booking. Face-to-face or via telephone whichever suits you best. Call 01462 431112 or email info@thecamcoach.com to book

2. Train with the UK’s No. 1 - THE CAM COACH BOOKS AND COURSES
We are regularly given the accolade of being the UK’s No. 1 training resource for creating new and developing coaches. We have helped create over 5000 coaches since our launch in 2005 and continue to do so

3. Industry Recognition
For demonstrating service, insight and unique advances within the NLP community we were awarded NLP Mastery Certification by the Mind Institute of Australia in 2008

4. Achievement of Excellence
Winner of the UK’S best Life Coaching Training Provider of 2017 by the UK Business Enterprise Awards is our most recent award and follows numerous awards received since our launch in 2005

5. World Class Course Content
Our CAM COACH training and coaching modules are included within the degree syllabus at several UK universities and colleges

6. Track Record
Now in our thirteenth year, our courses attract a variety of delegates that include world-champion sportsmen, government advisors, politicians, TV personalities, entrepreneurs, business leaders and individuals like you and me. They all have had one thing in common: to learn NLP and get better at what they do

7. Expertise
We are known as industry experts with over 1000 published articles published and numerous TV and radio appearances

8. Dual Accreditation
Industry Leading Accreditation We offer dual accreditation by combining professional industry certification with academic accreditation through ACCPH who base their accreditation criteria on standards set by OFQUAL, the government’s regulated educational board

9. FREE Training
Life Practice Life Partner Upon successful completion of your e-learning course you can attend any of our face to face training for 2 days as our guest completely free.

10. The Highest Level of Training and Delivery We set the educational benchmark in line with standards laid down by the UK’s National Occupational Standards and core course competencies which are the same throughout our Professional Practitioner course range.
Many people would have said I had it all. A house on the hill, a sea view, a boat in the harbour, a great job, a wonderful wife and family, and on top of all that, I lived on the Channel Islands. And what's more, I had a six figure salary - riches beyond my wildest dreams – or so I thought.

I was the head of a well-known bank and we were achieving great results. I worked with a great team of people and life was good. How much better does it get than that? I had recently been awarded the bank's prestigious Manager of the Year 'Best of the Best' award, which had been a great achievement and honour, as well as a complete surprise at the time. My wife had a job at the local Heritage Trust, my daughter was at nursery and my son had just been born. Nothing could have been better. I just had one big problem. I was bored.

No, really bored. Really, really bored. So bored that I felt guilty every day I went in and that I didn't deserve the money I was being paid. I was 38 years old and I'd achieved everything I'd set out to achieve. I had two great personal assistants who did everything for me, from booking my flights to taking notes at meetings I attended and even writing my emails. In addition to all that, my sector of the bank was achieving every target we'd been given several times over.

I needed a change, a challenge, something that would in some bizarre way allow me to once again experience the excitement I had felt in the past when climbing that corporate ladder. I cast my mind back to the beginning, some 22 years before.

There I was at 16 with my mother in British Home Stores, buying my first business suit. It was grey and I also got a maroon striped tie. My mother loved it, I hated it, especially that maroon tie. I hoped none of my friends could see me. It was my first job interview with one of the major five high street banks. I felt confident, I had my five ‘O’ levels and I'd been told I was good at admin, so what could go wrong? After all, I was only going for the job of filing clerk. Somewhere along the way the new grey suit, or it could have been the tie, let me down and I was rejected. A young lady in a very smart red jacket got the job. She certainly didn't get her jacket from BHS. They thought she had more to offer; I am sure she did. I was devastated, but always remembered my first experience of not getting that job. It wouldn't happen again, especially not with that bank, and I was relentless about one day putting the record straight. That bank remained in my sights for years to come. Ironic then that I ended up running a major sector of that same bank 22 years later, still with the same five ‘O’ levels, but they didn't seem to matter anymore – nobody seemed to care.

Back to present day: It was one of those lazy summer days in the Channel Islands. I was in the kitchen when my wife, Karen appeared around the fridge door in a state of both panic and delight. ‘It's him again, that guy on TV who can do everything, the Life Guru!’ I knew who she meant straight away and the fact that he was blessed with film-star looks definitely held Karen’s interest. 'Everything?’ I repeated to myself. I cautiously entered the lounge and there he was, the man that supposedly did everything, film star looks and all. He was in full flow, helping a very frightened looking groom get over his wedding nerves. The more I watched the more intrigued I became. I was watching a programme called 'The Life Guru.' The star of the show was somebody called Alistair Horscroft, a Life Coach, Hypnotherapist and NLP Practitioner who had been plucked from obscurity to star as the show's expert and host. My earliest memory of the world of Complementary and Alternative Medicine (CAM) was watching Alistair that day being interviewed on the TV, talking
about another patient he had cured, another challenge he had overcome, and another miracle he seemed to have performed. I remember he looked as amazed as everyone when changing yet another person’s life forever, and he simply stated that the power of the mind was incredible and anything was possible. Or words to that effect.

A point to note: CAM stands for Complementary and Alternative Medicine. CAM Practitioners include NLP Coaches, Nutritionists, Hypnotherapists, Life Coaches and it is just one of a number of names associated with the behavioural change, personal improvement and coaching arenas. Here was a man who was incredibly successful, often someone’s last resort, and he seemed to offer the miracle cure time and time again. He had his own TV show to prove it. ‘The Life Guru’ was featured every week, helping all sorts of people, with all sorts of fears and phobias. I vividly remember watching the great man that day, and wondering exactly how he did the amazing things he did, how he had so much knowledge about the mind, nutrition and the holistic approach to mind and body fitness. That was it. I had to meet this guy and find out how he did the wonderful things he did. He lived in Sydney, but just happened to be flying to London to run a NLP, Hypnosis and Coaching course at the end of the year.

