

finding clients for a financial coaching side business

The Ultimate Guide to Finding Clients for Your Financial Coaching Side Business

finding clients for a financial coaching side business is a crucial step towards establishing a successful and sustainable practice. Many talented financial coaches possess the skills to transform lives but struggle with the marketing and outreach necessary to attract their ideal clientele. This comprehensive guide will equip you with actionable strategies and proven techniques to effectively connect with individuals and families seeking expert financial guidance. We will delve into building a strong personal brand, leveraging online and offline networking opportunities, crafting compelling content, and mastering the art of sales and client conversion. By understanding and implementing these principles, you can confidently grow your financial coaching side hustle into a thriving venture.

Table of Contents

- Understanding Your Ideal Client
- Building a Powerful Online Presence
- Leveraging Content Marketing for Client Acquisition
- Networking Strategies for Financial Coaches
- Offline Marketing and Community Engagement
- The Art of the Discovery Call and Conversion
- Building Referral Networks
- Continuous Learning and Adaptation

Understanding Your Ideal Client

Before you can effectively begin finding clients for your financial coaching side business, you must have a crystal-clear understanding of who your ideal client is. This isn't just about demographics; it's about psychographics, pain points, aspirations, and their current financial situation. Are you best suited to help young professionals manage debt and start investing? Perhaps your passion lies in

assisting families with budgeting and saving for significant life events like homeownership or college education. Or maybe you excel at guiding entrepreneurs through the complexities of business finance and personal wealth management.

Defining Your Niche and Target Audience

Identifying your niche is paramount. A broad approach rarely yields the best results. Consider what specific financial challenges you are most equipped and passionate about solving. Once you've defined your niche, drill down into the specifics of your target audience. What are their common problems, their biggest fears, and their most cherished financial goals? The more detailed your profile of the ideal client, the more targeted and effective your marketing efforts will be. This clarity will inform every aspect of your client acquisition strategy, from the language you use on your website to the platforms you choose for outreach.

Identifying Pain Points and Aspirations

Your ideal client is likely experiencing some form of financial stress or uncertainty, or they have ambitious financial goals they don't know how to achieve. These are the "pain points" you can address. Are they overwhelmed by credit card debt? Do they feel lost when it comes to retirement planning? Are they struggling to save for a down payment on a house? Conversely, their aspirations might include achieving financial freedom, building generational wealth, or simply living a life with less financial anxiety. Understanding these deep-seated needs allows you to position your coaching services as the solution they've been searching for.

Building a Powerful Online Presence

In today's digital age, a strong online presence is non-negotiable for finding clients for your financial coaching side business. This is where potential clients will often first discover you, evaluate your expertise, and decide if you're the right fit for their needs. It's about creating a professional, trustworthy, and accessible virtual storefront for your services.

Creating a Professional Website

Your website is your digital headquarters. It should be clean, professional, and easy to navigate. It needs to clearly articulate what you do, who you help, and the benefits of your financial coaching. Essential elements include an "About Me" page that highlights your qualifications and passion, a "Services" page detailing your offerings, and a "Contact" page with clear ways for prospects to reach you. Crucially, your website should be optimized for search engines, using relevant keywords like "financial coach," "money management," and "financial planning."

Optimizing for Search Engines (SEO)

Search Engine Optimization (SEO) is vital for ensuring that your website appears in search results

when potential clients are actively looking for financial coaching services. This involves strategic keyword research to understand what terms your target audience uses. Incorporate these keywords naturally into your website's content, page titles, meta descriptions, and image alt text. Regular updates with fresh, valuable content, such as blog posts, will also signal to search engines that your site is active and relevant, thereby improving your rankings.

Utilizing Social Media Platforms

Identify the social media platforms where your ideal clients are most active. For financial coaching, this often includes LinkedIn, Facebook, and Instagram. Use these platforms to share valuable tips, insights, and engage with your audience. LinkedIn is excellent for professional networking and establishing thought leadership. Facebook groups focused on personal finance can be a goldmine for identifying potential clients and offering helpful advice. Instagram can be used to share visually appealing infographics or short videos on financial topics.

