Calling All New, Would-Be or Aspiring Life Coaches:

We're Excited to Announce The First In-Person Academy Training Since January 2020… And You're Invited…

If You'd Like to Fast Track Your Coaching Career and Make Years of Progress in Just Weeks… **Keep Reading to Discover How Pure Coaching Academy Can Help You Launch Your Dream Life Coaching Business with Ease and Create a Life Of Freedom and Financial Independence** …Even if You've Never Coached a Single Person Before.

Wagner Hall, Brighton, BN1 2RU
Starting on the 17th May 2024 for 8 consecutive Fridays

Hey future coach…

If you'd like to confidently earn £2,000, £5,000 or even £10,000 per month, while making a huge impact in the lives of others…

Coaching perfect-fit clients who love to work with you…

Doing something you love from the comfort of your own home (or even abroad in a fancy hotel)...

Then take a moment to read this page and you'll discover how Pure Coaching Academy can help you launch your dream coaching career… even if you're still working a full-time job, don't have a social media following, or have never run a business before.

The UK Coaching Market is Worth Between £9-£10 Billion…

And It’s Growing Bigger Every Year.

More people than ever are facing monumental challenges in their lives.

There are countless individuals struggling with fractured relationships, break ups, addiction issues, loneliness and burnout.

Many others lack a sense of meaning and purpose. They feel lost and desire happiness and fulfilment.

And there are those trying to become the best versions of themselves, whether that’s with ambitious career goals or their own personal development journey.

ALL of these people need support and guidance.

They need someone in their corner who can empower them to overcome obstacles, achieve their dreams, and live happier, more purposeful lives.

We’re about to enter a golden era for coaches.

Because the world is truly waking up to the incredible power of coaching…

And the Demand For Good Coaches Is Going To Skyrocket In The Coming Year…

So if you’ve ever considered a career in coaching…

If you want to take advantage of the incredible opportunities that are coming in this industry…

And you’d like a proven method to help you become a world class coach, have more fun and freedom in your life AND create lasting and meaningful impact in the world…

Then RIGHT NOW is the perfect time to take action.

Now, you may be reading this and feeling a little apprehensive.

You might lack the confidence to put yourself out there as a coach….

You may be worried you're not quite ready to help change other peoples' lives…

Or it could be you love the idea of a coaching career but you're just too overwhelmed with where to begin.

I want you to know you, all of these emotions are perfectly normal.

Because becoming a coach is a big career move. So it's okay if you have doubts.

But here's the good news…

Pure Coaching Academy Can Help You Gain The Confidence, Know-How and High-Value Skills to Become a World-Class Coach… Even If You're Filled With Self-Doubt or Completely New to Coaching.

Whether you're brand new to coaching and would like to shortcut your way to success…

Or an existing coach who'd like new ways to reach more people, have more impact and grow your business faster….

Pure Coaching Academy will help you overcome all your fears or limiting beliefs so you can attract dream clients…

Confidently charge what you're worth…

And run a fun and successful coaching business for years to come.

Just like our Academy graduates **Shirley, Stephen,** and **Laura.**



''Pure Coaching Academy was breathtaking. I decided on my niche and was able to

start a group coaching business before I'd even got to the end of course. I already have 5 paying clients which is amazing. This is just the start for my career and I'm excited for what lies ahead.'' **Shirley Kennet - shirleykennett.co.uk**



''Pure Coaching Academy has been life changing for me. A journey of self discovery, whilst also learning to become a life coach was a win-win experience. This is very special training that you could never gain from a book or a video. The training is fast paced but organic and comprehensive in its delivery, whilst recognising the individual needs of the trainee coaches. The course itself encompasses everything needed for life coach trainees to build a business and go forward with a positive mindset. This course is pure gold for anyone looking to become the best version of themselves.''
Stephen Ellerker - stephenellerker.coach



''In just 8 weeks I gained invaluable coaching skills and tools, set up my social media accounts, finished my website, joined networking events AND coached other people.

I'm a step away from having a full-time coaching business which has been my dream for years. I feel empowered and confident and I'm so happy to have found my passion. And it's all thanks to Pure Coaching Academy.''

Laura - ljwspirituallifecoach.com

Shirley, Stephen and Laura, and 220+ coaches like them, were all given access to the same business-building secrets and highly-effective coaching skills to help launch their dream careers in the easiest and most stress-free way possible.

