



CAREER COACH
ENTREPRENEUR
ACADEMY

Is it Time for You to Become a Career Coach?

The Need is Great,
The Need is Now!

Helen Horyza

Table Of Contents

Introduction	2
Chapter One: Why Did I Become a Career Coach?	4
Chapter Two: The Difference Between a Career Coach, a Career Counselor, and a Therapist	9
Chapter Three: The Benefits of Becoming a Career Coach	12
Chapter Four: The Career Coach Entrepreneur Academy (CCEA)	17
Chapter Five: My Wish for You	21

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Personal, Contemporary, Robust

Is it Time for You to Become a Career Coach?

Introduction

Making a career choice or a career change, at any stage of life, can be daunting. Your career pays for everything in your life, so you don't want to make a mistake. Perhaps the biggest obstacle you face is making sure you are heading in the right direction—a direction that fits your needs.

I decided to write this e-book to lay out the opportunity to become a successful career coach. To help you determine if you are ready. Your answer will depend on your values and your vision. As you read, I invite you to determine how well career coaching fits your natural talents.

If you want to make a profound difference in other people's lives, have the freedom to work anywhere and enjoy unlimited income, you fit the career coaching profile. It's a 16.1-billion-dollar industry, growing faster every single day. You can work from home, on a college or university campus, help employees inside organizations or propel under-served populations to a better life.

People all over the planet are striving to put their career on track. Your potential clients are losing their jobs to industry shifts, new technologies, global health challenges, natural disasters and more. When I say the need is great, I'm serious. Career coaches do honorable work, addressing the overwhelming number of under-employed, unhappy people who want a fulfilling life and steady income.

Is it Time for You to Become a Career Coach?

It's just as important for you to understand what career coaching is—and what it is not. Career coaching can conjure up images of resume writing and job search. Granted, that is part of the story but it's much more than that. You will be providing a strategic focus, helping your clients learn about their values, and what is truly important to them. You will illuminate your client's strengths, interests, and innate personality. You will transform lives and catalyze your clients to achieve their goals.

Perhaps it seems ironic that you are considering helping others with their career when you are not sure about yours? Not really. Your rich life experiences make you a better career coach. You may or may not share your journey with your clients. Never-the-less, they will sense your compassion. If your path has not been perfect, you are human, right along with the rest of us. Coming from a place of humility and vulnerability is part of your capacity to help others.

You don't need to be sure about anything right now. Just embrace the question. Is it time for you to become a career coach? Be open to the possibility and let me describe the profession for you. I have been a career coach for over thirty years. I've done just about everything one can do in the field. Now it's time for me to share that knowledge with you.

Chapter One: Why Did I Become a Career Coach?



Challenges are what makes life interesting and overcoming them are what makes life meaningful.—Joshua J. Marine

Ultimately, I became a career coach because it is who I am—who I am meant to be. All of my life experiences, starting with my childhood, prepared me to help people determine their gifts and translate them into reality.

Here is My Journey

Through my formative years I had little hope or aspirations for a successful future. One thing was clear though, I was drawn to helping people. Under my eighth-grade graduation picture I indicated that I wanted to be a psychiatrist when I grew up. A seed, deep inside, was waiting to blossom.

There was a reason I knew something about psychiatry at the age of thirteen. Through my childhood and teen years, I received therapy from a renowned child psychiatrist in San Francisco. He skillfully helped me deal with my anxiety disorder, hyper-sensitivity, dyscalculia learning disability, weight issues and unpopularity. My childhood was a crossroad, a tremendous misalignment.

Is it Time for You to Become a Career Coach?

My expectations were low. I struggled in math and science. I was bullied and ostracized. I spent most of my time alone. The one bright light was my Psychiatrist, Dr. Tom. I saw him once or twice a week to get an education in feelings. He raised me outside my dysfunctional family and showed me love; the kind of unconditional love every child yearns for and deserves. He also taught me self-reflection. As I got older, I began to look inward for strength. I became my own champion. I actively worked on being alone and enjoying the company. Despite, and perhaps because of, the challenges I faced growing up, I got gritty. I became persistent and resilient.

As I progressed in high school, I was validated for being insightful and having a gift for writing and language. In my Junior year, I scored my first A (ever to that point) on a test in my mythology class. My love of symbology, stories and people were starting to emerge. I was transforming beyond my problems.

My unfolding accelerated when I went to college. I attended a small liberal arts college called St. Mary's College of California. Reading, writing, and thinking were the in-demand skills and I was a natural. I was stunned as my C average grades became straight A's.