Leveraging Content Marketing for Client Acquisition

Content marketing is a cornerstone of attracting clients for a financial coaching side business because it establishes your authority, builds trust, and educates potential clients about the value you provide. By consistently offering high-quality, relevant content, you become a go-to resource in your field.

Blogging and Article Creation

A blog is an incredibly powerful tool. Regularly publishing articles on topics relevant to your niche will not only drive traffic to your website but also position you as an expert. Think about the common questions your ideal clients have and create blog posts that answer them comprehensively. Use your keywords naturally within these articles. For example, if you help young professionals with debt management, write articles like "5 Proven Strategies to Eliminate Student Loan Debt Faster" or "Understanding Your Credit Score: A Beginner's Guide."

Creating Informative Videos and Podcasts

Video and audio content are highly engaging. Consider creating short explainer videos for your website or social media channels, addressing specific financial challenges. A podcast can be an excellent way to dive deeper into complex financial topics, share client success stories (with permission, of course), and build a loyal following. These formats allow you to connect with your audience on a more personal level, making your coaching services more relatable.

Developing Lead Magnets

A lead magnet is a valuable piece of content that you offer in exchange for an email address. This is a fantastic way to build your email list and nurture potential leads. Examples include free e-books on budgeting, checklists for financial goal setting, templates for creating a debt payoff plan, or webinars

on investing basics. Once you have their email, you can continue to provide value and gradually introduce them to your paid coaching services.

Networking Strategies for Financial Coaches

While online efforts are crucial, strategic networking, both online and offline, can significantly amplify your efforts in finding clients for your financial coaching side business. Building genuine connections can lead to invaluable referrals and direct client acquisition.

Online Networking and Community Engagement

Actively participate in online forums, LinkedIn groups, and Facebook communities where your ideal clients gather. Offer thoughtful advice, answer questions, and engage in discussions without being overly promotional. The goal is to be helpful and build rapport. When people see you as a knowledgeable and generous contributor, they are more likely to consider your services when they need them.

Attending Industry Events and Conferences

While this might seem counterintuitive for a "side business," attending relevant industry events can be highly beneficial. This could include financial planning conferences, small business expos, or even personal development workshops. These events offer opportunities to connect with potential clients, referral partners, and even other coaches for collaboration. Focus on making genuine connections rather than just handing out business cards.

Collaborating with Complementary Professionals

Identify other professionals who serve a similar clientele but offer non-competing services. This could include accountants, lawyers, real estate agents, mortgage brokers, or therapists. Building relationships with these professionals can create a powerful referral ecosystem. Offer to cross-promote each other's services or host joint workshops. For example, a real estate agent might refer clients needing budgeting help before buying a home, and you could reciprocate by referring clients looking for real estate advice.

Offline Marketing and Community Engagement

Don't overlook the power of local and in-person connections when finding clients for your financial coaching side business. Sometimes, the most trusted relationships are built face-to-face.

Local Workshops and Seminars

Offer free or low-cost workshops on popular financial topics at local community centers, libraries, or co-working spaces. This is an excellent way to demonstrate your expertise, interact directly with potential clients, and showcase your coaching style. Topics could include "Budgeting Basics for Families," "Getting Started with Investing," or "Debt Reduction Strategies."

Speaking Engagements

Seek opportunities to speak at local organizations, business groups, or even schools. Your message about financial well-being can resonate with diverse audiences. Prepare a compelling presentation that educates and inspires, and always have a clear call to action, such as inviting attendees to book a free consultation. This positions you as a thought leader within your community.

Building Relationships in Your Local Community

Become a visible and active member of your local community. This could involve joining local business associations, volunteering for non-profits that align with your values, or participating in community events. When people know and trust you as a person, they are more likely to consider your professional services. Word-of-mouth referrals are incredibly powerful.