Years later and the rest is history. Alistair and I remain firm friends to this day. Karen & I set up The Life Practice and The NLP Coaching Company (our sister training company) and our business has enjoyed unprecedented success. Between Karen and I, we continue to run a successful clinic at our practice, as well as business coach and mentor thousands of Complementary and Alternative Medical Practitioners all over the world. In addition we have our own certified and accredited training courses designed specifically to provide a way for our students to obtain the skills, knowledge and confidence required to become wellbeing practitioners themselves and forge an exciting future for themselves in the CAM industry. We have trained thousands of CAM Practitioners that include NLP Practitioners, Life Coaches, Nutritional Therapists, Hypnotherapists, Counsellors and various other therapists and practitioners. With products in Waterstones, a regular slot on BBC radio as their resident Life Coach, a TV pilot about to be rolled out and a growing team of Associates opening Life Practice Offices all over the UK, life is fantastic and wonderfully challenging and unrecognisable from my days at the bank.

As a business we have always featured heavily in the media and it was in this way, quite by chance, I met my writing partner Simon Martin, Editor of the fabulous IHCAN magazine (formerly CAM Magazine). Simon suggested I should write a monthly column for his magazine, the theme of which should be helping fellow practitioners achieve success in their respective CAM businesses. Practitioner Proficiencies was born. Both Simon and I shared a concern of how difficult it appeared to be to run a successful CAM practice. We jointly researched the results and found to our dismay that around 65% of CAM students finishing their courses, even degree courses, didn’t make it into practice and of those that did many failed in the first 12 months. The frightening comparison, if this isn’t scary enough, is between a complementary practitioner’s first year in business compared to a business start-up in a different industry: 20% more CAM practices fail in their first year than in other business start-up areas. We felt we had a duty of care to try and do something about this, as we both believed totally in the importance of complementary and alternative medicine. So the CAM Coach concept was born and the book was to follow in 2012.
The book turned out to be a bestseller and has helped practitioners all over the world selling in over 30 countries. It is known as the business bible for Life Coaches, NLP Practitioners, Hypnotherapists and Nutritionists, all also known as CAM Practitioners. The book was just the beginning. CAM Coach courses were to follow, along with the online course platform, reaching students learning a multitude of different modalities including NLP, Life Coaching, Hypnotherapy, Nutrition and many more.

The CAM Coach Training material quickly became recognised as the UK’s leading business resource for CAM Coaches and a number of universities in the UK and Ireland include CAM Coach material within their degree syllabus for CAM Trainee Practitioners. We have even reached places across the globe in the USA and Australia. Complementary Medicine is here to stay and more and more people are moving into educating and learning about the results it can bring to individual's health.

Looking back Karen and I are so pleased that we took the “leap of faith” and changed our careers and moved into this fulfilling industry. We now meet people who may have been struggling for years and we watch the relief and excitement when we offer them our expertise. This IS job satisfaction!!

Karen Shields

Mark Shields
National Occupational Standards

Guaranteeing the highest levels of student competency and proficiency

To set the educational benchmark and ensure the highest standard of student proficiency, all our courses adhere to the highest standards of competency stipulated by the UK’s National Occupational Standards.

This guarantees all our delegates the highest standard of education across a range of measurable core competencies which are consistent across all our courses.

This means students can be confident in knowing upon completion of their course they will have obtained the right level of knowledge, skill and competence to set up professionally if they choose.

Course Accreditation

Our Professional Practitioner Courses offer training and accreditation at beginner, foundation, practitioner and mastery level. We accredit all our courses to full diploma level with the grade being determined by the level of training you undertake. Diploma levels 3 - 5. All our courses are accredited through ACCPH – Accreditation of Counsellors, Coaches, Psychotherapists and Hypnotherapists.

The ACCPH accredits courses at levels and markers stipulated by OFQUAL (office for qualifications and examination regulation) and ODLQC (Open & Distance Learning Quality Council). They also take into account set by any NOS and professional bodies.

Full multi-modality practitioner certification is offered through the Life Practice Online Academy to foundation, practitioner and mastery levels of qualification. OFQUAL Level 1-7 BFIM Comparison chart click here.
Our Range of Courses

**NLP & COACHING MINI TASTER COURSE**

For those thinking about learning NLP and Coaching, this online course will be presented by Mark Shields, Master Trainer in NLP and he will give you an insight and knowledge into the transformational world that is NLP and Coaching.

**The course contains 4 parts**
- **Part 1** - The Beginning of your journey into NLP
- **Part 2** - Coaching yourself to get the life you want.
- **Part 3** - Coaching others with NLP
- **Part 4** - Going forward to reach your full potential.

**The Course includes:**
- All the facts about NLP and why it is considered the world's most powerful coaching strategy
- The History of NLP
- Presuppositions of NLP
- The Meta Model
- The Concept of Modelling
- The Cognitive Thinking Cycle
- The Fast Phobia Cure technique and watch a clients results
- What to look out for when choosing an NLP and Coaching course
- All about industry accreditation.
- How to reach your full potential with NLP making you aware of the various courses and levels of course available so you will have a clear vision of where you want to go on completion of the course.
- CPD Certification

*“I am very grateful for this course, I am more equipped and fired up to become more productive and help other people make their mark in life.”*

AKPOS KING - DELEGATE FROM MINI TASTER COURSE, NIGERIA

**THE PERFECT PRACTICE COURSE**

This course will offer you the top Practitioner Proficiencies for creating the Perfect Practice. These are the “givens” that need to be happening in any type of holistic therapy clinic or business. This course is made up only of written lessons for you to go through at your own pace.