I made friends, starting dating and lost the weight that had plagued me. My insight and sensitivity became assets. Shockingly, one of my professors in a Freshman seminar class asked me if I had ever considered becoming a lawyer. I did not know what to say. It was the first time someone (including me) saw my potential talent.

Is it Time for You to Become a Career Coach?

I went from breathing underwater to breathing fresh air. I explored all of my interests including advanced writing, interpersonal communication, public speaking and, of course, psychology. I researched counseling careers but was discouraged by the number of years of school required and standardized tests—most notably the Graduate Record Exam (GRE).

I do very poorly on standardized exams. My learning disability skews the results. I perform well on the language portions and crash on math or analytical reasoning. Counseling (and coaching, a profession not born yet) seemed out of my reach so I graduated without a direction. I fell into clerical work, which was a nightmare, both for me and my employers.

I tried to find satisfaction and success in the business world and failed. I kept searching ways to overcome the obstacles to graduate school. Finally, at the age of twenty-six I made an appointment with the Chair of the Graduate Counseling Department at Sacramento State University and found out I could qualify. No GRE required!

My career coach epiphany happened within my first semester in graduate school. A brief presentation in an introductory class focused on career development. The clouds parted. I knew career coaching was my future. I could help people find meaning and navigate the adaptive challenges they face when making career choices or career changes. I found my professional home.

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Thirty Years in Career Coaching

Let me take a moment to address my formal training in career counseling and my identification with the career coaching profession. My graduate preparation was excellent and has served me well. But, over the course of the last thirty-years in the field, I have come to align myself with the principles of coaching.

What's the difference, you ask? Well I'll get to that in the next chapter but before I do, let me tell you why I love the career coaching profession so much. First, I love the variety of things I have done and can do. I have worked in a college career center, taught career counseling at the graduate level, created and grew a private practice, delivered training and coaching in organizational settings, wrote books, created a career assessment and established the Career Coach Entrepreneur Academy. I never feel stuck or bored.

Is it Time for You to Become a Career Coach?

Career coaching allows me to be my genuine, authentic self, helping people transform their lives. I enjoy unlimited income, the ability to work at home or abroad, and the flexibility to walk my dog almost every morning. Life-balance, meaningful work, and having fun are my top three values. They define my purpose and I enjoy all of those things on a daily basis.

The craft of career coaching is both challenging and rewarding. In a relatively short period of time (usually a few months) I help my clients tackle self-assessment, career anxiety and/or depression, financial challenges, low self-esteem, damaged relationships, and job search related rejection. It's a lot! You take the whole person on a journey towards a practical, tangible outcome that provides a dignified livelihood.

While I have had my ups and downs, my love for the career coaching profession has never wavered. I survived the dot-com bust, 9-11, the great recession, and now, the pandemic. Career coaching will always be needed and it's needed now more than ever.



Chapter Two: The Difference Between a Career Coach, a Career Counselor, and a Therapist



A dream is your creative vision for your life in the future. You must break out of your current comfort zone and become comfortable with the unfamiliar and the unknown.—Denis Waitley

I'm frequently asked, "What is a career coach?" My answer catches folks off guard. I describe the depth of psychosocial challenges addressed, the intricacies of identity development and vision creation. Many people assume career coaches give advice and help people find jobs. There is so much more to it!

What is a Career Coach?

The context of a career coach's work is to help people manage career and life transitions. It's not limited to the occupational realm. When someone is at a crossroad, unclear about their future or trying to identify a career fit, the career coach:

- Meets the client where they are in the moment, determining the clients' goals, real or perceived obstacles, and their level of commitment to reach their greatest potential.
- Creates a trusted, safe relationship.

Is it Time for You to Become a Career Coach?

- Listens fully, without judgement.
- Addresses their client's self-perception, family expectations, financial resources, awareness of capabilities and talents, level of social and intimate support, development of a career vision, career research, job search and career enrichment on the job.
- Moves from the coach, who objectively draws the brilliance out of the client to the consultant, who has expertise to elevate the client's career.
- Develops a clear plan for career and life goals.
- Demonstrates ethical practices described in the ICF (International Coach Federation) Code of Ethics and Core Values.
- Engages in ongoing professional development.
- Utilizes intuition and observation to increase client awareness and facilitate breakthroughs.

How is a Career Counselor Different from a Career Coach?

A career counselor usually has a Master's level degree and has completed internship(s) preparing them to work in a variety of settings including:

- College and university career centers
- Government and non-profit job search assistance centers/programs
- Private practice

As you now know, I initially took the career counselor route. I did benefit from my graduate level training but, much of our focus was on traditional counseling, looking at the client's trauma or history for clues about what was holding them back. We spent little time with the "here and now" or more importantly, the creation of a positive, persistent future.