The Art of the Discovery Call and Conversion

Once you've attracted potential clients, the discovery call is your critical opportunity to convert interest into a paying client. This is where you build rapport, understand their needs, and demonstrate how your coaching can solve their problems.

Structuring the Discovery Call

A discovery call should be structured to gather information, build trust, and assess fit. Start by setting the agenda and making the prospect feel comfortable. Ask open-ended questions to understand their current financial situation, their goals, and their challenges. Listen more than you talk. Clearly explain your coaching process and how it aligns with their needs. Frame your services as a solution to their specific problems.

Identifying Client Needs and Offering Solutions

During the discovery call, actively listen for keywords and phrases that reveal your prospect's pain points and desires. For instance, if they repeatedly mention feeling "overwhelmed" by debt, your solution should directly address debt management. If they speak passionately about "securing their children's future," highlight how your coaching can help them achieve that. Tailor your presentation of services to their stated needs.

Overcoming Objections and Closing the Sale

Be prepared to address common objections, such as cost, time commitment, or skepticism about coaching. Frame your pricing in terms of the value and return on investment they can expect. Clearly articulate the benefits of your coaching. When the time is right, ask for the business. This could be as simple as, "Based on what you've shared, I'm confident my coaching can help you achieve X, Y, and Z. Would you be ready to get started?"

Building Referral Networks

One of the most sustainable ways to grow your financial coaching side business is by cultivating a strong referral network. Happy clients are your best advocates, and strategic partnerships can provide a consistent stream of new leads.

Encouraging Client Referrals

Your current and past clients are often willing to refer you to friends, family, or colleagues if they've had a positive experience. Don't be afraid to ask for referrals, but do so tactfully. After a client achieves a significant milestone or completes their coaching program, you can say something like, "I'm so pleased with your progress! If you know anyone else who could benefit from similar support, I would be grateful for an introduction."

Establishing Partnerships for Mutual Referrals

As mentioned earlier, formalize relationships with complementary professionals. Create a clear understanding of how referrals will work and ensure both parties are committed to providing value. Regularly communicate with your referral partners, updating them on your services and any specific types of clients you are looking to work with. This mutual exchange ensures a continuous flow of potential clients.

Continuous Learning and Adaptation

The financial landscape and marketing strategies are constantly evolving. To remain effective in finding clients for your financial coaching side business, you must commit to ongoing learning and be willing to adapt your approach.

Staying Updated on Financial Trends and Best Practices

As a financial coach, it's imperative to stay abreast of current economic trends, investment strategies, tax laws, and personal finance best practices. This ensures that the advice you provide is accurate, relevant, and valuable. Subscribe to industry publications, attend webinars, and engage with ongoing professional development opportunities.

Refining Your Marketing and Sales Techniques

The methods that worked yesterday might not work tomorrow. Continuously evaluate the effectiveness of your marketing and sales strategies. Track your results, analyze what's working and what's not, and be willing to experiment with new approaches. Solicit feedback from clients and peers to identify areas for improvement. The ability to adapt and innovate is key to long-term success.

By diligently applying these strategies, you will be well-equipped to attract and retain clients for your financial coaching side business, transforming your passion for helping others into a fulfilling and prosperous venture.

FAQ

Q: What is the most effective first step for someone starting a financial coaching side business to find clients?

A: The most effective first step is to clearly define your niche and ideal client. Understanding who you serve best and what specific financial problems you solve will inform all subsequent marketing and outreach efforts, making them far more targeted and successful.

Q: How can I build credibility as a new financial coach without years of experience?

A: Build credibility by leveraging your existing knowledge and certifications. Focus on creating high-quality content that demonstrates your expertise, offer pro-bono or discounted sessions to a few initial clients in exchange for testimonials, and highlight any relevant education or training you have completed.

Q: Should I focus on online or offline methods for finding clients for my financial coaching side business?

A: A balanced approach is often most effective. Online methods like SEO and social media offer broad reach and accessibility, while offline networking and local workshops build trust and community connections. The ideal mix will depend on your target audience and personal strengths.

