IAWP Wellness Coach Certification Program
Teach & Inspire Others to Be Healthy
Become a Certified Wellness Coach and teach others how to live a healthy lifestyle.

Are you...

- Passionate about better health and wellness?
- Excited to help others create a healthy lifestyle?
- Ready to launch a career that you love to wake up to everyday?

Whether you want to start a new career in wellness or expand an existing business, you’ve come to the right place. At the IAWP, you’ll receive a comprehensive education based on our three learning pillars: Wellness Training, Coach Training and Business Training.

Wellness 360 Education™
Core Coaching Method™
Business Breakthrough System™

www.iawp-connect.com
888.836.2362
Hello, I’m Suzanne Monroe and I want to personally welcome you to the International Association of Wellness Professionals Wellness Coach Certification Program. I’m so excited that you are reading our catalog because that means you are interested in healthy lifestyles and wellness. Now more than ever we need people like you who are ready to guide and support others to living a healthy life. Our world is experiencing a healthcare crisis, and not just because of dollars and cents, but because we have forgotten the most important medicine there is: taking care of ourselves with healthy food, exercise and lifestyle balance.

If you are passionate about wellness and want to inspire others, I invite you to read on about how you can create a career you love that makes a difference in the lives of others. What people need most right now is an advocate for their health, someone who will listen to them and guide them to making the lifestyle changes that are necessary. We’re looking for leaders who are inspired by our message of wellness and want to make a difference in their communities.

It’s an exciting time to be embarking upon a new career in the field of Wellness. With the education you’ll receive in our accredited training program, you’ll have the opportunity to create an exciting career in one of the fastest growing fields. I hope you enjoy the pages ahead and I look forward to meeting you in our training program!

Suzanne Monroe
Founder, International Association of Wellness Professionals
What is Wellness Coaching?

Wellness Coaching is an exciting career at the forefront of a new way of healthcare.

Today 1 out of 2 adults has a chronic illness. Yet 70% of healthcare costs are related to preventable diseases. With the right education and support, people can improve their health and lifestyle. They just need someone who can show them the way.

That’s where Wellness Coaches come in.

Wellness Coaches support people to make healthy lifestyle changes. They use an integrated, holistic approach to health and well-being, taking into account not just nutrition and exercise, but all aspects of a person’s lifestyle including career, relationships, spirituality and other factors that affect a person’s well-being. Wellness Coaches provide the support and accountability so that people can make lasting lifestyle changes.

Wellness Coaches are leading the way in the healthcare field as we embark upon a new journey of what wellness really means.

Are you ready to be a part of this exciting movement?

If this sounds like you, then a career in Wellness Coaching is awaiting you. Imagine creating a career that is healthy, flexible, fun, inspiring, and makes a difference.

Could you be a Wellness Coach?

- You are passionate about health, nutrition, and wellness
- You love helping others to be healthy and create a balanced lifestyle
- Friends and family always come to you for advice on their health
- You would love to be known as a resource in your community
- You enjoy inspiring and motivating others to take action with their health

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Our Philosophy

There is a lot of information available on how to be healthy - but it’s not always maintainable in the busy lives that most people are now living. The IAWP’s Wellness Coach Certification program was developed to help you to teach people how to embark on a new healthy lifestyle that they can maintain with ease. We believe ‘wellness’ is not just eating well or exercising regularly, it’s about total mind-body wellness. Our Wellness 360 Education™ will provide you with an in-depth wellness education that addresses all aspects of a person’s well-being. You’ll learn how to coach clients on key lifestyle areas such as nutrition, exercise, lifestyle habits, emotional health, mindset, relationships, career, finances, spirituality and more...so that you can help anyone create a truly healthy lifestyle.
Our Unique Learning Environment

Online
The IAWP’s Wellness Coach Certification Program has been developed so that you can participate at home or work via our online classroom. Online education programs are growing globally as the fastest and most effective learning environment. Online learning allows you to go at your own pace and use comprehensive, interactive tools like videos, audios and journals that you can take with you on-the-go.