**The course contains 4 Parts:**
- **Part 1** - Getting started
- **Part 2** - Researching your marketplace
- **Part 3** - Ways to grow your client base
- **Part 4** - Developing your practice

**The Course includes:**
- The difference between a Vision & Mission Statement, and how to write one
- the importance of Business Planning
- What are KPI’s and how can they help your practice
- Understanding SLEPT & SWOT Analysis
- The importance of Social Media
- How to build your tribe
- Unlocking & maximising client potential
- The Client’s Coach
- CPD Certification
SUCCESS IN BUSINESS HOME STUDY COURSE

Learn what the successful practitioners, coaches and therapists do - so you can model their success. Find out what the world's greatest coaches do to set up and sustain a successful business model. Get outstanding results with this easy to follow plan to set up your first practice or re-vamp your existing one.

This course includes:
➢ How to write a Business Plan
➢ Setting up a great website - what to do and what NOT to do
➢ Understanding Search Engine optimisation
➢ Offline Marketing Success
➢ How to design a workshop
➢ Understanding and using Social Media for your business: Facebook, LinkedIn, Twitter
➢ How to write a blog and setting up an email database
➢ What is Lead Generation Marketing and how to use it
➢ Attracting and retaining quality clients
➢ Coaching your clients to success
➢ BONUS lessons: What to charge your clients & creating your own marketing materials for free

BUSINESS BIBLE FOR COACHES COURSE

After 15 years of mentoring and collaborating with some of the world’s most successful coaches we truly understand the key principles underpinning their success. We understand the mindset of the “successful professional practitioner” and how getting great client results combined with achieving commercial business success, forms the life blood of any coaching practice. This course shares it all. If you model the success strategies taught within the lessons of this course you will achieve unlimited success as a professional health practitioner.

The 12 Course Parts include:
➢ How to set up your practice ➢ Researching your practice
➢ Managing your budget
➢ Achieving a successful practice - the First six month's
➢ Marketing your practice ➢ Essential NLP for Practitioners
➢ Attracting and retaining quality clients
➢ Sustaining a successful practice 6-18 month's & beyond
➢ Managing your own stress ➢ Regulation
➢ Putting it all together

"Helped me take my life and my business to the next level"
Emma Hendricks - Leader, BANT Centre of Excellence
INTRODUCTION TO CLINICAL HYPNOTHERAPY

Ideal for students who would like:
- A practical introduction to Clinical Hypnotherapy combining theory, core knowledge and clinical application
- To gain validated CPD that can be carried forward towards further accredited training
- A clear future development path that includes the opportunity to study foundation, practitioner and mastery level courses in clinical hypnotherapy
- To ability to upgrade to a higher and pay pro rata

A practical introduction to Clinical Hypnotherapy combining theory, core knowledge and clinical application. For those of you who wish to develop your skills further there is a clear future development path that includes the opportunity to study foundation, practitioner and mastery level courses in Clinical Hypnotherapy. If you choose to upgrade to a higher level we will deduct the price paid for this course from your upgraded course fees, meaning this course would be free!

The course is split into 3 parts as follows:
Part 1 - Introduction
Part 2 - Clinical Hypnotherapy- national syllabus Core knowledge, theory, clinical application.
Part 3 - Clinical Hypnotherapy A Guide to a Client Consultation

This course includes the following:
- Practitioner level modules in the theory, practice and clinical application of clinical hypnosis.
- Course Manuals and Handouts
- Personal Assessments
- Written assignments and exercises
- Course Dissertation tutor marking and feedback
- Skill Set Video Techniques to watch time and time again
- Recommended Reading List
- We recommend 3 months course completion time
- Option to join our graduate affiliate scheme
- Practitioner supervision
CLINICAL HYPNOTHERAPY FOUNDATION LEVEL 3

Ideal for students who would like:
- A professional level 3 diploma in clinical hypnotherapy combining theory, core knowledge and clinical application.
- To achieve personal growth, business success, or promote positive change.
- A multi-certification training and a multi-modality learning.
- A practitioner level certification in clinical hypnotherapy, NLP, Life Coaching.
- To learn in their own time and at their own pace.
- To learn the blueprint for success to change their life and the lives of others.
- To add clinical hypnotherapy to an existing therapeutic skill set.
- To be able to buy insurance and begin practising as a professional clinical hypnotherapist.

The course is split into 7 parts as follows:

Part 1 – Introduction.
Part 2 – Clinical Hypnotherapy – national syllabus, core knowledge, theory, clinical application.
Part 3 – Introduction to NLP.
Part 4 – NLP Coach – Coach yourself to get the life you want.
Part 5 – NLP Techniques, skill sets and methodology.
Part 6 – Clinical Hypnotherapy: a guide to a client consultation.
Part 7 – Assessment and sign off process.

This course includes the following:
- Over 30 lessons
- Course manuals and handouts
- Personal assessments
- Written assignments and exercises
- Course dissertation tutor marking and feedback
- Skill set video techniques
- Recommended reading list
- Live case study assessment, feedback and action plan – optional
- We recommend 6 months' course completion time
- Option to join our graduate affiliate scheme
- Practitioner supervision
NLP FOUNDATION LEVEL 3

Ideal for students who would like:

- A foundation level diploma in NLP combining theory, core knowledge and clinical application
- To achieve personal growth, business success, or promote positive change. Multi-certification training and multi-modality learning including hypnosis and life coaching
- To learn in their own time and at their own pace
- To achieve the blueprint for success to change their life and the lives of others
- To gain professional CPD points and a Foundation level practitioner Diploma in NLP
- To add NLP to an existing Therapeutic Skill Set
- To begin practising NLP professionally as an NLP Coach to Foundation level.

The course is split into 5 parts as follows:

Part 1 – NLP and Life Coaching – UK national syllabus Core knowledge, theory, clinical application.