Q: How much should I charge for my financial coaching services as a side business?

A: Pricing depends on factors such as your experience, the complexity of services offered, and your target market's ability to pay. Researching what other coaches with similar offerings charge is a good starting point. Consider package deals and hourly rates, and clearly communicate the value and ROI of your services.

Q: What kind of content is most effective for attracting potential clients to a financial coaching side business?

A: Content that directly addresses the pain points and aspirations of your ideal client is most effective. This includes practical tips, actionable advice, step-by-step guides, case studies (anonymized), and educational resources related to budgeting, debt management, investing, or financial planning.

Q: How important is a professional website for a financial coaching side business?

A: A professional website is crucial. It serves as your digital storefront, a central hub for information about your services, your expertise, and your contact details. It enhances credibility, provides a platform for content marketing, and is often the first point of contact for potential clients researching coaches.

Q: How can I encourage existing clients to refer new business to my financial coaching side business?

A: Directly ask for referrals from satisfied clients, especially after they've achieved significant goals. Make it easy for them by providing a simple way to share your contact information or website. Consider offering a small incentive, such as a discount on future services or a thank-you gift, for successful referrals.

Q: What are some common mistakes new financial coaches make when trying to find clients?

A: Common mistakes include not clearly defining their niche, being too broad in their marketing efforts, being afraid to ask for the sale, neglecting to build an email list, and not following up consistently with potential leads. Overcoming these requires a structured and persistent approach.

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nuts-and-bolts guide covers all aspects of the coaching business with step-by-step instructions and real-world illustrations that prepare you for every phase of starting your own coaching business. This single, reliable book offers straightforward advice and tools for running a successful practice, including: * Seven tools for making a great first impression * Fifteen strategies for landing ten paying clients * Seven secrets of highly successful coaches * Ten marketing mistakes to avoid Complete with sample business and marketing plans and worksheets for setting rates and managing revenue, *Getting Started in Personal and Executive Coaching* identifies the fifteen biggest moneymaking markets to target and offers valuable recommendations for financing that get the most impact and mileage from every budget. Quick Action Steps for applying ideas and techniques make this book useful right away. Get started in coaching today!

finding clients for a financial coaching side business: Developing A Coaching Business
Rogers, Jenny, 2006-06-01 This 'little black book' is a practical book which all coaches should read before they decide to enter the business world of coaching. It is an easy read that is packed with a number of useful tips and practical advice of how to both develop and implement your business. Yvonne Thackray How do I set up a coaching business? How do I find clients? How do I market myself successfully? If you are considering these questions, then this is the book for you. The coaching market is thriving but many coaches need practical help on how to develop and grow their businesses. Being a good coach is never enough. This book gives practical help based on many years of successful experience. Many coaches make the mistake of starting too broadly when the secret is to find a niche - but how do you do this? How do you find your natural clients? How do they find you? What should you charge? Should you have an office or can you work from home? Start-up costs are never as minimal as they might look, so how do you sustain yourself while you are building the business? It is essential to promote your fledgling business but which methods work and which are just a waste of time and money? You must have a web site but what should it contain to carry the right message about you and your coaching practice? Then there is the whole question of selling - a process many coaches dread but which has to be done because word of mouth on its own will never generate enough clients to earn a decent living. Finally, how big do you ultimately want your business to be? What are the plusses and minuses of growth? This book explains step by step how to build a successful new coaching business using an innovative method of selling with integrity. Using helpful case studies, Jenny Rogers clearly analyses the practical issues that can make or break a new venture. This book is the first step in running a successful coaching business.