Interactive
While you have the opportunity to work through your coursework at your own pace, you are never alone. Our training involves interactive support including live webinar trainings with faculty and guest speakers, coaching calls with your own personal Wellness Coach, implementation calls with your Student Buddy, ongoing feedback from your Student Advisor and connection with your classmates through online chat forums. Our learning environment allows you the flexibility to learn at your own pace while receiving tons of support.

Supportive
You’ll be supported every step of the way! With your own personal Wellness Coach, Student Buddy, Student Advisor and much more. Plus, your learning doesn’t stop after your training ends. You’ll be connected to the IAWP professional community and have access to ongoing training and resources, so you can stay updated on the latest in wellness, expand and refresh your knowledge to better support your clients, and continue to connect with your colleagues.

Fun
We are proud of our attention to a fun, friendly and positive class environment. We hope to make your education experience the best yet! You’ll meet like-minded people as you connect with your classmates across the globe and form lasting relationships.
Who Teaches at the IAWP?

As an IAWP Wellness Coach student-in-training, you’ll learn from our world-class Wellness and Holistic Business Faculty, including leading authorities like Dr. Bernie Siegel (health and wellness pioneer), Dr. Stephan Rechtschaffen (co-founder of the Omega Institute), Marci Shimoff (world-renowned transformational teacher), Sally Fallon Morrell (Traditional Whole Foods expert), Dr. Christine Horner (Women’s Health leader) and Jesse Koren & Sharla Jacobs (Award-winning coaches and business leaders).

Learn from the industry’s greatest leaders in Wellness and Holistic Business.

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Your Curriculum

The IAWP Wellness Coach Certification program will prepare you with the foundation you need to create success as a Wellness Coach. Our training program is based on three pillars of learning: Wellness training, Coach training and Business training. The estimated course timeline is 300 hours with average time to graduation of 6 months. You’ll experience our curriculum through 14 self-paced interactive learning modules in our online classroom combined with ongoing support including training calls, webinars, student chat forums and personal coaching that you can access no matter where you’re located in the world.

Wellness 360 Education™
Gain a comprehensive education in wellness, holistic health, nutrition, and natural healing.

Core Coaching Method™
Learn how to coach clients to create lasting transformation.

Business Breakthrough System™
Experience cutting-edge business training and support.

Take a closer look at the 3 pillars of your curriculum....
Our Wellness 360 Education™ is where you’ll gain in-depth training in holistic health and wellness, nutrition and natural health so you can fully support clients with a variety of health and lifestyle goals. You’ll feel confident when you begin coaching clients that you have a toolbox of knowledge and support to guide them to becoming healthy and living a balanced life. Learning topics include but are not limited to:

### Fundamentals of Nutrition & Food

- Macronutrients & Micronutrients
- Proteins, Fats, & Carbohydrates
- Antioxidants
- Vitamins & Minerals
- Special Diets & Food Sensitivities
- Health Cooking
- Overcoming Sugar Addiction
- Food Cravings
- Emotional Eating
- Conscious Eating
- Body Typing
- Metabolism

### Holistic Health & Wellness

- Why Be Healthy
- Goal Setting
- Healthy Living On-the-Go
- Staying Healthy with the Seasons
- Healthy Lifestyles on a Budget
- The Healthy Lifestyle Wheel
- Self-Care
- Sleep
- The Body’s Energy System
- Fitness Success
- Time Management
- Healthy Relationships
- Career Health
- Spiritual Health
- Stress Reduction
- Mindfulness

### Natural Health

- Preventative health strategies
- Holistic health protocols
- Healing common health concerns
- The Science of Ayurveda
- Aromatherapy
- Acupuncture
- Chinese Medicine
- Herbology
- Reflexology
- Meditation
The Core Coaching Method™ (CCM) is the IAWP’s proprietary coaching method in which you’ll learn how to coach clients to get to the core of their issues, create a breakthrough in their lives and sustain lasting transformation. CCM goes beyond just giving advice or motivating people. It combines the art of coaching with proven, cutting-edge psychology techniques on how the brain works to make changes. CCM will teach you how to help people get to the core of issues that are holding them back from achieving their goals and support them in making the change they desire.