Part 2 – A personal module dedicated entirely to applying life-changing NLP techniques to your own life giving you a blueprint for success.

Part 3 – Techniques, skill sets and methodology. How to use these techniques to coach others, including a full library of videos to watch time and time again.

Part 4 - Clinical Hypnosis – the full practitioner’s model.

Part 5 - Assessment and sign off process.

BONUS SECTION - The Complete Professional Practitioner Series from CAM Magazine

This course includes the following:

- Over 30 lessons
- Course manuals and handouts
- Personal assessments
- Written assignments and exercises
- Course dissertation, tutor marking and feedback
- Skill set video techniques
- Recommended reading list
- Live case study assessment, feedback and action plan – optional
- We recommend 6 months' course completion time
- Option to join our graduate affiliate scheme
- Practitioner supervision
NLP PRACTITIONER CERTIFICATION - LEVEL 4

Ideal for students who would like:
- A professional diploma in NLP combining theory, core knowledge and clinical application
- To achieve personal growth, business success, or promote positive change.
- Students who want to learn in their own time and at their own pace learn the blue print for success to change their life and the lives of others
- To achieve professional CPD points and a practitioner level Diploma in NLP.
- Add NLP to an existing Therapeutic Skill Set
- To begin practising NLP professionally as an NLP Coach

The course is split into 8 parts as follows:
Part 1 – NLP and Life Coaching UK national syllabus Core knowledge, theory, clinical application.
Part 2 – A personal Module teaching you life-changing NLP techniques to apply in your own life giving you a blue print for success.
Part 3 – NLP, Coaching Techniques, skill sets and methodology. Skill sets, videos, techniques and strategies. Your own success library
Part 4 - Clinical Hypnosis. A full module to practitioner level, including the theory, knowledge, skills and clinical application of clinical hypnotherapy.
Part 5 - Life Style Medicine Nutrition and Wellbeing. A model based upon the nutrition, wellness and functional medicine model
Part 6 - Coaching with EFT. An Introduction to Meridian Based Coaching.
Part 7 - Behavioural Science Influencing the Corporate Market. A module how to take NLP and Behavioural Science into the workplace
Part 8– Assessment and sign off process
BONUS SECTION - The Complete Professional Practitioner Series from CAM Magazine

This course includes the following:
- Over 40 lessons
- Course Manuals and Handouts
- Personal Assessments
- Written assignments and exercises
- Course Dissertation tutor marking and feedback
- Skill Set Video Techniques
- Recommended Reading List
- Live case study assessment, feedback and action plan - Optional
- We recommend 12 months course completion time
- ACCPH LEVEL 4 - LPUKA Certification to full practitioner level
- Option to join our graduate affiliate program
CLINICAL HYPNOTHERAPY PRACTITIONER - LEVEL 4

Ideal for students who would like:

- A professional level 4 diploma in Clinical Hypnotherapy combining theory, core knowledge and clinical application
- To achieve personal growth, business success, or promote positive change.
- A multi certification training and a multi modality learning
- Practitioner level certification in clinical hypnotherapy, NLP, life coaching, the emotional freedom coaching technique
- Students who want to learn in their own time and at their own pace learn the blue print for success to change their life and the lives of others
- Add clinical hypnotherapy to an existing Therapeutic Skill Set
- To be able to buy insurance and begin practising clinical hypnotherapy professionally.

The course is split into 10 parts as follows:

Part 1 - Introduction
Part 2 - Clinical Hypnotherapy- national syllabus Core knowledge, theory, clinical application.
Part 3 - Clinical Hypnotherapy - The Big 5 Clinical Hypnotherapy Clients
Part 4 - Different applications and approaches to Clinical Hypnotherapy
Part 5 - Introduction to NLP
Part 6 - A personal module dedicated entirely to applying life-changing NLP techniques to your own life giving you a blue print for success.
Part 7 - Techniques, skill sets and methodology. How to use these techniques to coach others, including a full library of videos to keep forever and watch whenever you want to.
Part 8 - Coaching with EFT. An Introduction to Meridian Based Coaching.
Part 9 - Life Style Medicine. Nutrition and Wellness Model
Part 10 - Assessment and sign off process

BONUS SECTION - The Complete Professional Practitioner Series from CAM Magazine

This course includes the following:

➢ Over 50 lessons
➢ Course Manuals and Handouts
➢ Personal Assessments
➢ Written assignments and exercises
➢ Course Dissertation tutor marking and feedback
➢ Skill Set Video Techniques
➢ Recommended Reading List
➢ Live case study assessment, feedback and action plan - Optional
➢ We recommend 12 months course completion time
➢ Option to join our graduate affiliate program
NLP & LIFE COACHING PRACTITIONER LEVEL 4

Ideal for students who would like:
- To achieve personal growth, business success, or promote positive change.
- To be in complete control of their study and want to learn in their own time and at their own pace learn the blue print for success to change their life and the lives of others
- To set up as a Professional NLP Practitioner and Life Coach
- Or to add Life Coaching, Clinical Hypnotherapy and NLP to an existing Therapeutic Skill Set Work

This course is split into 6 Parts:
Part 1 – NLP, Life Coaching, application, theory, knowledge, practice and clinical application
Part 2 – A personal module dedicated entirely to applying life-changing NLP techniques to your own life giving you a blue print for success.
Part 3 – How to use NLP to coach others, including a full library of videos so you have your own copy of the top six NLP techniques to keep forever and watch whenever you want to.
Part 4 - A full module dedicated to Clinical Hypnotherapy including theory, practice and clinical application.
Part 5 - BONUS MODULE - LIFESTYLE MEDICINE The Role of Nutrition and Wellbeing Within The NLP and Life Coaching Model
Part 6 – Explains how to attend any one of our quarterly assessment days where you can be signed off as competent with regards to NLP techniques using a “live” client case study. Part 6 will also teach you how you can advance your learning further. Each section has a multi choice exam and you will write a course dissertation as you progress through the course that you will send into your tutor for marking. This combined with our face to face assessment completes our full assessment process