finding clients for a financial coaching side business: HowExpert Guide to 365+ Success Tips
HowExpert, 2025-02-27 HowExpert Guide to 365+ Success Tips is your ultimate daily guide to achieving goals, maximizing productivity, and building lifelong success habits. This engaging book takes you on a year-long journey with 365+ actionable success tips to help you stay motivated, improve your mindset, and develop winning strategies for personal and professional growth. Whether you're an entrepreneur, business professional, student, or someone striving for daily improvement, this book provides practical, easy-to-implement tips to help you unlock your full potential. Inside, you'll discover: - Introduction - Gain a clear understanding of success, challenge common misconceptions, and create a sustainable success routine that fits your lifestyle. - Chapter 1: January - Laying the Foundation for Success - Define success, set SMART goals, and develop a growth mindset for a strong start to the year. - Chapter 2: February - Productivity & Time Management - Master time management techniques, eliminate distractions, and structure your day for maximum efficiency. - Chapter 3: March - Motivation & Self-Discipline - Strengthen motivation, develop unwavering self-discipline, and overcome procrastination to stay on track. - Chapter 4: April - Financial Growth & Wealth Mindset - Improve financial literacy, adopt wealth-building strategies, and develop a success-driven money mindset. - Chapter 5: May - Relationships & Social Success - Build strong personal and professional relationships, improve communication, and develop leadership skills. - Chapter 6: June - Leadership & Personal Growth - Learn key leadership skills, strengthen emotional intelligence, and cultivate resilience for career and personal success. - Chapter 7: July - Work-Life Balance & Sustainable Success - Set boundaries, avoid burnout, and create a

balanced lifestyle that supports long-term achievement. - Chapter 8: August – Self-Improvement & Continuous Learning – Develop a mindset of lifelong learning, expand skills, and embrace adaptability to stay ahead. - Chapter 9: September – Habits of Highly Successful People – Adopt key habits of top achievers, improve focus, and build consistency for lasting success. - Chapter 10: October – Entrepreneurship & Business Success – Discover entrepreneurial skills, business growth strategies, and innovative thinking techniques. - Chapter 11: November – Giving Back & Making an Impact – Uncover the power of mentorship, contribution, and social responsibility in long-term success. - Chapter 12: December – Reflecting, Learning & Preparing for the Future – Assess your progress, refine goals, and create a vision for sustained success. - Bonus Chapter – Unconventional Success Strategies – Discover unique success strategies, advanced techniques, and mindset shifts to maximize performance. - Conclusion – Reflect on your journey, embrace lifelong learning, and commit to continuous self-improvement. - Appendices – Access valuable resources, tools, and techniques to further enhance productivity, mindset, and overall success. With 365+ success tips designed to help you build habits, improve efficiency, and stay motivated, HowExpert Guide to 365+ Success Tips is the perfect resource for anyone looking to reach their full potential. Whether you're just starting your success journey or refining existing strategies, this book delivers daily inspiration, motivation, and practical tools to help you succeed — every single day. HowExpert publishes quick how to guides on all topics from A to Z.

finding clients for a financial coaching side business: How to Open & Operate a Financially Successful Personal and Executive Coaching Business Kristie Lorette, John N. Peragine (Jr.), 2011 In the United States, the average professional coach makes roughly \$150 to \$200 per hour. It is not uncommon for a seasoned coach to make well over \$100,000 per year. If you are good at motivating and inspiring people, a coaching business might be a great choice for you. As a professional coach, you will recognize and define your clients' goals; construct a realistic strategy for achieving your goals; establish a detailed program of actions and activities; identify, manage, and change business improvements; get effective and timely results; monitor your progress and build on your successes; achieve what might seem impossible; and get the rewards and recognition you deserve. If you are investigating opportunities in this type of business, you should begin by reading this book. If you enjoy working With people, this might be the perfect business for you. Keep in mind that this business looks easy, but as with any business, looks can be deceiving. This complete manual Will arm you with everything you need, including sample business forms; contracts; worksheets and checklists for planning, opening. and running day-to-day operations; assistance with setting up your office; plans and layouts; and dozens of other valuable, timesaving tools of the trade that no business should be without. You will learn how to set up computer systems to save time and money, meet IRS requirements, generate high-profile public relations and publicity, and implement low-cost internal marketing ideas. You will learn how to build your business by using low- and no-cost ways to satisfy customers, as Well as ways to increase sales and have customers refer others to you.