The same skills and insights I want to offer *<u>you.</u>*

So if you want to -

- Remove the fear of starting out, and feel excited and confident about starting a coaching business…

- Eliminate the overwhelm, and know, with confidence you can get life-changing results for ANY client…

- And kiss goodbye to the confusion about which niche to choose, how to get started, or how to attract perfect-fit clients…

Then pay close attention.

The coaches above, and the 220+ like them who've graduated from Pure Coaching Academy all had access to a simple blueprint that helped them gain clarity on how to start a fun-filled lifestyle business on their terms…

They built unwavering self-belief and confidence to finally go after the career they'd wanted for so long…

And were given all the support, guidance and accountability needed to ensure they never have to go back to a mundane or unfulfilling day job ever again.

I know this to be true because…

Pure Coaching Academy Has Given Me a Dream Life and Career I Never Thought Possible… And It Can Do The Same For You Too.

I guess now would be a good time to introduce myself.

My name is Julie Brown.

For the past 5 years I've been a co-coach at Pure Coaching Academy.

And for the last 7 years I've been running 2 successful coaching businesses of my own:

My first business, ***I am Julie Brown,*** where I'm a book coach, ghostwriter and a media/visibility coach for small to medium business owners. As a qualified life coach, I'm in the unique position of being able to help business owners with their mindset and confidence issues, as well as their PR, media and visibility.

And ***Still Sassy*** where I'm a life coach for women over 50 who want more sass in their lives. This business has grown rapidly in the last few years and I'm excited to see where it takes me.

I've also co-authored five books and you'll find me featured in a ton of magazines and newspapers including: *The Guardian, Top Sante, Happiful, Metro, Carol Roth, Kizzi, Medium, Landscape, Trail, and Elephant Journal.*

In my spare time, I volunteer at two charities.

Beauty Banks which exist to put an end to hygiene poverty in the UK.

And ***Look Good Feel Better*** where I run well-being workshops for people living with cancer.

Coaching has given me a life of true flexibility and freedom.

I get to do something I love every day while living in my dream location and I've never felt so abundant.

However, 10 years ago things were very different.

I was working a job I no longer loved, living in a town where I didn’t fit in and couldn’t get on.

My life wasn’t in any way aligned and I felt isolated, stuck and I couldn’t see a way forward.

On top of all this, I was trying to cope with the deaths of a number of family members.

I was at a real crossroads in my life, and while I always felt there was a different path waiting for me, I just couldn’t figure out what that path was.

But then I discovered Carole Ann Rice and Pure Coaching Academy.

And my life changed forever.

When I looked into what Pure Academy had to offer, something just felt right.

I signed up right away and I couldn't wait to start my life coach training.

It’s hard to describe how much those 8 weeks transformed my life, career and happiness.

Pure Coaching Academy gave me the confidence and clarity I needed to follow my heart and pursue a coaching career.

Just a few months after I’d qualified, I left my role as a magazine journalist and publisher to start my own coaching business.

Starting on a new career path was exciting yet daunting.

But it turned out to be the best decision I’ve ever made.

The life I’m living now is all thanks to Pure Coaching Academy.

Which is why I’m SO excited to be hosting this event in Brighton in May.

Because I can't wait to help you get your coaching career up and running so you too can live your dream life.

Being a student of Pure Coaching Academy gives me a unique insight into both sides of the coaching spectrum.

So who better to guide you through your training than someone who knows exactly what you're going through AND what it takes to turn your coaching aspirations into reality?

All you have to do is take a leap of faith and join me in Brighton.

And over the course of 8 fun-filled Fridays you'll discover…

How to Master The Art of Coaching So You Can Build a Fun and Lucrative Coaching Business, Achieve Financial Freedom and Live The Life You Actually Want.

Too many aspiring coaches give up on their dreams of running their own coaching business.

Which is heartbreaking.

Because not only does coaching provide a career of meaning and purpose…

It gives you the opportunity to create a lifestyle that offers incredibly flexible working hours and total financial independence.

With the right guidance and strategy anyone can create a coaching business they love *and* the lifestyle they desire.

However, most coaches don't ever get to experience that life.

And here's the really sad thing…

It's never through any fault of their own.

Because it's not something *they* are doing wrong.

It's the fault of the coaching industry itself and the poor quality courses that are widely available.

Here Are 3 Reasons Why Most Life Coaching Courses Fail… And How to Spot Them.