How is a Career Coach Different from a Therapist?

Traditionally psychiatrists, psychologists and therapists encourage clients to talk about their feelings, focusing on their problems and working things out over a long period of time. This attention to the past can keep clients stuck, rehashing old wounds and reliving former trauma.

Is it Time for You to Become a Career Coach?

Research has proven that this approach is less effective than teaching clients to tackle their issues head on and encourage new ways of thinking. Fortunately, therapists have grown along with the coaching profession to offer behavior-based solutions and cognitive therapies that are powerful and helpful.

It is not accurate to cast therapists in a negative light. In fact, mental health experts are an important ally for coaches. You might want to find a few licensed professionals you trust for future referrals. If your client is suffering from a serious mental illness, you should encourage your client to see their doctor and engage a therapist.

Chapter Three:

The Benefits of Becoming a Career Coach



**Freedom is the open window through which
pours the sunlight of the human spirit and
human dignity.—Herbert Hoover**

As you contemplate becoming a career coach, it only makes sense to wonder how this profession would enhance your life, pay the bills and provide a scalable future. A review of the benefits of becoming a career coach will satisfy your curiosity.

In Demand Services

When I went to coaching school in 2004-2005, I already had a thriving six figure career coaching practice. I noticed my fellow class-mates lacked a clear understanding of how they would attract clients. The idea of coaching was appealing but, they did not know how to build a viable business.

I tried to encourage them to focus on career coaching, as I knew it was in demand, recognizable to a broad range of paying customers and deeply rewarding. Most had other goals, defining themselves as a life coach, wellness coach, or spiritual coach (to name a few). I understand these coaching niches might be interesting, but can you make a living?

Is it Time for You to Become a Career Coach?

It's well recognized that only 20% of coaching graduates go on to achieving a six or seven figure income. According to Ali Rittenhouse, experienced online business coach, "Most coaches I've asked made anywhere between \$8,000 and \$25,000 their first year". There are many reasons for this, but one of them is the lack of a clearly defined, in demand, target market.

You've heard me say it before; career coaching is a 16.1-billion-dollar industry with an 8.6% projected annual growth rate. Add the unemployment and underemployment we are currently facing due to the pandemic; you have a massive market who desperately needs your services.

Work from Anywhere Never Pay for an Office

Coaches have long offered their services over the phone. To be taken seriously, many also invested in a professional office. Like so many things in life, this industry-wide reality transformed in March 2020. All in-person coaching went away and video coaching became the new normal.

This makes career coaching the perfect stay-at-home option. You will need to learn how to utilize one of the virtual platforms like Zoom, Google Meet, or Skype (I'm sure more are coming every day!). You will see your client's reactions, share models and resources on your screen and even take clients through guided meditations. There is no limit, little cost and tremendous freedom for you to live and work wherever you want.

Is it Time for You to Become a Career Coach?

Meaningful Work

Meaningful work is my number one, highest priority. And career coaching completely meets this need.

Here are some of the ways you can find meaning in a career coaching future:

- Provide a safe space for your clients to reveal their most intimate thoughts regarding their career desires, disappointments, and dreams.
- Demonstrate compassion, rebuilding your client's belief that happiness is possible.
- Facilitate breakthroughs that unleash creativity and action towards achievable goals.
- Utilize empathy, intuition, and silence making space for your client to trust their own answers.
- Elevate your client's job satisfaction, income, and long-term stability.
- Listen to your client thank you for changing their life.

This is only a partial list of the profound impact you will have on others as a career coach. You will end each day knowing that you truly made a difference.

Is it Time for You to Become a Career Coach?

Work Life Balance

Study after study warns you about the impact of stress on your physical and mental health.

You need adequate sleep, time for exercise, nutritious food and down-time. If you are currently working in a traditional 8 – 5 (or more) job, or you have in the past, you know it's nearly impossible to take care of yourself and meet your employer's expectations.

Career coaching is perfectly suited to an entrepreneur life-style. You set your own hours, work part-time or full-time and integrate a variety of income streams.



Is it Time for You to Become a Career Coach?

Here are a few of the income options you can enjoy:

- Conduct a retail private practice
- Develop and deliver online courses
- Facilitate retreats and workshops
- Write a book
- Become a social media influencer
- Develop talent within organizations
- Work in non-for-profit agencies or government funded job centers
- Empower students in colleges and universities via success coaching programs

You can see that self-employment is not your only option. Part of your income might be through contracts or traditional employment.

Most important, you have choices and freedom. You can take care of yourself, your family and your friends—and still have a successful career.