finding clients for a financial coaching side business: Confident Coaching Amanda Vickers, Steve Bavister, 2010-09-24 From executive mentoring to life coaching, more and more people are turning to and/or training as coaches. Confident Coaching covers the principles, theories and practices of this crucial skill. It covers the fundamentals for those looking for an introduction to the subject, and also offers practice and extension for people with some existing coaching experience, whether they work inside a company or in a freelance capacity, in life coaching or executive coaching, or are managers wishing to coach their in-house teams more effectively. The chapters each begin with a clear statement of goals and objectives, then break each topic into manageable chunks, allowing the reader to dip into sections of particular interest when needed. Areas covered include: - The various stages of coaching - Fundamental models, theories and concepts - Interventions: championing, requesting and challenging - Timing, scheduling and duration - Practical hints and tips for dealing with challenging situations Sample coaching interactions are included to bring techniques to life, along with activities, case studies, anecdotes and diagrams. NOT GOT MUCH TIME? One and five minute introductions to key principles to get you started. AUTHOR

INSIGHTS Lots of instant help with common problems and quick tips for success, based on the authors' many years of experience. TEST YOURSELF Tests in the book and online to keep track of your progress. EXTEND YOUR KNOWLEDGE Extra online articles at www.teachyourself.com to give you a richer understanding of coaching. THINGS TO REMEMBER Quick refreshers to help you remember the key facts. TRY THIS Innovative exercises illustrate what you've learnt and how to use it.

finding clients for a financial coaching side business: *An Introduction to Professional and Executive Coaching* Sheila Boysen-Rotelli, 2021-03-01 The coaching profession is growing and innovating. According to the International Coaching Federation (ICF), coaching earns over \$3 Billion per year with over 100,000 practitioners of coaching. This book is for both practitioners and scholars of executive coaching. Coaching is an exciting and powerful skillset that allows individuals to empower others and helps individuals to generate awareness that opens the door for great levels of success. The approach of this book is to look at the theoretical framework of coaching as it applies to the actual practice of coaching others and groups. It is important to ground practice in theory and research to bring together the researched framework to help to inform the approach. There is an old proverb that states: "Theory is when you know everything but nothing works. Practice is when everything works but no one knows why." The approach of this book will enable the student with the theory, the processes and the skills to coach in a way that works and to be able to understand the why behind the success as well as make it replicable.

finding clients for a financial coaching side business: *Bridge to Financial Freedom* Barrett Williams, ChatGPT, 2024-12-01 Unlock the gateway to your golden years with Bridge to Financial Freedom, the ultimate roadmap for achieving sustainable income in retirement. This comprehensive eBook guides you through the maze of financial planning, providing you with the tools and insights you need to enjoy a worry-free retirement. Delve into the changing landscape of retirement, where traditional income sources may no longer suffice. Discover how the rising cost of living and increased longevity could impact your retirement plans. Learn to build a robust financial foundation by assessing your current financial health and establishing clear retirement goals that align with your dreams. Master the art of budgeting as a retiree, distinguishing between essential and discretionary spending, and learn to adapt your habits for a fixed income. Explore diverse passive income streams, from real estate investments to dividend stocks, and find out how to select the best options tailored to your risk tolerance and lifestyle. Explore innovative income sources like peer-to-peer lending and online ventures, and find out how to turn your skills and hobbies into profitable endeavors. Discover the potential of vacation rentals and personal asset leasing, and navigate Social Security strategies to maximize your benefits. Navigate the complexities of tax planning with strategies to enhance your retirement income and safeguard your future through thoughtful estate planning. Learn how to adapt your financial plans over time, reassess goals, and meet unforeseen expenses head-on with confidence. This eBook also highlights the role of financial advisors, and provides guidance on when to seek professional help. Learn from real-life case studies of successful retirement strategies, and avoid common pitfalls that could derail your financial freedom. Bridge to Financial Freedom is your guide to crafting a personalized income strategy, ensuring you can live your retirement years in comfort and peace, while building a legacy for future generations. Embark on your journey to financial independence today.

