Make Money While Helping Others Live their Dream Lives

Championing People to Make their Lives Work More Optimally By Learning What They Don’t Know They Don’t Know

Everyone needs a life coach…but most people have no idea about what they are missing out on by not having one!

So many people today are living lives of resignation, mediocrity, scarcity, strained relationships, ineffective communication, unfulfilling work, and suffering. Most are emotionally reactive and unaware that their anger, sadness, or fear and huge indicators of their failure to take responsibility for managing their interpretations and relationships effectively in a manner that supports their happiness, charisma and personal success. Most settle into routines that fail to reflect their potential or their internal magnificence. Most are not aware of what their key values are and so they have little chance of living their best lives, in harmony with those unrealized values that form the fabric of who they are at their core. Most pass on from this life without knowing fully what their unique gifts were. They therefore were incapable of sharing those gifts with others and manifesting them into the world. Most people are out of touch with their life’s purpose, living instead at the effect of the needs, demands, and desires of others even though doing so does not support them.

Far too many live their lives in struggle, self-sabotage, and pain, unaware that they possess the option or the means to do otherwise. Too many numb out with drugs, alcohol, sex, violence, excessive work, or in a variety of other ways in an attempt to distract themselves from their inability to find peace of mind, fulfillment, self-actualization, and happiness.

For 280 million people, depression is their reality. These people fail to recognize their addiction to sadness and how the way their see themselves, other people and the world does not support their greatness.

The vast majority of the people who inhabit our planet play small, failing to believe in their ability to realize their dreams, achieve greatness, and leave a legacy behind. For most of them, poverty or at least lack of abundance is their experience. As a result, their ability to contribute fully to others is dramatically diminished.

Because so many fail to live their best lives, they will inadvertently teach their ineffective ways of being and doing to their children who will follow in their footsteps by failing to live their own best lives.
People Need Our Help

The all too prevalent cycle of ineffective communication, broken relationships, diminished productivity, and the subsequent realization of a dimmed existence can be interrupted and reversed with the help of adults who possess the tools to intervene and support them to access their internal magnificence and live lives marked by happiness, capability, competence, significance, accomplishment, and contribution. This is the calling and possibility offered by life optimization coaches whose lives are committed to the personal excellence, happiness, and success of others!

The Need is Great and So Is the Opportunity

By becoming a Life Optimization Coach who possesses the skills to impact the lives of others, one can market oneself to offer the tools and services that support people to live lives marked by joy, accomplishment, abundance, effective communication, rich relationships, fulfilling work, and in short, lives of no regrets. Life optimization coaches support people to gain insights into the areas they were previously blind to discovering. They source breakthroughs in all areas of their clients’ lives and businesses. They assist clients in implementing structures that facilitate winning, accomplishment, better communication, enhanced relationships, harmony, and peace of mind. Life optimization coaches “claim” the excellence of their clients as their own and champion them without judgment, coercion, or pressure but instead by supporting them to “see things differently” and get to the source of their stops, challenges, and conflicts.

Life optimization coaches can work from home or in partnership with other professionals. They set their own hours, are self-employed, need no employees, and can operate from their home offices with little overhead and simply the support of a telephone and computer. Typical fees charged by life optimization coaches range from $60-$250 per hour by phone or in person. The coaches often work with adults and children, parents, teachers, and business professionals, teaching them the tools to allow them to become more effective in their communication, relationships, in all areas of life and business. Life optimization coaches work with individuals from all walks of life to assist them in developing the skills to better deal with life's problems and challenges. These can include enhancing their charisma and personal effectiveness, effectively dealing with challenges at home or in the work place, putting into place missing elements that increase productivity and abundance, as well as strategies designed to approach all of the typical challenges that life can offer.
Life optimization coaches can teach clients such concepts as how to create effective written visions and measurable, specific, and ground goals that align with these visions. They can support their clients to put into place effective action plans that combine productivity and accomplishing intended results with personal development structures that promote breakthrough thinking. Effective coaches teach others to be more effective in their dealings with other people, to acknowledge when they made a mistake, and how to take action to apologize, cleanup mistakes, and learn from each experience with a commitment to do better in the future.