Chapter Four: The Career Coach Entrepreneur Academy (CCEA)



**We're here for a reason.
I believe a bit of the reason is to throw little
torches out to lead people through the dark. —
Whoopi Goldberg**

If your toes are tingling, it's time for me to show you the path to your career coaching future.

Let me introduce you to the Academy.

Our vision is to be the premiere career coach academy certifying word-class, savvy entrepreneurs who transform lives. We offer live virtual training, extensive coaching practice, and a curriculum rooted in the ICF (International Coach Federation) competencies and ethics.

We describe the Academy as Personal, Contemporary and Robust. What does that mean? Personal refers to the level of live training and personal attention you will receive. This will be a high-touch experience via virtual tools so you are safe and supported.

Is it Time for You to Become a Career Coach?

Contemporary describes the quality of the information you will receive. Many of the career coaching certification programs on the market have been in business for years. Their models do not directly address a pandemic labor market or prepare you to be a successful entrepreneur in the Twenty-First Century. Our instructors will polish your coaching skills and your business plan. You will be ready to hit the ground running.

Finally, our program is robust. We surround you with learning opportunities via live instruction, practice coaching sessions and private mentoring. You will be trained to administer the Elevations career assessment, which I invented. Just call me up any time you need extra help.

You will also learn the Elevate Career Cycle model and reference my book Elevate Your Career: Live a Life Your Truly Proud Of. Additionally, you will view topical videos from my YouTube channel. I'm ready to share my accumulated knowledge from my thirty years in the field.

Upon graduation you will receive your CCE (Career Coach Entrepreneur) certificate and be on your way to your ICF certification. We want to welcome you to our growing community of certified career coaches who are committed to transforming lives.

Is it Time for You to Become a Career Coach?

Mentoring

We offer ten hours of one-on-one and group mentoring. Why? Because, you have unique needs and require customized support. Additionally, we are focused on preparing you to meet the requirements for ICF certification. Mentoring is one of those requirements.

Coach Catalyst Strategy

We set you up for success, no steps excluded. That's why we dedicate substantial instruction, resources and tools focusing on your entrepreneurial success. Whether you are exclusively self-employed, or working within an organizational setting, you need to be the CEO of your career.



Is it Time for You to Become a Career Coach?

We will teach you how to:

- Define your ideal client
- Create a vision for your future and your business
- Set up your business systems, forms, models and tools
- Create a profitability model
- Evaluate your competition
- Determine your unique selling proposition
- Establish your personal brand
- Design your website based on a value chain
- Create your “give-away” lead generator
- Utilize social media
- Explore writing a book.
- And so much more...

Don't worry, you don't have to do all these things all by yourself. However, you do need to understand what they are. These are the ways you create a thriving career coaching business in the twenty-first century.

We stand out because we are cutting-edge and hands-on. We get to know you and your aspirations. You become a valued member of the Career Coach Entrepreneur Academy community. Together we can meet the need, the need is great and the need is now!

Chapter Five: My Wish for You

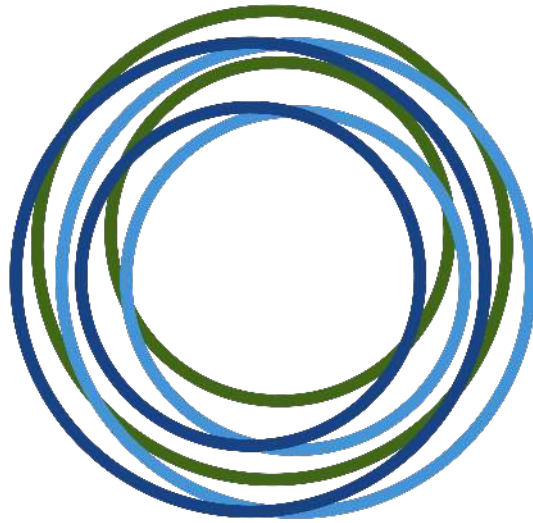


The key to ultimate happiness and fulfillment lies within our own transformation. The more we learn and grow and evolve as individuals, the more we will find happiness and satisfaction in relationships, work and life.— Kristi Bowman

In this e-book I pose this question, Is It Time for You to Become a Career Coach? I hope you have come to your conclusion and are ready to get started.

Here is my wish for you. I want you to engage yourself in work that excites and energizes you. I want you to do what you are gifted to do. Open the door to unlimited income so you have the freedom to live a healthy, well-balanced life. Experience the deep satisfaction that comes from changing people's lives. It's not out of your reach—it's a matter of deciding its time.

Why wait? Set up your complimentary admission appointment. Call toll free 877-863-5382 or send a message to helen@helenhoryza.com let's get started!



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