Sadly, much of what other coaching companies teach is just not *that* good...or even relevant.

Which is why so many new or would-be coaches end up frustrated and stagnating in their careers after forking out a huge chunk of their hard-earned money.

Here's the problem with most coaching courses.

Reason 1 - They're Not Run By *Real* Coaches

There are lots of people running coaching courses who have zero experience of coaching.

Quite literally, they've never coached a single person before. So they have no 'hands-on' knowledge of what it's *really* like to work with someone on a personal level.

There are so-called 'mentors' who have never run their own business - but are claiming they can help others to build theirs.

Which means you're being taught by nothing more than 'trainers' or glorified 'marketers' who may not have your best interests at heart.

The coaching space is growing every year and, unfortunately, there are people looking to capitalise on that opportunity by making a quick buck. So it's important to research who you're learning from, before you invest.

Reason 2 - Too Much Theory

Many courses simply don't show you how to truly help clients make breakthroughs in their lives — and get actual results

So to compensate for this, they go heavy on the theoretical side of coaching. And while some of it has its place - it usually just means you end up spending hours and hours studying and getting bogged down with exams.

Which will do nothing to move your business forward.

Reason 3 - Questionable Methods

The worst of the lot - being encouraged to adopt unnecessary or manipulative methods.

Unfortunately, many life coaching courses will go down this route. They promote things like:

- Using high-pressure or pushy sales tactics
- Setting up complex marketing funnels to generate leads on 'auto-pilot'
- Creating a product sales ladder to keep your clients buying from you over and over again - rather than actually helping them get results right from the start

Not only are these tactics a waste of time but they're unethical. They'll just make you and your client feel uncomfortable — and there's a huge chance of destroying the relationship before it begins.

And while these methods may bring you some clients initially, in the long term you'll just end up ruining your reputation.

The *Fastest & Most Effective* Way to Grow Your Coaching Business

Now, there are some courses that's out there that do have their merits.

But most are lacking when it comes to the things that really matter. Such as:

'Experiential' Coaching - This is the *only* type of training that's applicable in the real world. A 'hands-on' approach to coaching will give you confidence and understanding to get your clients actual results. Without it - you're on the back foot from day one.

Business Building Strategies - You can be the best coach in the world but it's worthless

without the knowledge to keep growing your business year on year. This is why, sadly, most coaches are broke.

Marketing & Media Expertise - No business can grow without an effective and ethical way to market your services. Or the know-how to gain the right type of press and publicity. This isn't complicated with the right method - even if you're introverted or only have a small (or no) following.

Professional Support Network - This is often overlooked but is vital to your success. The best way to develop your career is to learn from those who have been there and done it. Good coaching is partly down to confidence and you'll only get that with expert advice and the right people in your corner.

^^ These are the essential ingredients that will truly help to build your coaching business and develop your career, and without them, it's almost impossible to be successful long-term.

With Pure Coaching Academy you get access to all the above via a proven coaching blueprint to guarantee your success.

Let me introduce you to …

The P.U.R.E Method

The **P.U.R.E** method is a unique approach to life coach training that gives you all the tools, skills, confidence and know-how you need to create a thriving coaching business in the most stress-free way possible.

Here's your 4-step PURE success blueprint:

P - Principles

You'll be given a rock-solid foundation and understanding of what coaching is and how to become a highly effective and successful one. All the dos and don'ts, ethical guidelines and professional boundaries are covered so you're able to attract great and happy clients right from day one.

U - Understanding (Yourself & Your Client)

We'll help you develop your niche by recognising your natural strengths, passions and areas of expertise as a coach.

You'll discover how to differentiate yourself in the marketplace and communicate your message so you can effortlessly attract your ideal client.

When you know how to market yourself in the right way and to the right audience - you'll be able to charge precisely what you're worth.

We also go deep into the client-coach relationship. You'll be given the tools to build rapport and trust with your clients. And you'll discover how to quickly recognise their limiting beliefs and what it takes to get them the breakthroughs they desire.

You'll develop all the skills you need as a coach so you can help your clients successfully navigate their most difficult challenges and decisions.

R - Resilience

All the tools you need to conquer the challenges that life as a coach can bring.

You'll discover how to build habits and routines to overcome procrastination and the curse of perfectionism.

Combined with the most effective time management and productivity tips - you'll be able to master your working week and achieve that perfect work life balance.

