



# Become a Coach



# Become a Coach

Do you love supporting other people to be their best and create meaningful changes in their life?

Are you obsessed with personal development?

Have you been longing to have deeper conversations in your day-to-day life?

Are you feeling called to share yourself openly in the world in a way that is focused on being in service?

Have you been thinking about becoming a life coach?

Would you like to do a full, private coaching series with me for FREE?

## **If so, this is for you...**

As a graduate of the first ever [Beautiful You Coaching Academy](#) life coaching course, a certified coach, the founder of Heart Sparks and the Senior Trainer at the Beautiful You Coaching Academy, I am thrilled to be able to walk beside and support you during AND after your time studying to be a life coach. If you're ready to have me on your team as your trainer and also your personal coach for the long haul, I'm ready to meet you and help you get started!

If you want to hear about my personal journey with the Beautiful You Coaching Academy please read on. If you would prefer to jump straight to the part where you claim your free coaching series with me alongside your spot in the Beautiful You Life Coaching Course, head straight to the end of this pdf.



# MY JOURNEY

**There are four moments that I know changed the trajectory of my life forever, and one of them was when I said 'yes' to taking a spot in the first ever life coaching course offered by Beautiful You.**

I had been working as a Street Outreach Specialist in a not-for-profit organisation, providing on-call after hours outreach, 'foot patrol' and case management support to homeless and street-frequenting young people in Melbourne for eight years before the 'burn out' started to hit me.

I was working countless hours during the day as well as being on call every night, I was struggling to leave a room without feeling the need to take my phone with me in case a client rang in a time of crisis and alongside my work with young people I was also frequently speaking to media channels, wealthy organisations and philanthropic bodies, campaigning for raised awareness and action towards combatting the (ongoing) issue of youth homelessness in Australia.

I adored the tenacity, intelligence and commitment of every young person I met and the work I was doing felt like my calling. I was privileged to sit in the darkness alongside some of the most resilient people I've ever known. I watched young people claim their power and create lives for themselves so far from the horrendous circumstances they had been handed in situations beyond their control. I saw myself and my work adding value and lifting the voices of people who felt like their voices had been silenced. Until I didn't any more...

Funding cuts made it impossible to keep up with the demand on our service. Support for workers became harder and harder to access. Resources were drying up. My phone was running hot, meaning that weeks would go by without me ever having more than one night of full rest. Emotionally I was struggling with the weight of what my clients were going through and I didn't know what to do. There was never enough time. I was sleep deprived and devastated. I couldn't catch my breath. I wasn't able to be there when my clients needed it because the level of administration, reporting and staff management assigned to me was too great when placed on top of a full caseload and outreach expectations.

I was a young worker in my 20s and I couldn't hold down any kind of sustainable social life or relationship of my own. I was the girl who would get a phone call in the middle of dinner and disappear out into the night without being able to give any indication of when I'd be back. I felt like I was failing everyone and everything. I was craving more and ready to be in a different kind of action.

This was me back then:



I reached out to a well-respected, incredible coach who was also my friend (enter [Julie Parker](#)) to support me to create some 'balance' in my life and to help me invest more time into taking loving care of myself. I needed someone to hold me accountable. I knew that she wouldn't let me hide or make up excuses. I knew she'd call me out on my own crap. I paid her to be my coach and we got to work.

**As a coaching client who had a professional background in social work and counselling, I didn't only achieve my goals (and then some) during my time with her, but I fell in love with the coaching process too.**

I couldn't believe what I'd witnessed her facilitate for me. She encouraged me, supported me, listened to me and asked me some of the most powerful questions I had ever heard. She showed me parts of myself that I'd not been able to see... until I did.

Unlike counselling or any other kind of therapeutic work, she allowed me to set goals and focus on WHERE I WAS GOING rather than where I had been.

This wasn't about healing, talking about the past or getting fixated on 'why' things had become the way that they had, it was about supporting me to take back my power and be in action towards creating the future I wanted for myself. Lightbulbs went off. I felt like I was waking up.

I walked away from every session thinking, 'I could do this work. I feel like I already am. I could be what she is for me for other people and in doing so, I could support others in a meaningful way while also having time and energy left for myself.'



When Julie invited me to be a student in the first ever Beautiful You Coaching Academy Life Coaching Course it was the easiest 'yes' I've ever said. Actually that's not true, sorry. It was the third easiest 'yes' I've ever said

.What I know for sure is that my business wouldn't have gone from strength to strength the way that it has without that course. I wouldn't love my work as much as I do without it either.