They can teach clients the value of gratitude for the blessings that each possesses and empathy for what it's like in the other person’s world as well as forgiveness for when they or others make mistakes. Successful coaches realize that every person possesses unique talents and gifts and their job is to empower them to realize their greatest potential. Life optimization coaches work hand-in-hand with counselors, psychiatrists, educational professionals and others to support mind, body, and spiritual health. Coaches assist clients to put into place habits that support accomplishment. These might include visioning, goal setting, and taking daily action in pursuit of their commitments. Clients who work with life optimization coaches learn the importance of honoring their core values, having integrity, and dealing effectively with others. Furthermore, they learn the value of personal development, knowing that each day offers a new opportunity to discover more about themselves and how to develop their charisma and personal effectiveness in relating to other people. These, in addition to so many other foundational success principles form the foundation for accomplishment that life optimization coaches successfully impart to those who work with them.

Marketing Life Optimization Coaching Services

There are many ways to market life optimization coaching services and attract clients interested in contracting for these services. Many life optimization coaches advertise their services in newspapers, magazines, and professional niche market publications such as health and wellness, personal development, or holistic magazines, professional journals, and other publications that cater to those interested in taking their lives and/or businesses to the next level. Others successfully market their services online through a variety on the modalities including banner ads, ezines, personal development and family interest websites, as well as in social media, pay per click, and many other paid advertising sources. Others have established themselves as experts in the life optimization coaching niche by publishing articles on any of the thousands of websites that welcome expert contributions. Furthermore, there are a myriad of daily opportunities for experts in this arena to conduct teleseminars and phone interviews that allow for the sharing of knowledge to a hungry audience. Others create complementary audio or video recordings or e-books that are offered for free to those interested in learning more about this
topic. These complementary gifts can be made available on websites while driving traffic to them or as bonuses for online events such as book launches. Other life optimization coaches have successfully conducted educational talks at schools, for sporting organizations, for boys and girls clubs and other groups interested in supporting people, organizations, or businesses to be the best. With a little creativity, life optimization coaches soon discover that there exists an endless, appreciative, and hungry market that will welcome and seek out their services.

Do Well While Doing Good

There are likely few professions that rival the fulfillment, satisfaction, and sheer joy that being a life optimization coach can bring. Beyond the benefits of being self-employed, lucratively paid, and having the time freedom to work where you want and when you want, there is likely no greater reward than knowing that you, as a life optimization coach, have had a direct and transformational impact on the lives of the people you work with. It is because of the commitment of life optimization coaches to supporting others to live happy, fulfilled, abundant, self-actualized, and successful lives that our world is being made a better place and the consciousness of our planet elevated as more and more people grow in their wisdom, empathy, and understanding.

Author’s Note: For the past 22 years, I have personally coached more than 1000 children and adults to elevate their self-esteem, and expect abundance, rich relationships, fulfilling work, and happiness in every aspect of their lives. However, I recently realized that the work that I have been doing is not nearly enough to reverse the trend of poverty, strained relationships, unhappiness, ineffective communication, and the diminished self-esteem that results from people living beneath their potential. For this reason, I have put together two certification programs: the first supports people to learn the skills to champion others as trained life-optimization coaches and the second supports adults to develop the skills required to work as self-esteem elevation coaches for children or adults, that is to train adults to develop the same skill sets and knowledge that I possess so that they can go out into the world and duplicate my work by impacting the lives of millions of children who will grow into high self-esteem adults. I invite you to join in my vision and make a difference for children by impacting their lives as a Certified Life Optimization or a Certified Self-Esteem Elevation Coach.

Dr. Joe Rubino is an acclaimed personal development trainer, life-changing success & life-optimization coach & best-selling author of 12 books in 24 languages. He offers personal and leadership development programs to maximize happiness, self-esteem, communication skills, productivity and personal effectiveness. To learn more about his life-impacting Coaching Certification Program for Children and Adults, visit:

http://cprsuccess.esteemcert.hop.clickbank.net

To learn more about becoming a Certified Life Optimization Coach, visit:

http://cprsuccess.lifecertif.hop.clickbank.net