We also dedicate an entire module to the spiritual side of coaching. This non-religious but joy-centred training will help you tap into your intuition, trust your journey, ask the big questions that life poses and find your place in the world.

Most coaching schools omit spirituality from their syllabus - but our students love this aspect of Pure Coaching Academy.

E - Evolution

Continue to grow as a coach by advancing your skills and expanding your knowledge.

The ongoing education, guidance and support network from the Pure Academy coaches and graduates will help you master the 'business' of coaching — so you enjoy a long and happy career.

You'll get all the know-how and marketing methods you need to ensure your business continues to grow year after year.

These are the 4 areas that will help shortcut your way to becoming a highly paid, highly sought-after coach.

Once you've mastered them, you'll be able to:

- **Confidently earn £750-1000** for as little as 5 hours of coaching per week

- Develop your niche and message so you have clients coming to YOU **without ever coming across as pushy or having to resort to sleazy sales tactics**

- Create a premium coaching service so you can run a **super-successful business with just a handful of happy clients** – without the need for complicated marketing

- Raise your profile and boost your earnings potential with **a simple technique to get your business featured in the press** – without having to plaster yourself over social media

- Master the methods and skills to **completely change the lives of your clients forever** so you're able to enjoy and long and successful coaching career

A Proven Blueprint to Becoming a ***World-Class Coach In Just 8 Short Weeks***

Pure Coaching Academy is a shortcut to becoming a highly paid, top level coach who can transform peoples' lives ...

WITHOUT complicated marketing strategies or ridiculous sales methods.

This 8-week training will empower you to become a confident, effective and happy coach - whether you're brand new to coaching or have years of experience helping people.

Here's a little taste of what's inside your 8-week success schedule:

The Power of Establishing Goals - Proven coaching models to provide your clients with laser-sharp focus and clarity on their goals. PLUS the simple methods to keep them accountable and on track to achieve them all.

It's All In The Questions - 50 thought-provoking questions to ignite great conversations with your clients. Know how to quickly build trust and rapport and present yourself as a figure of authority and expertise.

Building an Abundant Practice - The 'business' of coaching and how to create a long and prosperous career in your chosen niche. Discover how to attract good clients - and exceed their expectations - so they stay with you for years to come and will happily refer you to others.

The Graduate Action Plan - You have the certificate but now what? Don't worry, we'll guide you through the crucial next steps of your journey so you can get yourself out there as a coach and really start to build your business and make an impact in the world.

Plus much more.

Including…

The *Magic Ingredient* of Pure Coaching Academy

There's also one very special component that makes Pure Coaching Academy stand apart from everyone else...

And that is…

From the moment you join us...

You start coaching.

Because one of your classmates will be assigned as your 'coaching buddy' when you join.

You'll have a willing coaching 'client' to work with and a way to apply everything you're learning.

This means you'll be gaining real-world coaching experience right from day one.

Which is priceless.

Because the confidence and experience you get through this real-life coaching practice will transfer out into the real world when you graduate.

You'll be able to hone and refine your coaching skills, practise everything you're taught and implement the techniques you're learning.

And, ultimately...

Become an experienced, highly-skilled coach - **before you've even launched your business.**

Which is far more important than any 'secret tricks' that are taught elsewhere.

After all, real-world experience matters far more than any of that...

That's why we make sure we show you how to become a great coach, as well as giving you the environment in which to BECOME a great coach (through practice).

Because, yes... practice really does make perfect.

This will enable you to deliver a high-end service to your clients which will grow your reputation and business.

Can you imagine how confident that will make you feel?

No longer suffering with imposter syndrome, negative self-talk, or thoughts of *"Am I really qualified to do this?"*

Many Pure Academy graduates have said this aspect of the course is worth the fee alone.

But that's not all.

If at any point during the training you need extra help or guidance, we'll pair you with a Pure Academy graduate for some 1-1 coaching sessions.

Your coach will be there to answer any questions you may have…

Help you build confidence and know-how for your coaching career…

And get you in the perfect frame of mind for your very first coaching sessions.

These 1-1 sessions could be a game changer for your career or business.

Not only will you get priceless insights from someone who's been where you are and knows how you're feeling…

But your sessions will help you understand what it feels like to be in the shoes of the client - something you don't ever want to forget as a first class coach.

I can't think of a better way to kick-start your career than with the support of a Pure Academy coach (and graduate) who's been in your shoes.

This is just one of many reasons why Pure Coaching Academy is so special.