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about finding the right idea—it's also about effective marketing, efficient time management, financial savvy, and overcoming challenges along the way. That's why 'Side Hustle Success' doesn't just stop at idea generation; it equips you with the practical tools, strategies, and inspiration needed to thrive in the competitive world of side hustling. Filled with actionable advice, real-life examples, and expert insights, this ebook is your ultimate companion on the journey to side hustle success. Whether you're a seasoned entrepreneur or a complete beginner, get ready to unlock your potential, unleash your creativity, and transform your side hustle dreams into reality.

finding clients for a financial coaching side business: EMDR and Attachment-Focused Trauma Therapy for Adults Ann E. Potter, Debra Wesselmann, 2022-09-15 Delivers a unique, comprehensive treatment that galvanizes inner resources for reorganizing personality and healing childhood attachment rifts At the heart of this innovative text is a strengths-based, Attachment-Focused Trauma Therapy for Adults (AFTT-A) that facilitates healthier functioning and attachment patterns for adult clients. This model uses a multimodal, step-by-step approach to restructuring the internal personality system to reclaim the authentic Self by providing new attachment experiences for Child parts of Self and negotiating new adult-life roles. AFTT-A orients all inner personality components to the present moment in which unmet childhood needs for nurturing and protection can be met within clients themselves. The book delivers a sequence of scripted protocols that accesses and activates the client's own strengths, creating an internal system of resources and using bilateral stimulation to deepen positive affective shifts. Throughout the book in Pause and Reflect sections, the authors encourage therapists to think about their own attachment patterns that emerge in therapy sessions and implement activities to enhance personal self-awareness and improve attunement to clients. Short vignettes and excerpts from client sessions illustrate the model's application, and end-of-chapter Points to Remember and Troubleshooting tips reinforce key concepts and underscore common therapy challenges and their solutions. The AFTT-A model is useful not only for EMDR therapists but can be easily integrated with non-EMDR models of trauma therapy. Key Features: Presents protocols and protocol scripts for each step of the therapy process Uses a PAC (parent-adult-child) model to help clients understand parts of Self and normalize their inner experiences related to attachment trauma Delivers a standalone treatment for restructuring personality, healing childhood attachment ruptures, and developing effective adult-life skills Integrates preparation and reprocessing phases of EMDR therapy Promotes in-depth understanding of client behaviors through attachment and trauma models Emphasizes therapist self-reflection to facilitate optimal therapeutic relationships Includes treatment vignettes and excerpts from client sessions to deepen understanding of AFTT-A model Presents troubleshooting tips, exercises and activities, helpful checklists, templates, worksheets, script examples, and more

finding clients for a financial coaching side business: Work Your Money, Not Your Life Roger Ma, Jennifer Ma, 2020-03-30 Your all-in-one guide to getting your career and finances in order — for greater clarity, happiness, and peace of mind. Studies show that if you're like the majority of young professionals, you feel dissatisfied with your job, your finances, or your overall station in life. It can seem impossible to disentangle the work stuff, the money stuff, and the personal stuff, because they're all inextricably linked. But the good news is, you don't have to go at it alone: Work Your Money, Not Your Life is your all-in-one guide to achieving both your career and financial goals so that you can get where you want to be. In his debut book, Roger Ma, an award-winning financial planner and a publisher strategist at Google, offers secrets on how you can craft a meaningful career, gain financial comfort, and achieve a greater sense of purpose. And the premise behind it all is this: money affects every part of our lives. Simply by sorting out your personal finances (and it isn't as bad as it sounds!), you can build a foundation from which you'll be able to find the right career path, visualize your desired lifestyle, and turn your dreams into a reality. You'll learn how to: Relieve yourself of the work, money, and personal stressors that keep you up at night Dispel the job myths that are preventing you from a more rewarding career Apply the fundamentals of personal finance to your unique situation, without all the confusing jargon Prioritize and balance your career and money needs through exercises and easy-to-use templates, launching yourself on the path to the

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