BONUS SECTION - The Complete Professional Practitioner Series from CAM Magazine

This course includes the following:
- Over 40 lessons
- Course Manuals and Handouts
- Personal Assessments
- Written assignments and exercises
- Course Dissertation tutor marking and feedback
- Skill Set Video Techniques
- Recommended Reading List
- Live case study assessment, feedback and action plan
- We recommend 12 months course completion time
- Opportunity to join our graduate affiliate scheme
- Practitioner Supervision
- Bonus – Free 2 day attendance on our NLP face to face course if you choose
THE INTEGRATED NLP, CLINICAL HYPNOTHERAPY COACHING LEVEL 4

Ideal for students who would like:
- Professional Qualifications in NLP, Clinical Hypnotherapy and Life Coaching
- To achieve personal growth, business success, or promote positive change.
- Students who want to learn in their own time and at their own pace learn the blue print for success to change their life and the lives of others
- To set up as a Professional NLP Practitioner, Clinical Hypnotherapist and Life Coach
- Add Life Coaching, Clinical Hypnotherapy and NLP to an existing Therapeutic Skill Set

This course is split into 6 Parts:
Part 1 – NLP, Clinical Hypnotherapy and Life Coaching UK national syllabus core knowledge, theory, clinical application.
Part 2 – A personal module dedicated entirely to applying life-changing NLP techniques to your own life giving you a blue print for success.
Part 3 – Techniques, skill sets and methodology. How to use these techniques to coach others, including a full library of videos to keep forever and watch whenever you want to.
Part 4 - A module dedicated to Clinical Hypnotherapy including theory, practice and clinical application.
Part 5 - Bonus Module - LIFESTYLE MEDICINE Wellness and Nutrition module within the coaching modality.
Part 6 - Explains how to attend any one of our quarterly assessment days where you can be signed off as competent with regards to using the taught techniques using a “live” client case study. Part 6 will also teach you how you can advance your learning further. Each section has a multi choice exam and you will write a course dissertation as you progress through the course that you will send into your tutor for marking. There is also an essay on the Clinical Hypnotherapy module to complete. This combined with our face to face assessment completes our full assessment process

BONUS SECTION - The Complete Professional Practitioner Series from CAM Magazine

This course includes the following:
- Over 60 lessons
- Course Manuals and Handouts
- Personal Assessments
- Written assignments and exercises
- Course Dissertation tutor marking and feedback
- Skill Set Video Techniques
- Recommended Reading List
- Tutor Support
- Bonus – Free 2 day attendance on our face to face course if you choose
- Live case study assessment, feedback and action plan
- We recommend 12 months course completion time
- Membership to our graduate affiliation scheme
LIFE COACHING MASTERS LEVEL 5 DIPLOMA
THE COMPLETE PROFESSIONAL PRACTITIONER

Ideal for students who would like:
- Professional Qualifications and certification in Life Coaching
- To achieve personal growth, business success, or promote positive change.
- The Complete Professional package combining life coaching accreditation with business building modules.
- To learn in their own time and at their own pace
- Learn the blue print for success to change their life and the lives of others
- To set up as a Professional Life Coach
- Add Life Coaching to an existing Therapeutic Skill Set

The course is split into 12 parts as follows:
Part 1 - Welcome and Introduction
Part 2 – Core skills, theory, knowledge and application
Part 3 – A personal module dedicated entirely to applying life-changing Life Coaching techniques to your own life giving you a blue print for success.
Part 4 – How to use Life Coaching and NLP to coach others, including video demos
Part 5 - LIFESTYLE MEDICINE - The Role of Nutrition and Wellbeing.
Part 6 - A full module dedicated to Clinical Hypnotherapy one of the most popular life coaching behavioural change techniques, including theory, practice and clinical application.
Part 7 - The BIG 5 life coaching popular life coaching programmes to use with professional clients. Includes addictions, weight loss, fears and phobias, stress management, mental health.
Part 8 - Different Psychological Approaches To Life Coaching - Including Business Coaching, Executive Coaching, Relationship Coaching, Child Coaching, Health Coaching, Career Coaching, Spiritual Coaching
Part 9 - The EFT Coach. An Introduction to Meridian Based Coaching
Part 10 - Behavioural Science - The Corporate Influencing Model
Part 11 - Building Your Dream Life Coaching Business.
Part 12 – Going forward to reach your potential. This explains how to attend any one of our quarterly assessment days where you can be signed off as competent with regards to NLP techniques using a “live” client case study.

This course includes the following:
- Over 100 lessons
- Course Manuals and Handouts
- Personal Assessments
- Written assignments and exercises
- Course Dissertation tutor marking and feedback
- Skill Set Video Techniques
- Recommended Reading List
- Live case study assessment, feedback and action plan - Optional
- We recommend 12 months course completion time
- Option to join our graduate affiliate program
- Access to additional Courses: Success in Business & Business Bible
"gave me the confidence to live the dream and become a professional life coach"
Nicole Atkinson - Life Coach

PAYMENT PLANS FROM £157 PER MONTH
ACCREDITATION LEVEL 5 ACCPH
FULL TUTOR SUPPORT

NLP MASTERS LEVEL 5 DIPLOMA
THE COMPLETE PROFESSIONAL PRACTITIONER

Ideal for students who would like:
- Professional Qualifications at NLP Mastery Level Practitioner Certification.
- To achieve personal growth, business success, and/or promote positive change.
- Students looking for and NLP Practitioner Course that includes application of NLP at and individual, business and corporate level.
- Students looking for an accredited course that also includes business modules in how to set up a successful coaching business.
- Students looking for a range of behavioural change coaching modalities including NLP, Behavioural Science, Lifestyle Medicine, Clinical Hypnosis, EFT and Coaching.
- Students looking for multi modality training and multi modality certification.
- Students who want complete control of their study and want to learn in their own time and at their own pace.
- Learn the blue print for success to change their life and the lives of others.
- Add NLP Coaching to an existing Therapeutic or Coaching Skill Set.

