



FAST TRACK YOUR SUCCESS TO COACHING CHILDREN AS A CAREER

This playbook gives you helpful tips to kickstart and grow a rewarding, ethical coaching career with real income potential and long-term sustainability.

Do you know how to coach children?



You're passionate about coaching children and you know you have what it takes but getting clients feels like a constant struggle. Perhaps you feel stuck on a never-ending learning curve, always trying to figure things out on your own.

Maybe you're just starting out and have the basics in place, but you haven't yet cracked the code to consistently finding clients. Or perhaps you've been thinking about making a career shift into working with children, but don't know where to begin.

That's where guidance can make all the difference. With the right support, a clear plan, and practical strategies, you can spend more time doing what you love and less time feeling stuck. Whether you're new to this or ready to grow, mentorship and proven tools can help you build a fulfilling, ethical, and financially sustainable career coaching children. All it takes is strategy plus clear actionable steps!





At the heart of what a Kids
Life Coach does is
empowering children to
lead their own lives with
confidence and purpose.

The coaching and education industry is experiencing rapid global growth, with the children's sector becoming one of its most in-demand areas. Research shows that modern parents are more willing than ever to invest in their children's emotional wellbeing, personal development, and future success.

At a niche level, the life coaching segment is projected to expand from \$3.64 billion in 2025 to \$5.79 billion by 2030. This is a growth rate of nearly 10% per year. (Mordor Intelligence, 2023). This robust momentum shows there's a genuine and growing demand and long-term opportunity for skilled coaches, especially those working with the whole family.

There is no surprise then as to why Kids Life Coaching is now one of the fastest and most viable career growth opportunities. Kids today are up against some big challenges. Too much screen time, growing worries, and fewer real-life role models to look up to. This makes it harder for them to bounce back and enjoy the simple joys of play and connection that are so important for healthy development.

As a Kids Life Coach, you get to be the spark that helps kids find their confidence and resilience again. By sharing your love for playful, heart-centred coaching and showing families you truly care, you'll stand out as someone who helps kids thrive in today's tricky world.

Globally 50%
of mental
health
problems start
by age 14.

(World Health Organisation, 2021)





Science driven tools to grow children's wellbeing.



Basing your coaching approach on relational neuroscience and practical play-based tools is important, but it can feel overwhelming knowing where to begin or what to focus on. That's why we suggest starting with the six core theories, each grounded in research and real-world results. Having a robust foundation of theory will provide a strong foundation for your work. We suggest you research CBT, EQ, NLP, Social Psychology, Developmental Psychology and Life Coaching as your starting point. By exploring these ideas and gradually integrating simple, hands-on strategies, you'll develop the confidence and intuition to support children's growth in a meaningful and natural way. Our [Theory of Kids Life Coaching](#) course provides support in building this foundation. This provides you with a foundation grounded in what children enjoy and need to ensure your coaching is both effective and truly rewarding for the kids you support.

Coaching children by guessing, or trying to support them through trial and error...or worse yet...trying to figure it all out along the way....is not conducive to getting sustainable results.

*Getting freedom, control, and predictability
in your Kids Life Coaching practice
comes down to having two things:*

1. You need the right tools.

2. You need the right mentors.





In every industry, you're going to find the law of world-class...
There's a top 1% and a bottom 99%.
Our mission at Kids Life Studio® is to move people (perhaps you) from the bottom 99% into the top 1%

We don't want you to be a mediocre and struggling Kids Life Coach, we want you to excel. Not only for your little coaching clients so that they can achieve transformation, but also for your own financial benefit and personal fulfilment. Your success is about more than just helping kids transform. It's about building a rewarding, world-class career that brings you joy and fulfilment. You can do this by focusing on what really works in the real world, not just ideas and theory that sound great on paper but are tricky to put into practice. You should seek out mentors and resources that offer hands-on tools and proven strategies, so you can coach with confidence, create real, lasting change, and stand out as a world-class coach. Remember, becoming world-class means growing alongside the kids you support—staying curious, committed, and enjoying every step of the journey.





Instead of reinventing the wheel, focus on building a solid foundation with practical tools like a coaching toolkit, clear promotional plans, organized administrative documents and checklists, a well-researched resource database, and a growing leads list. Having these elements in place will help you run your coaching practice smoothly and confidently from the start..



"A wonderful mind-blowing course that is thought-provoking and intense. There is so much content to gobble up, but it's all beautifully instructed, simple to follow, with the right amount of audio, visual and homework to keep you going. I've learnt a lot in a short space of time and it's been well worth it!"



Andrea Liu,
Singapore

Kids need your
world-class
support!





Build your coaching practice on a foundation of ethical principles and practical tools, even if you're starting with no formal experience.



Following a clear, structured coaching process can help you build confidence in guiding children whether one-on-one or in small groups, while integrating support from both family and school environments.

When starting out as a Kids Life Coach, it's important to dedicate most of your time to building a coaching practice tailored to your unique style and goals. Learning new concepts is valuable, but the real progress comes when you get the support to put those ideas into action right away. Many coaches struggle because they try to go it alone or rely on training that doesn't prepare them for the practical realities of launching a successful practice.

