

## **SALES PAGE**

**The Client:** Laura Herde is a life coach working with ambitious females in their 20s-30s. She offers various online 1:1 mentorships and group coaching programs, and recently launched her own coaching certification.

**The Challenge:** Laura wanted a sales page for her coaching certification 'Embodied Coach Academy' (ECA).

**The Solution:** As this was a new certification program, I researched Laura's target audience and competitors to deliver a sales page that would resonate with her ideal clients. The copy nurtures readers through the sales process – illustrating their struggles and desires, and offering a solution with the benefits they can expect from the training.

**The Outcome:** [Click here](#) to see the published version or continue reading below.

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### **Embodied Coach Academy**

*Become a certified coach, amplify your impact + create a life you're obsessed with*

**Have you been dreaming of creating a meaningful business that directly impacts people's lives in a positive way?**

Created for spiritual entrepreneurs who want to make a massive change in the world, the Embodied Coach Academy is a coaching certification that gives you all the strategies, tools + training you need to become a confident, embodied & successful NLP life coach + energy healing practitioner.

**[Apply now]**

#### **Do any of these sound familiar?**

- You're desperate to quit your 9-5 and go all-in with creating a thriving coaching biz, but you're currently stuck in a cycle of fear + self-doubt?
- You're dreaming of becoming a powerful coach and helping others with your gifts, but you have *no idea* how to push past the imposter syndrome + *finally* make it your reality?
- You want to run a meaningful business but your lack of confidence stops you from taking action?
- You're struggling to market yourself and your services, embody what you are teaching + build the successful biz you *know* you deserve?

***Well... what if I told you that becoming a successful coach is totally possible for you?***

***And not only that - it can be less complicated and overwhelming, too.***

#### **What is the Embodied Coach Academy?**

The Embodied Coach Academy is a high-touch, intimate live coaching training that supports you in developing the confidence, skills + techniques you need to become an in-demand, well-known and powerful certified life coach.

Not only will you learn the practical coaching strategies you need, but you will also receive intense coaching yourself so you can eliminate your fears and doubts & unlock your *full potential*.

We truly believe that becoming an amazing coach is an embodiment practice, which is why ECA takes a holistic approach to NLP and life coaching. To change the lives of those around you, you have to embody your most authentic self, step into your inner power and serve others from a place of wholeness first.

We are here to teach you how to do this through our powerful healing modalities.

**By taking ECA, you will...**

- Become a certified coach + learn how to fully embody that new identity so you can serve your clients in the most powerful way
- Feel confident, credible and sure of yourself + your coaching abilities
- Know *exactly* how to attract and work with your dream clients so you can build a profitable coaching biz

**[Apply now]**

**Here's everything you get inside the Embodied Coach Academy**

By training with ECA, you will become certified as a Life & Success Coach, Embodiment & Energy Coach, NLP Practitioner, EFT Practitioner, and a Hypnosis Practitioner.

**What to expect:**

**A welcome package, training manual, & certificate upon completion** so you have everything you need to feel confident on your new path as a coach.

**22 hours of pre-study coaching material** to help you level up your mindset, release any doubts and step into the most powerful version of you.

**11 days of live online training via Zoom** where you will learn *absolutely everything* you need to know in order to be a successful NLP life coach. Included are 2 days of integration.

**Practical sessions in small group settings** so you can nail your technique and fine-tune your coaching style.

**Lifetime access to all call recordings, pre-study material and the course platform** so you can refresh your learning at any time.

**Lifetime access to our exclusive alumni group** where you can connect with other students and feel supported on your journey.

**Monthly live Q&A calls via Zoom** for ongoing support and advice.

**Graduation ceremony upon completion** to celebrate yourself and everything you have achieved.

**Surprise bonuses** to ensure you get the very most out of your coaching training.

**[Apply now]**

## **The breakdown:**

### **Stage #1: Inner Healing Work**

In order to thrive as a coach, you have to fully embody your teachings. That's why the Embodied Coach Academy starts with 22 hours of pre-study where you will identify the limiting beliefs, outdated paradigms and old stories that have been holding you back from becoming a successful coach. You will define the identity of the coach you want to be, release any fears and subconscious blocks, and step into the aligned, empowered and confident version of yourself who is ready to serve others.

### **Stage #2: The Modalities**

We know that the best coaching programs are personalised and fully tailored to your clients' needs. So with ECA, you won't just learn how to become a skilled life coach, you will also be certified in different powerful modalities that have proven to get clients accelerated results. You'll also have plenty of time to practice each new skill in a small group setting, so you're confident with everything you're learning.

**Embodiment & Energy Healing:** Diving deep into the subconscious and unravelling the impact of past events is a key part of getting to the root of so many personal issues. You will learn what shadow work is and how you can integrate it into your coaching to help your clients release trauma and energetic blocks. You will also learn how to heal and align your own chakras and how to use this powerful form of healing to help your clients harness their full power. Through working with the mind, body & soul in this way, you will be able to guide your clients back to their inner truth and help them embody their most powerful selves.

**Neuro-Linguistic Programming (NLP):** Understanding how the subconscious mind works is one of the most powerful things you can learn. With ECA you will become a certified NLP Practitioner by learning how you can use NLP tools to reprogram the subconscious mind for success. You will also discover the inner workings of both the conscious and subconscious minds, how this impacts your manifestation abilities, and how you can rewire, release and reprogram anything that no longer serves your clients (or yourself).

**EFT & Grounding:** EFT is an amazing tool for restoring balance and releasing static energy. Through this training, you will become a certified EFT Practitioner. You will learn everything there is to know about the power of your body's meridian system and how you can use EFT with your clients to help them tap into a higher energetic vibration.