The course is split into 9 parts as follows:
Part 1 – Core skills, theory, knowledge and application, human given psychology, client needs analysis and diagnostics.
Part 2 – A personal module dedicated entirely to applying life-changing NLP techniques to your own life at home and at work giving you a blue print for success.
Part 3 – How to use NLP to coach others, including a full library of videos so you have your own copy of the top six NLP techniques to keep forever and watch whenever you want to.
Part 4 - A full module dedicated to Clinical Hypnotherapy including theory, practice and clinical application.
Part 5 - Dedicated Business Building modules to learn to set up and sustain a successful coaching business.
Part 6 - The EFT COACH. An Introduction to Meridian Based Coaching.
Part 7 - LIFESTYLE MEDICINE - The NLP Coaches Client Wellbeing, Health and Nutrition Module.
Part 8 - BEHAVIOURAL SCIENCE. Mind Space The Art of Influencing Others within the corporate workplace.
Part 9 – YOUR PERSONAL DEVELOPMENT. Explains how to attend any one of our quarterly assessment days where you can be signed off as competent with regards to NLP techniques using a "live" client case study. Part 9 will also teach you how you can advance your learning further.

This course includes the following:
- Over 100 lessons
- Course Manuals and Handouts
- Personal Assessments
- Written assignments and exercises
- Course Dissertation tutor marking and feedback
- Skill Set Video Techniques
- Recommended Reading List
- Live case study assessment, feedback and action plan - Optional
- We recommend 12 months course completion time
- Option to join our graduate affiliate program
- Access to 2 further Business Courses: Success in Business & Business Bible
“Life Changing”
Bruce Heasman -
Clinical Hypnotherapist

CLINICAL HYPNOTHERAPY MASTERS LEVEL 5 DIPLOMA
THE COMPLETE PROFESSIONAL PRACTITIONER

Ideal for students who would like:
• Professional Qualifications and certification in Clinical Hypnotherapy
• To achieve personal growth, business success, or promote positive change.
• The Complete Professional package combining life coaching accreditation with business building modules.
• To learn in their own time and at their own pace
• To set up as a Professional Life Coach
• Add Life Coaching to an existing Therapeutic Skill Set

The course is split into 12 parts as follows:
Part 1 – Welcome and Introduction
Part 2 – Clinical Hypnotherapy Theory, knowledge and Application
Part 3 – A guide to a Client Consultation
Part 4 - The BIG Hypnotherapy Clients and Programmes.
Part 5 - Essential NLP
Part 6 - Coaching Using Modern Psychology
Part 7 - Different Clinical Applications and Approaches to Clinical Hypnotherapy.
Part 8 - The EFT Coach. An Introduction to Meridian Based Coaching
Part 9 - LIFESTYLE MEDICINE - Nutrition and Wellbeing
Part 10 - BEHAVIOURAL SCIENCE - The Influencing Model
Part 11 - Building Your Dream Life Coaching Business. Part 12
Part 12 – Going forward to reach your potential. This explains how to attend any one of our quarterly assessment days where you can be signed off as competent with regards to NLP techniques using a “live” client case study.

This course includes the following:
➢ Over 100 lessons
➢ Course Manuals and Handouts
➢ Personal Assessments
➢ Written assignments and exercises
➢ Course Dissertation tutor marking and feedback
➢ Skill Set Video Techniques
➢ Recommended Reading List
➢ Live case study assessment, feedback and action plan - Optional
➢ We recommend 12 months course completion time
➢ Option to join our graduate affiliate program
➢ Access to additional Courses: Success in Business & Business Bible
FAQ's

What does CAM stand for and what does it mean?
CAM stands for Complementary and Alternative Medicine. It represents all holistic therapies and strategies used to complement, conventional medicine in the UK. The CAM industry is primarily the home to Nutritional Therapists, Functional Medicine Practitioners, NLP Coaches, Life Coaches, Health Coaches, Clinical Hypnotherapists Wellness Coaches and various other talking therapies and holistic therapists.

What is the CAM coach?
The CAM Coach is an educational model designed to assist and ensure CAM Practitioners achieve two primary objectives. 1- Achieve Unprecedented results with their clients and 2- Achieve and sustain business success. Today The CAM Coach programmes are courses are known to throughout the world as a leading resource for professional coaches and health practitioners.

Can I make a career from coaching?
Absolutely, if you love helping people, earning good money and enjoy being in control of your own destiny then this career is for you. Unlike the normal workplace where you enter a job at a preset level the amazing thing about becoming a coach is you can decide on your own entry level to the coaching industry.

Is becoming a coach a full or part time career?
You can choose either. It is common for students to set up their coaching practice before giving up their full time job so there is a natural change over period to ensure stability and minimise risk. Equally some students take a part time job and set up their practice and run both alongside each other.

What type of people become coaches?
I find that many students looking to become coaches have a number of things in common.
- They have a passion to help others.
- They are often approached by friends and family to help solve their problems.
- They want a career that is personally fulfilling, amazingly rewarding and where they can work flexible hours and be in complete control of what they do.
- Many coaches have worked in the private or public sector for many years and simply got fed up with being part of the rat race. They realise they have great transferable people skills and want to put them to good use.
Natural progression to coaching for these type of delegates is very common and often students end up studying to become a coach much later in life.