It's easy to underestimate how many moving parts there are, from creating your toolkit to attracting clients and without a clear plan, it can quickly become overwhelming. Finding a structured, hands-on approach that guides you step-by-step can save you time, reduce frustration, and help you get your coaching practice up and running faster and more confidently.



Build strong foundations to own your unique niche.

To truly stand out as a Kids Life Coach, start by getting these three FUNdamentals right:

1. Build your practice on a strong foundation of solid theory.
2. Implement effective systems that are proven.
3. Use robust programmes that get measurable results.

When you implement these properly, you'll have the clarity and confidence to develop your own specific niche that reflects your passions and expertise. This focused approach not only helps you attract the clients you want but also sets you apart from the crowd in a meaningful way.

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Expert guidance leads to expert outcomes



Top 3 tips for positioning yourself as an authority:

Step 1: Define Your Kids Life Coaching Niche and Purpose

Get specific about which children you want to help and why. Whether it's supporting emotional wellbeing, boosting confidence, or guiding children through life transitions, knowing your focus will help you connect with the right families and set yourself apart.

Step 2: Create a Clear, Simple Coaching Offer

Design a straightforward service that outlines what you offer, how long it runs, and the outcomes clients can expect. Keep it practical and aligned with your strengths. This gives you a solid foundation to begin attracting paying clients.

Step 3: Build Visibility and Credibility

Start sharing your insights and tips where parents are already paying attention. Whether that's through social media, community events, or collaborations with schools and professionals. Consistent value builds trust and helps others see you as the go-to person for child-focused coaching.



“The secret is authenticity. The reason people fail is because they’re pretending to be something they are not.”

- Oprah Winfrey





YOUR ACTION STEPS!

To build a coaching practice that's both impactful and sustainable, follow these four essential action steps to set yourself up for long-term success:

Step 1: Get the foundations right

Start by immersing yourself in the core theories that explain how children grow, learn, and develop emotionally. Combine this with a clear understanding of real-world play based coaching frameworks so you can build your practice on solid ground, with confidence in your approach

Step 2: Set up your practice the right way

Establish the practical parts of your coaching business early. Get things like your coaching agreements, admin checklists, marketing basics, and legal requirements in place. These behind-the-scenes systems will give your work structure and help you feel more professional from day one.

Step 3: Learn from others

You don't need to have it all figured out to start gaining experience. Try out tools and techniques with peers, in volunteer settings, or through role-play and mentoring. These low-risk opportunities help you build confidence and refine your style before taking on paying clients.

Step 4: Build momentum with support

Surround yourself with people who understand the journey like mentors, peers, and communities who can offer guidance, encouragement, and practical feedback. Having the right support helps you stay motivated, keep growing, and build a practice that makes a lasting impact.



Clear mentorship, ongoing support, and a solid structure are key to fast-tracking your progress. This is especially important when balancing coaching with a busy life or existing commitments. Guidance makes all the difference in staying on track and achieving results quickly.

Success in coaching comes from commitment and clear action. When you step into this path, it's about moving forward with focus, embracing the process, adapting as you go, and truly making a difference. Coaches who build thriving practices don't waste time. They take steady, intentional steps and hold themselves and their work to high standards. Coaching is a journey so stay dedicated, keep your focus on the impact you want to make, and trust your progress.

In our premium fast track package we provide you with all the tools you need to get started in your own income earning kids life coaching practice by alleviating the guess work.

Shruti Shah, Nairobi, Kenya



"I am a qualified life coach who has been coaching for more than 2 years - I learnt so much from this course! the structure and content of the course is simply brilliant. It's well researched, thought out and very current."

Carmen Tepelea, Bucharest, Romania



"This course is like no other in its uniqueness. First and foremost, I should mention that the course is extremely complex, well-structured and equally challenging; I may even say that it keeps one on the boil: business, coaching, research, live sessions, personal development, case study, psychology! There is a lot of useful information that seems unconceivable to be gathered harmoniously in one course and yet it is so well embedded and perfectly structured."

Jennifer Philibeck, Wisconsin, USA



"I never thought I would say enrolling in a course would change my life, but after completing my learning with Kids Life Studio® I can say those words with 100% conviction. Through the course, I have evolved both personally and professionally. The course prepared me with a solid knowledge base, a warm and uplifting collaborative support system and the confidence to launch my own Kids Life coaching studio to support my community."

Katie Smith, Lymington, England, United Kingdom



The knowledge, intelligence, experience and compassion is one of the most amazing aspects of this course and you leave with a global network of support and professional friends for the future. If you are inspired by the programme - just go for it - you truly won't regret it!"

Robust tools and systems to grow your coaching practice!

Since 2003, coaches around the world have built thriving practices using our proven system, framework and comprehensive toolkit. With expert guidance, ongoing training, and our supportive global community, you'll cut through the guesswork and fast-track your success. Since isn't a franchise, you keep full creative freedom to shape your coaching business your way so that you can grow your impact and income while creating a fulfilling career that's truly your own. The best part is that in our premium package, we provide you with everything to fast track this process no matter if you are starting from scratch or integrating our tools into your existing business.