I am who I am in part because that course is what it is.

## MY EXPERIENCE AS A STUDENT

**There were two things that made the course better than any other for me:**

1. The content.
2. The people.

Here is a photo of my course cohort on our graduation day! You can spot my little head there up the back:





As a trainer now in a time when there are so many more coaching courses alive and kicking in the world, those two things still make the Beautiful You Coaching Academy and its course shine, sing and stand out above any other.

As a student of the course I learnt a coaching framework and process that works with every client every time. It was the ultimate cross-section of head and heart. I know with complete certainty that I can hold a powerful space in which anyone suited to coaching can grow, shift, evolve, learn, strategise, implement and achieve beyond their wildest expectations.

The material was incredibly comprehensive and thorough, but at the same time gave me full permission to be myself and celebrate the uniqueness of my own innate skills and talents. I could coach as ME – not any cookie-cutter version of a coach that spruiks the same one-liners as every other out there.

I felt like I had come home to myself as well as a powerful side of my potential, while having all of the tools, strategies and step-by-step processes I needed to build the foundations of a service-based business. And thank goodness for that because I knew NOTHING about business when I began those years ago!



The course was really hands-on which was great for me. It also provided a clear approach to tackling the content. I had been feeling nervous about returning to study but I was supported through the course structure to quickly build a week-by-week routine that gave me permission to take things one step at a time and never fall behind, while also working full time, having a healthy social life and spending time with my family who would often visit. If you are committed to honouring your investment, showing up fully, being present in what you are learning at any given moment and listening to feedback, you will have an amazing and empowered journey.



And the biggest surprise:

**It was just as much a personal development program for me as a human, as it was a course to teach me how to coach and grow a thriving business.**

Through the course I, a woman who has been addicted to personal development and growth since I came onto the earth and had been working in supporting roles with young people for the better part of a decade, learnt more about myself than I thought was possible. In hindsight that learning alone would have been enough for me to justify my investment ten times over.

I felt more confident in my own skin. More grounded in my value. More happy in my life. It gave me things my University degree and years of further study couldn't and didn't.

It also improved every single relationship I had. I became a better wife, daughter, employee, friend and neighbour. I found myself having the most incredible conversations with strangers I met at the supermarket check-out. I became more present in my life than I ever had before.

### **Let's talk about the people.**

I'd known Julie Parker, the founder of the [Beautiful You Coaching Academy](#) and Lead Trainer in the Life Coaching Course, for eight years before I became a student. I knew her in life, in business, as my coach and as a collaborator on a youth leadership program. We'd worked together, shared many meals, laughed together and even spent a week sharing a room full of bunk beds. She'd seen me at my highest. And she'd held space for me while I'd spoken about being at my lowest.

Julie is smart and an expert in the personal development space, but also one of the most generous and sovereign people I know. She is the kind of woman that naturally draws heart-led people towards her and embodies grace, connection and unity wherever she goes. She's also very funny, but don't tell her I told you that.



I shouldn't have been surprised that the course she led was full of people who were also heart-led, like-minded and genuinely committed to supporting each other, but if I'm honest, I kind of was. Especially when I was seeing them everywhere right from that first round when I was a student myself. I am surrounded by the strongest, most unwavering and most supportive community I have ever known in the Beautiful You Coaching community. They have become some of my dearest friends.



The Beautiful You Certified Coaches in particular have become a 'home base' for me. I adore them and have never once felt lonely in my business despite spending a lot of my day-to-day in my office without anyone physically there. I've never found another community out there like them and I've looked. Being in business is a joy when you are surrounded by people looking to collaborate and truly witness you, to celebrate your wins with you and to lift you up, rather than compete. Again, the people would have been enough. If I'd received nothing other than the life-long friendships I've made and the time with incredible beings doing important work, that would have left me happy for the rest of my life. Connection is everything.



Oh – and Julie and I are not related in case you were wondering. Many people do! We did however both marry men who share the surname 'Parker'. They aren't related either, but they both proudly support the Richmond Football Club and share a mutual love of cats...