Do most coaches work for themselves?
Yes most coaches work for themselves. You can set up as a sole trader, self employed coach, partnership or limited company.
What is the difference between coaching and counselling?
The main difference between the two is coaching does not involve examining, diagnosing, or dealing with issues and challenges from the past. Coaching is all about the future. Life coaching focuses on the present and bringing about positive behavioural change over the short term. Life Coaching offers a positive strategy to unlock the clients potential and help them to be the best version of themselves they can be. This can often be done in a handful of sessions very different to the client counselling relationship which often goes on for months even years.

What is the best type of coach to become?
We have worked professionally within the industry for many years and have been given a number of different titles. We have been known primarily as

• Behavioural Change Coaches
• Integrative Mind Therapists
• Life Coaches
• Human Potential Coaches
• Mindset Coaches
• Transformational Coaches

The CAM Industry (complementary and alternative medicine) is made up primarily of the following: • Nutritional Therapists • Functional Medicine Practitioners • Modern Psychologists • Life Coaches • A range of talking therapists

What is the average age for new coaches?
You can be any age from 18 upwards to become a coach. In my experience we attract many delegates who have a mature life experience, transferable skills, simply looking for a career change and to add value to other peoples lives. It is common to see students graduating as professional coaches in their 40's, 50's and 60's.

Is there a sufficient demand for lots more coaches?
The personal development industry has grown significantly over the last 15 years. Coaching is one of the most exciting, lucrative and rewarding industries to be in right now and with stress being accepted as the world’s biggest killer it will be for many years to come. Personal Development is part of a trillion dollar industry where recent studies indicate the amount of spend in the UK on health and wellness will grow to 12.5 billion GBP by the year 2020. With over 80 million prescriptions written for anti-depressant medication in 2016 more and more people are looking for alternative ways to feel better and this is where life and health coaching play a vital part.

Would I have to give up my job to become a coach?
Not with us you wouldn’t. I always encourage students to be very aware of limiting financial risk and working a proven business model. In my opinion I would encourage students to stay in their main job and set up their coaching practice in their own time. This mitigates risk and allows you to take your time and set up the business you really want. I always advise aspiring coaches to where possible have at least 3 months capital behind them as starting a business without the desirable cash reserves can have a negative impact. Setting up your practice is one thing, sustaining business success is something else.
How much can I expect to earn?

You have to be realistic. I have heard some monopoly numbers quoted by some training organisations. I set myself a target of 36000 GBP in my first year and 20% growth year on year after that. This I achieved. I have mentored clients that have earned a lot more than that in their first year but this is not the norm.

What should I charge as a professional coach?

This is really important and one of the most challenging subjects for many coaches new and experienced. If you remember I mentioned earlier this is an industry where you can choose your entry level. Your charges will reflect not only this but also the value your clients will put on your services. I would advise entry level charging at £125 per hour and up to £250 depending on your qualifications, life’s experience, location and knowledge. Furthermore, if you are adding other disciplines to your skill set such as Hypnotherapy this allows you to charge for a variety of services.

How long does it take to become a coach?

As this is largely an unregulated industry the professional membership organisations play an important role in promoting standards and voluntary regulation. It therefore makes sense to enrol on a course that will enable you to join an industry leading professional body, buy insurance and set up professionally. Having previously worked in compliance, I am a massive believer in the role that compliance governance and risk has in any industry with this is mind we have sought full accreditation through ACCPH (Accredited Counsellors Coaches Psychotherapists and Hypnotherapists). Our average course completion time is 12 months gaining accreditation to diploma levels 3 to 5.

Is it better to work in a niche market or be broad based?

This is a dilemma that many coaches face. Weighing up all the options I believe entering the industry specialising in a particular area is very sensible. Examples include Executive Coaching, Relationship Coach, Mindset Coach, Weight Loss Coach, Anger Management Coach and so on.

What are the Top 6 tips you would give newly qualified coaches?

Decide on who your ideal client should be the first thing you do. Build your business vision and philosophy around this:

- Getting your website visible on Google. This can take 6 months
- Understand social media and have an online and offline marketing strategy
- Offer programmes as opposed to 1 off sessions and always take full payment in advance.
- Offer a free initial 15 minute telephone consultation to get to know your potential client. Not face to face it will de value your service, must be telephone and only 15 minutes.
- Ensure you have enough capital to last absolutely 3 months preferably 6 months.
Where can you work as a coach?

I believe it is important from day 1 you offer a service free from geographical and logistical boundaries. As coaches we have many ways to coach clients anywhere in the world via SKYPE, ZOOM and other emerging forms of communication. This way you open up your shop front to the biggest possible audience and maximise every opportunity that is possible.

How competitive is the coaching industry?

We want to make a very important point here. The personal development industry is competitive the same as any other industry. New coaches enter and leave the industry all the time. The difference that makes the difference, the holy grail of all top tips is this. Ensure you have the resources and know how to ensure you sustain your practice for success for at least 12 months from set up. 12 months is the time it takes for you to earn a consistent salary and enjoy repeat business. 90% of coaches fail in the first 12 months because they don’t have the finances, confidence or patience to give it the time it needs. Of course it is no different to any other industry. Always remember 12 months is key. You will earn money from day 1 but will enjoy consistent business success from 12 months.

What qualifications do I need to become a coach?

As this is an unregulated industry you can buy coaching courses for anywhere between £20.00 up to £5000. My advice is gain a properly accredited diploma that will give you credible qualifications, entry to an industry leading professional body and the ability to buy insurance so you can set up professionally. Course training hours are a big factor combined with course completion time. Guidelines are for practitioner level qualifications are at least 200 hours and a 12 months course completion time.