Because no other coaching course provides anything like this type of experiential training or the amazing support and accountability on offer while you're being certified.

But don't just take it from me…

Here's What More of Our Graduates Are Saying About Pure Coaching Academy…



''Pure Coaching Academy enables you to be successful not only with your clients but also regarding setting up your business. This combination is rare. You'll feel confident and empowered as a coach but also as a person. This course is a personal journey and a gift for yourself too. I valued the experiential approach of the training. From the very first day, we were asked to dream big and shown how to take the first steps towards that dream. This course helps you grow in a way you can't imagine''

Gloria Jensen - gloriajensen.com



''After thirty years in the travel business, I had to deal with redundancy as well as a health issue. With some fantastic luck I came across Pure Coaching Academy which has been truly life-changing. The academy helped me to reinvent myself and I now coach women to 'go forward after fifty'. I'm passionate that women at any age realise there's great life potential after fifty. Although I still wear many hats my focus is on my coaching business and I recently started a successful networking group called 'Network Provence' here in the south of France. I'm able to live between sunny Provence and the East end of London which I love. I'm fifty-nine years old and celebrating!''

Rebecca Ronane - rebeccaronane.com



''Book this course safe in the knowledge it's been researched by tough customers, aka me. If the coaching courses you've found on offer so far leave you a bit cold, or worse still 'too salesy' and lack substance, trust me look no further than PURE. From day 1 you will be experiencing world class coaching. (And I mean experiencing, not dozing off while some recent graduate gives you powerpoint after powerpoint.) Your time is too precious. Pure Coaching Academy is the real deal. Get on it.''

Jude Arnup - theshapeshifter.co.uk

The First Step to a Long and Successful Coaching Career

Here's something I'd like you to consider...

What is the cost of you <u>not</u> investing in Pure Coaching Academy?

Ask yourself…

Do you really want another year to drift by...being stuck exactly where you are...with your life at a complete standstill?

Do you want to spend another sleepless night wondering where you could be if you just had the self-belief to go after your dream business?

To keep *thinking* about coaching for a living, but not knowing where to start.

To see other people running amazing lifestyle businesses, and wishing you could do the same.

And being stuck living with regret, forever thinking - *“What if?”*

Or would you rather make a start on the life you’ve been promising yourself for so long?

Picturing yourself doing what you love every day...

On your own schedule…

While helping your clients to make the kind of progress they never felt was possible before they met you.

Now ask yourself…

How much would you be willing to invest to have the know-how and skills to create that kind of lifestyle?

To be able to enjoy a life of freedom and financial security while making a genuine difference in the world?

5k? £10k? Maybe even £15k?

I know some people who would happily invest a year’s salary, in exchange for another 10, 20, or even 30 years of running a business they love, and which gives them true financial freedom.

Well, you won’t have to pay anywhere near that.

Because, to get total access to Pure Coaching Academy...

Is just a one-time payment of £2995 for the early bird offer. And £3,340 thereafter.

Or, for those who’d like an easier and more affordable option - 4 consecutive interest free monthly payments are available.

For that, you’ll receive much more coaching experience and know-how in 8 weeks as most courses give in 8 months….

The success blueprint of the P.U.R.E Method...

Plus, expert advice from myself and Carole Ann, the co-founder of Pure Coaching Academy…

As well as all the course materials and resources you need to create your dream business.

But that's not all.

Your investment goes *way* beyond just the 8 weeks we work together.

You also get lifetime access to these 4 incredible bonuses:

Bonus #1: Facebook Alumni Group

A private Facebook group offering around-the-clock support for Pure Academy graduates.

This is a place to ask questions, share your wins and discuss ideas and opportunities with your fellow coaches.

This group has even inspired some of our graduates to start a business together. It really is one of the best coaching networks on Facebook.

Bonus #2: Monthly Zoom Calls

Your opportunity to rack my brains and hang out with your fellow coaches.

We'll tackle any immediate issues you have, discuss any subjects you need advice with and share your stories and wins.

I can't overstate how beneficial this weekly check-in will be for your development and confidence.

Coaching does have its challenges and the support and encouragement of like-minded people during the difficult moments is huge. Carole Ann and I will be able to guide you through any setbacks you may be facing. I guarantee you'll leave each call feeling inspired and motivated to get out there and help people.

This monthly catch-up is also one of the most fun aspects of the academy - we always have a few laughs on the call.