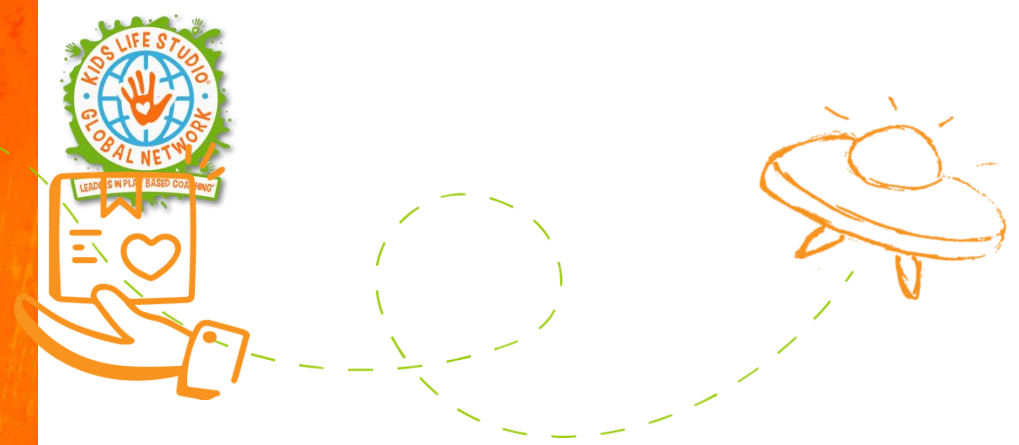
- ❖ Family & school coaching programmes
- ❖ Client intake & progress tracking forms
- ❖ Essential administrative processes
- ❖ Legal documentation & safeguarding protocols
- ❖ Engaging visual guides & activity aids
- ❖ Practical checklists for supporting healthy habits
- ❖ Inspirational materials to motivate families
- ❖ Lifestyle assessment tool for needs analysis
- ❖ Opportunity to be featured in coach directory
- ❖ Mentorship & support for direction



What you can expect when you partner with us!

From practical tools to personal mentorship, our approach is designed to give you everything you need to build a thriving, ethical coaching practice, without the overwhelm.

- ✓ Clarity on how to transition your existing skills into a structured coaching approach.
- ✓ A complete framework to confidently support children with real, lasting results.
- ✓ Tools and strategies that save time and reduce admin overload.
- ✓ Practical guidance on setting up your practice ethically and professionally.
- ✓ Confidence to position yourself clearly in a growing, in-demand market.



- ✓ A personalised approach to help you build your own coaching niche.
- ✓ Access to resources that enhance your sessions and improve client outcomes.
- ✓ Ongoing support and feedback to help you grow personally & professionally without feeling isolated.
- ✓ A strong foundation to generate income from work that feels meaningful.
- ✓ Connection to a global network of like-minded coaches for inspiration and collaboration.



OUR VALUES

Our values shape everything we offer so that you can build your coaching practice with confidence, clarity & purpose.

- We Value Relationships Over Impersonal
- We Value Comprehensive Over Vague
- We Value Quality Over Quantity
- We Value Strategy Over Guesswork
- We Value Long-Term Over Quick Fixes





Shirley Dai Mei Ng, Alberta, Canada

"This program is one of the most inspiring programs I have attended in my life."



Deborah Lucky-Deekor, Nigeria

"I love working with children and their families and coming from the legal background, I needed a robust training that would simplify my new career choice and this course was it in its entirety."

Dr Lamya Tawfik, Dubai, UAE



"Studying to be a kids life coach with the Kids Life Studio® is probably one of the best educational investments I have ever done."

Tinah Lughano, Nairobi, Kenya



"The course is broad with practical skills which yield results."



Julie Purcell, Florida, USA

"Finding Kids Life Studio and this coaching program was like finding part of myself I didn't realize was missing."

Selina Joël Samira Ramine Fischer Depré, Zurich, Switzerland



"I truly appreciate this course, its structure and ideas as well as the community. Thanks as well for the unconditional support and to always being open for solutions."

Deborah Mc Crystal, Teacher, Johannesburg, South Africa



"I am so grateful I found Kid's Life Studio and even more so for the work Zelna and her team are doing! And now I am a part of the change!"

Susanna Stratford, Texas, USA



"The Kids Life Studio program is thorough on a pedagogical level, but also on a spirit level."

IMAGINE LEADING A SUCCESSFUL KIDS LIFE COACHING PRACTICE:

Don't leave your coaching future to chance. If you're serious about building a Kids Life Coaching practice that's impactful, profitable, and purpose-driven, now's the time to act. Book your discounted one-hour consulting call today and walk away with a clear, personalised strategy to move forward with focus and confidence. This is your chance to fast-track your progress and stop second-guessing your next steps.

**CLICK TO BOOK
YOUR STRATEGY
CALL**