## I'VE ACHIEVED INCREDIBLE THINGS SINCE COMPLETING THE COURSE, INCLUDING:

- Having multiple paying clients before graduating from the course
- Working full time in my own thriving coaching business with life, confidence and speaking coaching clients
- Becoming a highly sought-after, international speaker across not-for-profit, corporate, entrepreneurial and educational settings
- Launching multiple services, offerings, e-books and projects
- Going on tour with other coaches and running events along the coast of Australia
- Being featured in a large range of print, online and audio media, as well as live national television
- Receiving awards and accolades for my work and the depth of my service
- Launching a grant program
- Donating thousands of dollars to charities that support homeless young people in Australia
- Financing micro-loans for community members all over the globe
- Training almost 1000 wonderful, heart-led people to be phenomenal coaches as the Senior Trainer at the Beautiful You Coaching Academy
- and so much more. I pinch myself constantly. It blows my mind to think that only a few years ago I was working with a coach for the very first time myself.



**I AM A PROUD TRAINER OF THE BEAUTIFUL YOU COACHING ACADEMY ONLY.**

**THAT IS THE ONLY PLACE THAT I TEACH EVERYTHING I KNOW ABOUT COACHING, SUPPORTING PEOPLE DEEPLY AND BUILDING A THRIVING BUSINESS. THAT IS THE CASE FOR ALL OF THE REASONS ABOVE.**

It is the only place I've ever found that fully aligns with my beliefs and holds integrity as highly as I do in my own work. I'm fussy and unwavering about who I am willing to partner with. And I'm okay with that. The training team is full of talented, caring, successful coaches and business owners.

And if that wasn't enough, as a student you also receive access to a whole suite of additional expert guest teacher interviews throughout the course.





# WANT TO BECOME A COACH AND ACCESS FREE COACHING FROM ME?

When you enrol as a student of the Beautiful You Coaching Academy you will automatically have me as one of your trainers in the course. I am a trainer for every course and so we are destined to meet while you study if we haven't already. Yay!

I am also an ambassador of the [Beautiful You Coaching Academy](#), so if you use my name in the 'code' field when enrolling in the course, Beautiful You will forward a 'thank you' commission to me and you will automatically be gifted my signature IGNITE coaching package at no additional cost to you!

This means that separately to all of the work we will do together in the larger course group with me as your trainer, you will also receive three months of private, one-on-one coaching with me personally.

You can access your private coaching series while you are doing the course or afterwards, and you are welcome to use it to work towards goals in your life well beyond your work as a coach or your business if you wish to. That's \$1035 +GST worth of coaching services, for free!

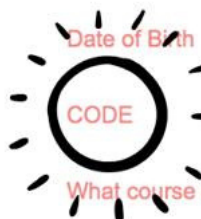
If you would like to secure free coaching with me, all you need to do is enter my first AND last name 'Johanna Parker' in the CODE field in the enrolment form at the time you are signing up to the course.

Mentioning my name is the only way I can be credited and you can receive your free coaching. The graphic below shows you where you need to enter my name on the order form.

Important Note: If you enter my name in any other area than the one instructed, (which is the code field at your enrolment stage – please see graphic below), or not at all at the exact time of your enrolment, you will not be able to receive my affiliate offerings. This is not something that can be amended at a later time and so please be careful at your sign up stage to do this as I want to be able to support you on your coaching journey!

## Beautiful You Life Coaching Course Order Form

### Enter Your Contact Information

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email	<input type="text"/>
Phone Number	<input type="text"/>
Date of Birth	<input type="text" value="mm/dd/yyyy"/>
 CODE	<input type="text" value="enter my name here"/>
What course are you doing?	<input type="text" value="Select..."/>

If you would like to arrange a free, 20 minute call to ask me anything you like about my experience with the Beautiful You Coaching Academy that you haven't been able to find an answer to on this page, please simply drop me a line at [info@heartsparks.com.au](mailto:info@heartsparks.com.au) and let me know.

I'm happy to support you however I can, even if it means having an honest conversation about the fact that studying may not be the best next step for you right now.

P.S. All of the selfie-style photos on this page were taken on my iPhone. All of the beautiful ones (aside from the ones taken on the day I graduated from the coaching course) were taken by Fi Mims Photography. Please remember to check out the 'Photography' link in my site footer to see the amazing photographers I work with!



# IF NOT NOW, THEN WHEN?

How would living your ideal life make  
you feel?

What could you do if you knew having what  
you truly want was possible?

How unstoppable would you be if doubt and  
fear were no longer getting in the way?

How could your life look in three months time  
if you were truly able to put yourself first?

This is your time. And I am excitedly waiting  
for you!