What should I look for in a training program?

We believe the following is important when choosing a training provider

• Access to the course trainer’s pre-enrolment
• A free trial or taster session to ensure the course is right for you
• Fully Accredited Courses
• Credible references and testimonials
• Interest free, flexible course payment plans
• Full tutor support throughout the course
• Trainer experience and qualifications
• Evergreen access with regular updates
• Trainer one to one support communications throughout (via Skype, Zoom)
• Optional Personal Development planning with Trainer at end of course
Course Core Competencies

1. **CORE KNOWLEDGE** - This module explores the theoretical and practical basis of your chosen coaching modality in modern psychology.

**TOPICS INCLUDE** – This is a multi-modality - multi certification training which means we certify a number of different coaching modalities all within the same course. The number of modalities covered depends upon the level of program you are taking. For example, whether it is a foundation, practitioner or mastery level course. This will give you a powerful range of skills, a competitive edge commercially and most importantly the ability to achieve great results with your clients. The basic principles of clinical and applied psychology are also discussed including the significance of particular clients and client programs. The modules include an overview of the history, psychological research, skill sets and methodologies in your chosen modality. Our Wellness modules cover nutritional medicine and practice, health coaching, behavioural science, health testing, human givens psychology, the hierarchy of human values and needs driven psychological approaches. Mental health modules include health testing, the role of medication, stress management, emotional resilience, behavioural change interventions.

2. **CLINICAL APPLICATION** - This module explores the clinical application, treatment, outcome focused client approaches, interventions, client programs and behaviour change solutions within your chosen modality.

**TOPICS INCLUDE** – Integrative multi psychological approaches, multi certification training modules, cognitive theories of learning, the client journey, managing the therapeutic relationship, client consultation programs and processes, the client contract, gaining client trust and confidence, clinic operational programs, psychology in application, theory and practice psychology in practice, the professional practitioner principles and theory multi-modality modules.

3. **CONTINUING PROFESSIONAL DEVELOPMENT** – Maintaining your skills and keeping your knowledge up to date.

**TOPICS INCLUDE** – What is CPD, impact, benefit, action, structured post course CPD plans, extensive post course CPD modules, ongoing student support program, long term student mentoring, life time access to modules, support student groups, expert social media groups, free training days, face to face practice groups.

4. **COMPLIANCE GOVERNANCE AND RISK** – Industry protection of the public and practitioner.

**TOPICS INCLUDE** - Voluntary regulation, statutory regulation, the role of the PSA, codes of conduct, the role of the ASA, adhering to practitioner proficiencies and regulatory standards, regulatory clinic standards, the role of professional bodies, the practitioners guide to governance and risk, protecting yourself and your practice.

5. **CAM MARKETPLACE** (Complementary and alternative) A complete high level view of the CAM workplace and the roles of the practitioners, therapists, coaches and health specialists that work within it.

**TOPICS INCLUDE** - Talking therapies and their role today as a medical alternative, joint ventures, competitor analysis, cross referrals, the functional medicine model, benchmarking services and charges, importance of USP’S, clinical SLAS, building meaningful professional relationships, NHS and conventional treatment, CAM marketplace and your role within it.

6. **NATIONAL OCCUPATIONAL STANDARDS** – Ensures our students receive the highest standards of training and achieve the highest levels of proficiency and competency when attending any of our courses.

**TOPICS INCLUDE** - All of our courses follow the Principles of Good Practice that are underpinned by the UK’S National Occupational Standards (NOS) and describe the ways in which practitioners should demonstrate appropriate levels of competency and best practice across all of their work.
Course Core Competencies

7. CLIENT SATISFACTION – Ensures our students provide the highest level of professional services to all their clients and meet regulatory guidelines and best practice principles. Modules also provide you with an understanding of how to run an ethical therapeutic practice, and help you in considering the impact of the decisions you make upon your clients, the wider public, your professional organisations and yourself.

TOPICS INCLUDE - The client journey, client service level agreements, the therapeutic relationship, professional ethics and client integrity, managing the client relationship, building long term relationships, client contracting. Importance of client feedback, getting great results with your clients, practitioner code of conduct, the complaints procedure, the client contract.

8. ONGOING SUPERVISION – The merits, benefits, importance and seeking out an appropriate supervisor.

TOPICS INCLUDE – The role of the supervisor, benefits of supervision, finding the right supervisor or coach.

9. ONLINE TRAINING – A series of educational and vocational online training courses accessible anywhere in the world. All courses ensure the highest standards of learning, course content, diverse modules in the theory, practice and clinical application of your chosen coaching modality.

Each course contains lectures, video skill sets, downloadable hand outs and work books, course case studies, topic dissertations, course exercises, section assessments and a live face to face assessment process, full graduation and your ACCPH diploma and accreditation.

Our professional practitioner range of courses all include our world renowned CAM COACH Business building modules in how to set up and sustain a successful practice based upon the best-selling business book of the same name.

TOPICS INCLUDE - Modern psychology in practice, the professional practitioner principles, theory and clinical application, learning theory and practical application, applying modern psychology to your own life, human givens psychology, multi-modality modules, behavioural science, professional ethics client integrity, the client session, managing the client relationship, business set up modules, post course mentoring and support.

10. MANAGING YOUR PERSONAL STRESS – Learning the importance of managing your personal stress, managing your time, avoid overload and understanding the benefits of having your own coach and mentor.

TOPICS INCLUDE - Applying the strategies in your own life, learning a blue print for success in the 4 areas of lifestyle, human givens psychology and application, action planning, outcome focused objectives, self-analysis of needs beliefs and values, the life plan, eradicating limiting beliefs. The 5 BIG Strategies to change your life.