Support
CCM is a life-changing method that you will learn to apply to your own life as you experience support from your own personal Wellness Coach Mentor.

Practice
You will learn to apply CCM as a coach before you graduate as you practice with your Peer Coach and begin to take on practice clients.

How to be an Effective Coach
- The Coaching Funnel
- Reflective Listening
- Nonverbal Behavior
- Programming
- Mindset
- Working with the Subconscious Mind
- Coaching Techniques for Habit Change
- Building Rapport
- Working with Emotions
- Self-talk
- Coaching Case Studies
- Individual Coaching
- Group Coaching
- Behavior Change
- Virtual Coaching
- Communication Styles
- Wellness Coaching for Specific Health Concerns
- The Coaching Toolbox

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You’ll learn our Business Breakthrough System™ that will take you from student, to graduate, to successful Wellness Coach as you create a thriving business or career in wellness. Our Business Breakthrough System will provide you with business training, done-for-you marketing materials, your own website, ongoing support and more as you begin your new career. We’ll support you through 4 simple steps to success...

**Launch Your Business**
You’ll receive your own customizeable wellness program to use with clients, 8 complete wellness workshops, client materials, marketing materials, your own website and more.

**Jumpstart Your Business**
You’ll learn our proven formula to get your first 5 clients fast, then your next 50 or 500.

**Grow Your Business**
You’ll be supported with marketing, referrals, and career opportunities to help you grow your coaching business.

**Expand Your Business**
You’ll receive continuing education, ongoing business support, connection and collaboration through the IAWP.

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Your Career Opportunities

Wellness Coaching is one of the fastest growing careers. The Bureau of Labor Statistics projects that the number of jobs for Health & Wellness Coaches will increase by 21% in the next seven years, calling it “the fastest growing source of employment in the economy.”

Fortune magazine calls Wellness Coaching a “Hot Career”

According to Forbes.com, Healthcare is a 4 trillion dollar industry. Individuals are now spending over $60 billion on non-medical attempts to improve their health and corporations are spending over $6 billion on workplace wellness.

Both individuals and corporations are looking to hire Wellness Coaches and with the right education and training, you can help them!
Where Will You Work?

IAWP Wellness Coach Graduates have endless opportunities. You can find our graduates working...

- In their own office with local clients in their community
- Over the phone or Skype with clients across the world
- In corporations leading workplace wellness programs
- In schools helping children and educators
- In wellness centers and holistic clinics
- In yoga studios and fitness centers

How Much Can You Earn?

According to a study conducted by Price Waterhouse Coopers and The International Coach Federation, the average annual salary of a coach is $82,000. Coaches with specialized knowledge like wellness can earn even more, with some of the highest paid coaches earning well over $100,000 per year, according to Forbes.com.

Becoming a Wellness Coach is an exciting career with big opportunities. With the IAWP’s support and training, you’ll be positioned for success.

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Be Certified, Be Successful

At the IAWP, you’ll receive an accredited, internationally recognized training and the support to create success for the long-term.

Your Certification

Upon successful completion of the IAWP Wellness Coach Certification Program, you’ll hold the title of Certified Wellness Coach (CWC) and will receive a certificate representing your completion of the program. If you live in the US, you may also qualify for National Certification by the American Association of Drugless Practitioners (AADP). The AADP is an independent third party accrediting body which certifies training programs for holistic healthcare practitioners and reviews curriculum, scope of practice, and corporate policies of the entities it accredits. For more information on the AADP, visit www.aadp.net.