Bonus #3: The Pure Coaching Handbook

The Pure Coaching manual is packed with contributions from the UK's top coaches, trainers and communications experts. It's regularly updated with real-life scenarios and proven coaching strategies as well as business and productivity tips to propel your career forward.

This priceless companion will provide you with a wealth of knowledge throughout your coaching career.

Bonus #4: The Ultimate Business Set-Up Guide

Feel overwhelmed or confused by all the tech, design and set-up stuff you need for your coaching business?

Don't worry, we have you covered.

Carole Ann's virtual assistant, Caroline Mathews, has created a comprehensive guide to help you with branding, logos, website design, blogging, social media pages, content creation, email marketing, and more.

Caroline specialises in working with life coaches and understands exactly what you need to have in place so your business runs smoothly and stress-free.

With this easy-to-follow guide you'll know how to:

- **Nail your logo, branding and colour schemes even if you have zero design skills**
- Create stunning and attention-grabbing social media content to help you stand out from the crowd
- **Quickly and easily schedule your social media posts in advance so you're not stuck at your computer every day**
- Avoid the common pitfalls when it comes to websites and how to choose the right website builder and hosting so you can get your site up and running with

ease

Caroline will also be available via email during the 8 weeks of the Academy training to help troubleshoot and answer any questions you may have.

These bonuses are genuinely worth £300-500/month. In fact, many other coaching courses do charge for ongoing support.

But you get them for FREE because we want to give you every chance of success in your coaching career.

Now You've Seen What You Get When You Join Pure Coaching Academy…

There's just one question left to ask…

How will you feel if a year from now you're running a coaching business that provides financial freedom with an amazing handful of perfect-fit clients...

While you work on YOUR schedule and have ultimate job satisfaction...

And where you're changing lives – daily – without having to constantly be on social media or use pushy, aggressive marketing tactics.

Imagine how it would feel when you proudly tell people you're making a full-time living from coaching…

Helping people to achieve things they never thought possible…

Well, let me tell you...

The admiration and praise you'll receive from friends and family for following through on your dream…

And the respect and recognition you get for changing peoples' lives…

Is priceless.

And, I can say with complete confidence and honesty…

Pure Coaching Academy is your first step towards that dream career and lifestyle.

You just have to take that leap of faith.

✅Yes I'm Ready To Join Pure Coaching Academy Today

Pay In Full

Instalment Plan

How It Works…

Simply find any of the blue 'Yes, I'm Ready to Join' buttons you find on this page and fill in your details on our secure payment page on the links below, either paying in full or using our instalment plan. Early Bird price of £2995 expires on 3rd May.

Once your payment has been made you'll receive an email with further details about the event. As well as some coaching materials so you're ready to hit the ground running on Day 1.

(Don't forget, the early bird offer will save you almost £250.)

If You Want More From Life… Then Why Wait Any Longer?

Can you really afford to miss out on creating your dream coaching business in the quickest and easiest way possible?

Only you can answer that.

But right now - you have two options.

Option 1 is to do nothing - you can stop reading this page and go back to whatever you were trying before.

But you might actually just be making things harder for yourself.

Because all you're really doing is taking a back seat for 6 months...

And letting other coaches get a head start on the success you desire so much...

Which means you could be back here in 6 months time feeling frustrated as HELL that you didn't grab this offer when it was available the first time.

If you *hate* the thought of waking up in a few weeks from now wondering ''what if''...

If you don't want to feel annoyed or even angry with yourself...

And you want to change how things are going in your life right now…

There's option 2.

Which is the smart move.

If you choose to take action today you'll get access to all the training, tools, business building techniques, coaching expertise and support you could ever need to make your business a roaring success.

And change your life forever.

I understand if you're sceptical - this is a big investment.

But compared to what you'll make back over the rest of your career…

The ongoing education and world-class support network at your fingertips...

And the fact you'll never have to fork out for another coaching course ever again…

It really is the best investment you could make.

Trust me - your future self will thank you for it.

