

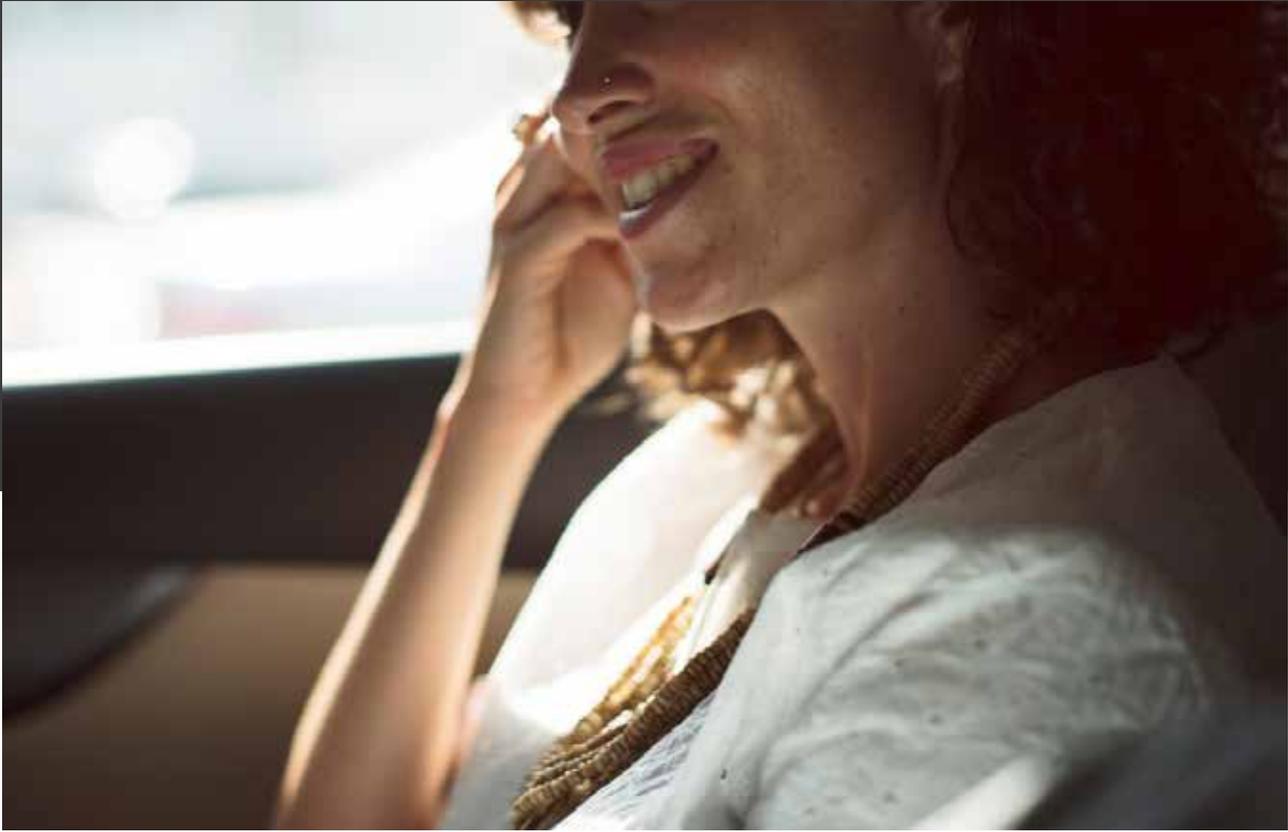


HUNDRED LIFE DESIGN

The True Cost of Life Coaching: **A FUN Financial Analysis**

PUT YOUR MONEY TO WORK LET THE NUMBERS DO THE TALKING

There's a lot of hype right now about having a coach. Everybody seems to know at least one person who uses one. Even celebrities and some of the most successful business leaders are very open about having a coach. So is it really worth all the hype? Rave reviews are one thing. But at the end of the day, the numbers don't lie. Let's take quick look at the financial aspect behind hiring a coach of your own. You might be pleasantly surprised.



THE UPFRONT COST

CASH OUT OF POCKET

The cost of a coach varies greatly. The US national average for coaching ranges from \$75 to \$200 per hour. So, for the purposes of this analysis, we will average those 2 numbers and work with \$138 per hour. Most people also work with their coach on an average of once per week. That means, in a 1 month period, people typically spend \$552 on coaching. Lastly, there is no standard for how long people work with their coach, so we will use 3 months for our example.

			
AVERAGE FIGURES	\$138	\$552	\$1.656
	HOUR	MONTH	UNTIL GOAL REACHED

TIME UNTIL RETURN AN INVESTMENT. NOT A PURCHASE.

True, you are buying time with a coach. But ultimately, you are making an investment in yourself and your future. The time until you start seeing results lies in your hands - the coach can help you to open doors, but only you can walk through them. But that's great news! Because unlike other investments, you have full control, and if you choose, a 100% guarantee of results. Plus, most people report recovering their costs (and much more).

PUT IT IN PERSPECTIVE IT'S WELL WITHIN REACH

At first, \$138 / hour might seem like a lot of money. But with very minimal adjustments to your lifestyle, you'll find that the money is easier to round up than you think. Do the math, a night of bar hopping in the city, or a decent dinner and drinks for 2 will cost you about the same. Likewise, a "spontaneous" day of shopping can cost you way more. Yes, all of these things are nice. But remember, removing a couple extra days of indulgence a month is not permanent. This is short term discipline in exchange for long term results. You can do it.



When you begin thinking about the cost of coaching in terms of other non-essential purchases you're making, you have to ask yourself the question, "Am I able to reduce X for 2 or 3 months and still live?" Of course you are! And keep in mind, this is not a permanent shift.

When you then consider the amount of potential benefits, it becomes clear that the cost of a coach is a pretty small price to pay in the grand scheme of things.

**SO WHAT ARE YOU WAITING FOR?
FIND YOUR PERFECT COACH TODAY**

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