Continuing Education

After you graduate from the IAWP, you have the opportunity to stay a part of our thriving community of wellness coaches and holistic professionals so you can gain ongoing training, support and education as you start and grow your business. You’ll stay current on the latest in health and have a community supporting you as you grow.
You’ll Be Supported, Every Step of the Way

World-class Training
Gain a comprehensive education in the IAWP’s 3 Pillars of Wellness Coach Success: Wellness Training, Coach Training & Business Training.

Personal Support
Be supported by your own Wellness Coach-Mentor, Classroom Student Advisor, Student Buddy and your classmates.

Coaching Lab
Practice your coaching skills in live sessions to prepare you to become the best Wellness Coach.

Live, Interactive Trainings
Get your personal questions answered and learn from Faculty, Guest Teachers & Founder, Suzanne Monroe.

Done-for-You Marketing Materials
Your own website, business cards, client materials, coaching sessions, wellness workshops and more.

Ongoing Support & Continuing Education
Membership to the IAWP professional network, client referrals, continuing education and career opportunities.

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Meet Our Graduates

IAWP Graduates are up to amazing things in the world! With their education and training through the IAWP, our grads feel confident and go on to create successful businesses and careers.

To hear from more IAWP Wellness Coach Graduates, visit
www.internationalassociationofwellnessprofessionals.org/success-stories/

“Without the IAWP Wellness Coach Certification program, I would not be where I am in my business today. In fact, I wouldn’t even have a business at all. When I first joined the program, I had no intention of creating my own business, but as I went through the course, I quickly fell in love with the idea. The information and the support that was available allowed me to hit the ground running as soon as I graduated from the program. I have never felt so confident and so ready to do something in my life and I want to express my gratitude to Suzanne Monroe and the IAWP for preparing me and inspiring me to step onto the path that I was meant for! I have no doubt in my mind that I will be extremely successful.”

Kayla MacArthur, Class of 2014
IAWP Certified Wellness Coach

“When I enrolled in the IAWP Wellness Coach Certification program, I had wanted to help others improve their lives for a long time, but hadn’t yet found the right method. Being a student in this program has provided me with so much more than great preparation...it has given me the space and opportunity to learn about myself, explore my dreams, work through long-standing blocks and come away with the tools to begin a new, never-ending adventure of helping others. The IAWP program gave me so many amazing results I’d never expected. Had I been seeking a way of improving my own life, I couldn’t have found a better program. The fact that I was looking for training to help heal others and, in the process, so significantly healed myself feels like an enormous two-for-one. I feel very lucky to have found the IAWP!”

Emily Soares Proctor, Class of 2014
IAWP Certified Wellness Coach

“As a personal trainer, I realized that fitness and nutrition were only part of the equation when it came to living a healthy lifestyle, and I wanted to feel confident adding those other ‘parts’. I chose the IAWP after an incredible amount of research because in addition to wellness training, the IAWP offers the business training and coach training, which turned out to be essential to my success. The program was fabulous and has allowed me to start my dream job as a Wellness Coach, leading wellness retreats to Costa Rica.”

Sonja Franzmann, Class of 2013
IAWP Certified Wellness Coach & Founder of Sonja Franzmann.com
One More Thing....
Do You Walk Your Talk?

As a Wellness Coach, it’s important that you are an example of a healthy life. In order to teach others, you’ll want to be living the lifestyle you preach. If you’re not a living, breathing example of how to be healthy yet, no need to worry. We offer you the chance to work with your own Personal Wellness Coach while you go through your training program. This allows you to begin working on your own health goals, while experiencing what it’s like to receive support from a coach who has your best interest in mind. Get ready to enhance your learning while getting healthy at the same time!

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Are You Ready to Get Started?

Are you ready to do what you love everyday? We hope you’ll join our like-minded community and be a part of our movement to change the health of people everywhere.

For more information on how to apply to become an IAWP Certified Wellness Coach, please contact us at info@iawp-connect.com or call us at 888.836.2362.
The Possibilities are Endless...

Imagine where you can go from here.