So as a final reminder, here's what you get with The Pure Coaching Academy:

- **An extensive and unique 8-week life coach training**
- Access to The P.U.R.E Method - the 4-step formula that provides everything you need to become a world-class coach in your chosen niche
- **Online learning and home study (work to your own schedule)**
- Personal development, role play and 'real' coaching experience - apply what you learn in an actual coaching environment
- **Be coached by me on your personal goals while learning to build a coaching business (this really is a 2 in 1 training)**
- A weekly Zoom coaching call to monitor your progress and discuss ideas with your fellow students
- **Guest speakers on branding and how to set up your coaching business so you hit the ground running**
- Media coaching - how to market your business effectively and gain the right type of press and publicity
- **Guest talks from past students sharing real issues and experiences that you can apply to your business. Discover the methods they employ to ensure their business grows year after year.**
- Access to The Pure Coaching Handbook - this manual is jam packed with priceless coaching tips and strategies that you'll treasure throughout your entire career.

Get all this AND MORE in just 1 click:

✅ Yes I'm Ready To Join Pure Coaching Academy Today

Pay In Full

Instalment Plan

There's Something Special About Being in The Same Room with Like-Minded People Who Are All Looking to Achieve The Same Goal.

You might be wondering if there's any difference between this in-person event and the online version of Pure Coaching Academy.

Well, both courses provide everything you need to become a world-class coach and launch a fun, lucrative and rewarding coaching business in the most stress-free way possible.

With that said, many people much prefer a live experience to learning online.

Because an immersive 'classroom' environment helps them to stay focused and keep their energy levels high. Which leads to a better understanding and retention of knowledge.

Plus, it's much easier to network and make amazing connections when you meet people face-to-face.

In fact, we've had Pure Coaching Academy graduates set up businesses together after meeting at our in-person events.

I love teaching online but there's just something magical about being in the same room with others that cannot be replicated online.

And when it's a group of like-minded people who are all supporting one another on their coaching journey, it makes for a productive, exciting and memorable experience.

So what do you say…

Are you ready to be part of a fun and supportive community as you gain the skills, confidence and know-how to thrive as a coach?

If so, click the button below to secure your spot and I'll be ready and waiting to give you the life-changing show you

✅ Yes I'm Ready To Join Pure Coaching Academy Today

Pay In Full

Instalment Plan

FAQs

I'd like to thank you for reading this far and I hope you can see Pure Coaching Academy is the best investment you can make for not just your business - but your own self-development too.

But you may still have questions - which is GREAT. It shows you truly care about advancing your coaching career and moving your business forward.

So, I've answered a list of the most commonly asked questions for you below:

Q) What exactly do I get with Pure Coaching Academy?
A) An extensive and unique life coach training that includes:

- 8 weeks in-person training (Consecutive Fridays from 9.30am-2.30pm)
- Personal development, role play, 'real' coaching experience
- Be coached by me while you're learning to coach (this really is a 2 in 1 training)
- A midweek Zoom coaching call to monitor your progress and keep you on track
- An in-depth 17 module syllabus covering everything you need to become a world-class coach
- Home and Online study (work to your own schedule)
- Guest speakers on branding and how to set up your coaching business
- Media coaching and how to get the right type of press and publicity
- Guest talks from past students – sharing real issues and experience

Q) Where is this Pure Coaching Academy training being held?

A) The training will be held at Wagner Hall, 2 Regency Rd, Brighton, BN1 2RU.
The sessions will run from 9.30am to 2.30pm for 8 consecutive Fridays. We start on Friday 17th of May 2024. The full list of dates are as follows:
17th May, 24th May, 31st May, 7th June, 14th June, 21st June, 28th June, 5th May.

Q) What kind of results can I expect with Pure Coaching Academy?

A) Incredible ones! First and foremost, you'll be given all the tools, resources and support you need to build a successful coaching business working with clients of your choosing.

Pure Coaching Academy will help you refine your message and niche so you're able to attract exactly the type of clients you'd like to work with – and charge what you're worth.

We're also confident you'll be able to cover the cost of the course within a few weeks of the starting. You'll be learning how to coach people right from day 1 which will give you the self-belief, skills and know-how to go and get your first clients.

Q) Who is the course for?

It's for all kinds of people. You *must* be interested in coaching, and committed to making other people's lives better, but provided that's the case, it's for:

- People interested in personal development and a career with meaning and purpose.
- Anyone who has a calling towards coaching and helping others.
- Those with natural go-to qualities as advice-givers as well as spiritual, empathetic people
- For anyone looking to make a difference in the world
- It's for people just starting their coaching careers
- Or those who have been helping others for years and want to take their coaching business to the next level
- And for anyone looking to either completely change or enhance their career – we've worked with teachers, lawyers, HR professionals, social workers, marketers, GP's, semi-retired parents, you name it!