**TIME Transformation Techniques:** This modality is a powerful technique that can be used to eliminate negative emotions & limiting beliefs. By learning how to apply this modality into your coaching practice, you will be able to help your clients gain insight into any past events, traumas & subconscious fears that have been keeping them stuck, and help them let go of the energetic charge that these events hold over them.

**Hypnosis:** We will teach you how you can access the subconscious mind through hypnosis so you can help your clients install new, supportive beliefs and habits. You will also learn self-hypnosis and how to create custom packages for your clients.

### **Stage #3: CEO Identity**

There's more to being a successful coach than simply getting certified – so this stage is all about thriving as a business owner. You will learn how to effectively manage your resources for maximum productivity, balance your energy to avoid burnout, as well as identify & set priorities that will move the needle in your business. You'll also learn how to hold space for others, protect yourself energetically and show up powerfully as a CEO. We'll also give you an outline of a success coaching session so you're confident when it comes to working with your clients.

### **Stage #4: Branding & Marketing**

Finally, in the last stage of the training, you will learn how to effectively market your new business. You will define your USP, create your unique personal brand and learn how to build an engaged community on social media.

**[Apply now]**

#### **How it works**

After you sign up for the Embodied Coach Academy, you will be required to complete 22 hours of pre-study before the live training. The live training will take place on Zoom.

#### **2021 dates:**

1st – 11th November 2021

The training will run via Zoom for 6.5 hrs per day (times TBC)

#### **Meet your trainers:**

**Hi, I'm Laura!**

**Laura is a Master Mindset & Success Coach, as well as a certified NLP, Hypnosis, Time Techniques, EFT and Life Coaching Trainer. She is also the founder + CEO of the expanding coaching brand Laura Herde LLC.**

Laura's mission is to support ambitious females who are ready to step into their full potential and create a balanced, abundant + magnetic life for themselves. In just 3 years, Laura scaled her coaching business to multiple 6-figures, all whilst helping hundreds of women turn their wildest dreams + desires into their reality. In November 2019, she certified as a Life Coaching Trainer so she could teach other aspiring and newbie coaches, as well as established mentors, how they could help their clients do the same. In her coaching certification program, she shares her unique signature coaching method as well as the tools + techniques that have contributed to the successes of her clients.

→ ENNEAGRAM: TYPE 8

→ MBPT: INFJ-T

**Hi, I'm Cara!**

**Cara is a Master Life & Mindset Coach, Energy & Alignment Guide and NLP Trainer. She is passionate about helping women reconnect to their truth, find alignment in life, and release the subconscious blocks that are holding them back.**

Having worked in education for several years, Cara realised that there was a lack of fundamental teaching about the power of our minds, our true selves, and our connection to our inner guidance system. She went through her own awakening journey when she started searching for more fulfilment and answers to all of life's big questions. As a result, Cara's life path led her to dedicate her work to empowering others, by teaching the things that are rarely taught about mindset, spirituality, energy and connection. As a certified NLP Trainer, she shares her knowledge with her students inside ECA.

→ SUN SIGN: LIBRA

→ HUMAN DESIGN: GENERATOR

## **FAQs**

### **When does the training take place?**

The training takes place from 1st - 11th November 2021. You will get access to your pre-study material up to 14 days before the training starts, and you will become a certified coach at the end of the live training.

### **How much time does the training take each day?**

The live training will take about 6.5 hours a day. We also recommended an additional 60-90 minutes of solo integration + reflection time after.

### **How is the training delivered?**

The live training takes place via Zoom. You will also receive video and audio lessons, as well as PDF worksheets for your pre-study homework. You will have lifetime access to all resources + recordings.

### **How many students will be in the class?**

We are a high-touch, intimate certification program, so you will be in a small group of 22 women + your trainers. We deliver a safe setting where you will feel comfortable practising your new skills + building meaningful connections with those doing the training alongside you.

### **What if I miss a day?**

Each day is packed with valuable information so it's a requirement that you attend the entire live training. To get the very most out of the training, we recommend you fully focus on the program so you can give it your all and get the best results.

### **Can I take this online in my own time?**

Not currently, but there will be a self-study option coming soon! Join our newsletter to stay up to date with the latest changes and additions.

**Is this certification supported by any official institution?**

At the moment, we are not working with any official institution as none of them felt deeply aligned with us. However, we are absolutely confident that the training, skills and knowledge you will receive from us will give you absolutely everything you need to become a successful coach.

**How is this different to other available certifications?**

We offer similar modalities such as NLP, Hypnosis, EFT, TIME and Life Coaching, however, we have a different approach to how we teach our program. We are focused on holistic coaching and we also include modules on personal branding, self-healing and energy work.

**Can I speak to someone to get more info before joining?**

Yep! From mid-September, we will be hosting bi-weekly group discovery calls where all your questions will be answered. Drop us a message [here](#) if you want to find out more.

**What's the investment?**

The pay in full price for ECA is \$4,444 USD. We also have a range of payment plan options to suit your financial situation. You can make monthly instalments over 4, 8 or 12 months.

**I'm interested - what do I do next?**

Simply click the link below, fill out your application form and we'll be in touch to send over the details :)

[\[Apply here\]](#)

**Are you ready to follow your dreams?**

The Embodied Coach Academy is a hands-on program that will equip you with everything you need to thrive as a coach. Since this is an intimate live training, spots are *extremely limited* and are expected to sell out fast. If you want to secure your space and create the life + biz you truly desire, apply today so you don't miss out.

[\[Count me in!\]](#)

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