Q) What's the difference between the in-person course in Brighton and the online version of Pure Coaching Academy?

It really just comes down to personal preference. Many people prefer a live experience to learning online as it helps to increase their focus and keep their energy levels high which leads to a better understanding and retention of knowledge.

Plus, it's much easier to network and make amazing connections when you meet people face-to-face. In fact, we've had Pure Coaching Academy graduates set up businesses together after meeting at our in-person events.

There's just something magical about being in the same room with others that cannot be replicated online. And when it's a group of like-minded people all supporting one another on their coaching journey, it makes for a productive, exciting and memorable experience.

Q) Is there ongoing support after graduation?

A) Yes, tons of it! You'll get:

- Instant access and around-the-clock support from the Facebook alumni group for Pure Academy graduates.
- A monthly Zoom call with the Pure coaches and your fellow students.
- Lifetime access to the Pure Coaching Handbook. Packed with contributions from the UK's top coaches, trainers and communications experts. This priceless companion will provide a wealth of real-world coaching scenarios and strategies to support you throughout your career.

Q) Why should I invest in Pure Coaching Academy? What makes it different from the other coaching courses out there?

A) Pure Coaching Academy is run by people who earn a full-time living from coaching.

Many courses are run by trainers, not real coaches with successful practices. We know precisely what it takes to set up a business, develop a niche and get clients.

While other courses spend hours on the theoretical aspect of coaching, Pure Academy cuts straight to the chase. We'll provide you with all the practical skills and knowledge to set up a long-lasting and successful coaching business.

Many people spend up to £10k for their coaching training but because they have no clue how to get clients, they have to go back to their day job. We make it our number one priority that never happens.

Finally, the support and community aspect at Pure is like no other. You'll gain access to an amazing network of coaches who love to help each other, share ideas & experiences and learn from one another. Some of our graduates have even set up business together.

Q) Is this an accredited course?

A) Yes, this course is accredited by the International Authority for Professional Coaching & Mentoring (IAPCM) – the only body approved by the British Ombudsman.

Q) How much does it cost?

A) The early bird price is £2995. The full price is £3240

Q) Is there a payment plan?

A) Yes. You can spread the cost over 4 interest free payments.

If You've Read This Far, You Already Know What You Want… All You Have To Do Is Start.

Do you really want to wait any longer to make a start on the business of your dreams?

Just imagine where you could be in 6 months time if you made a start today.

How would it feel to create financial security and a life of freedom by doing what you love – changing people's lives and making a real impact?

Pure Coaching Academy will give you everything you need to fast-track that process.

All you have to do is follow our step-by-step blueprint and clearly laid out strategies and you'll be on your way to building a thriving coaching business – one that brings you success and happiness for years to come.

And how would it feel to have the confidence, skills and know-how to do that in as little as 8 weeks?

If you like the sound of that then you know what to do.

✅ Yes I'm Ready To Join Pure Coaching Academy Today

Pay In Full

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I can't wait to get started and look forward to seeing you inside the doors of Pure Coaching Academy.

I'll sign off with a few words from more of our Academy graduates:



''Pure Coaching Academy is brilliant. It allowed me to grow both personally and as a coach and equipped me with the right methodology to serve my clients to the highest level. I would highly recommend this course to anyone who wants to accomplish personal growth, as well as set their foundations as a great coach.''

Victoria Derkach - lifevictorycoach.com



After some thorough research online I came across Pure Coaching Academy. I loved Carole Ann's approach, especially the spiritual aspect of coaching. And the buddy system is especially powerful and gets you coaching from day one. As I progressed through the course it became clear that coaching was the perfect vocation for me. I've now done my 60 hours for accreditation and have successfully launched my business, website and social media channels. I wouldn't have had the confidence or insight to do that without this excellent training. I'd highly recommend this course for anyone who wants to become a coach.''

Hugh Wahla - hughwahla.com



''This course deserves 6 stars. I cannot recommend it enough to anyone who would like to be a life coach. Or simply for your own personal growth. The delivery of content is interactive, engaging, interesting and relevant. No boring lectures here! It's been put together so well and covers literally everything you need to know. The entire course is so considered and thoughtful. Huge thanks to Carole Ann and Julie Brown for making this experience so brilliant - I feel 100% ready to go out and coach.''

Anna Miller - annamillermethod.com

✅ **Yes I’m Ready To Join Pure Coaching Academy Today**

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