



How to earn a great living as a Longevity Coach

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1.0 Introduction



Hello, my name is Marty Ettington and I'm the originator of the 10 Principles of Personal Longevity.

My background is as an engineer, businessman, spiritual seeker, and student of long term health and longevity for many years.

I founded Longevity Coaching to apply the 10 principles of personal longevity to the lifestyles people have--and my goal is for everyone in the world to have the opportunity to have maximum health, happiness, and longevity.

This whitepaper is intended to answer some questions and provide guidance to prospective Longevity Coaches.

First of all, let's define what Longevity Coaching is:

Longevity Coaching is designed to help clients improve and maintain their total health and wellness over time. This includes people's spiritual, mental, vital forces, and physical bodies.

Longevity Coaching is related to Health & Wellness Coaching. The difference is that Longevity Coaching covers a much broader spectrum than traditional Health & Wellness Coaching.

Longevity Coaching is taught through 11 courses based on the 10 Principles of Personal Longevity. These courses include 10 principles course and one course on coaching:

- The Reality of Long Lived Persons
 - Define Your Purpose in Life
 - Enable Your Life Urge
 - The Importance of a Spiritual Connection
 - Having Love in your Heart
 - Activate Your Vital Forces
 - The Science of Longevity
 - Keep Your Physical Body Healthy
 - Using your Intuition for Safety
 - Implementing the PLP
- And one more course for Coaches: "Coaching the 10 Principles"

Longevity Coaching is a really unique profession because it unites alternative/holistic approaches to health and traditional medical science.

There is no other coaching profession quite like this one and let me modestly make the claim:

LONGEVITY COACHING WILL CHANGE THE WORLD !

2.0 How You Can Make A Difference with Longevity Coaching



LONGEVITY COACHING CAN CHANGE THE WAY

**MOST PEOPLE THINK ABOUT THEIR TOTAL HEALTH
- IT HAS THE POTENTIAL...**

**TO CHANGE THE WORLD FOR THE BETTER !
ISN'T IT A WORTHY MISSION...**

- To help people to find out that they can live longer and healthier than they ever thought possible
- By realizing that many of the chronic health conditions most of us face as we grow older can be dramatically helped by an integrated spirit, mind, and body
- To show people, that by breaking out of the box of expectations they don't just have to struggle, get old, and die
- Helping people to work on their life purpose and what they want to get out of life
- By helping people to recognize that happiness in life is closely linked to their health
- By teaching people how to connect to their core spirit which exists in all of us

The 10 step Personal Longevity Program is exactly why I've built this company—to help people improve their total being in a variety of ways by Longevity Coaches who become important Change Agents to the better !

When you know that you can teach others what health and their own being means, then working to improve their Spirit, Mind, Heart, and their bodies, which results in long term health, improved happiness, and extended longevity for everybody, than...

THIS NEW WAY OF THINKING ABOUT YOUR TOTAL HEALTH WILL CHANGE THE WORLD AND YOU !

The philosophy of the 10 Principles of Personal Longevity is all about changing the way we think about our total being. A wise man once said:



“Change the world outside of us and you may create something important which will last. Change the way a man thinks and you will change everything.”

Isn't this a worthy objective for changing the world ?

We hear the phrase “*I want to change the world*” so often that the expression has become almost melancholic and meaningless, but...



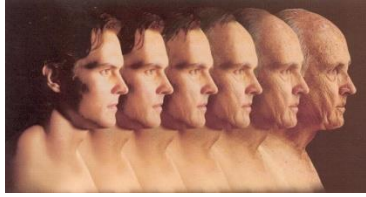
Being a Longevity Coach follows the worldwide movement of being a Social Entrepreneur,

who actually CAN change the world to the better, while making a great living from it and...

YOU have the chance to be a part of that movement today !

3.0 The Huge Market Opportunity

There is just a tremendous opportunity to serve the aging population, and a longevity coaching approach will help people to use the best of holistic and medical approaches to benefit their long term health.



Baby boomers heading into what used to be called retirement age are providing a 70 million-member strong market for legions of companies, entrepreneurs and cosmetic surgeons eager to capitalize on their "forever young" mindset, whether it's through wrinkle creams, face-lifts or workout regimens.

It adds up to potential bonanza. The market research firm Global Industry Analysts projects that a boomer-fueled consumer base, "seeking to keep the dreaded signs of aging at bay," will push the U.S. market for anti-aging products from about \$80 billion now to more than \$114 billion by 2015.

The boomers, who grew up in a culture glamorizing youth, face an array of choices as to whether and how to be a part of that market.

3.1 The Anti-Aging Market

Thousands of the 75 million Baby Boomers born between 1946 and 1964 celebrate their 50th birthday each day. In the wake of their celebration, even before the smoke from the candles clear, a new set of concerns surface. For many, these concerns include job security, financial stability and retirement. For an even larger percentage of this demographic population, the concerns are to look younger, feel younger, retain their youth and maintain their health.

The Boomers are commanding attention with their voices and their wallets as they will be the primary contributors to the projected \$12 billion increase in money spent on anti-aging products and supplements in the next year and a half alone. This momentum is gaining worldwide media attention. Leaf through a magazine, turn on the television, surf the Internet and you're sure to come face-to-face with the latest articles and solutions. Much like the advertisements and stories that bombard you, growing older is a reality that cannot be escaped. It's a condition that does not discriminate, and will ultimately affect each one of us.

Consider the following:

1. There are 77 million Baby Boomers in the U.S., 53 million between the ages of 40 and 50.
2. There are 11,000 Baby Boomers turning 50 everyday and this trend will continue for the next 10 years.
3. By 2012, 50 percent of the population will be over age 50.
4. People over 50 years of age control 70 percent of the financial assets in the USA and 50 percent of all discretionary income.

These statistics point to the biggest market opportunity in the U.S. today. It's a very simple formula:

Boomers don't want to get old, they have lots of money.

3.2 2012 ICF Global Study

Over 12,000 coaches representing 117 countries throughout Africa, Asia, Australia, Europe, North America and South America participated in the 2012 ICF Global Study commissioned by the International Coach Federation (ICF) and conducted independently by PricewaterhouseCoopers.

Key statistics include:

- **The profession of coaching is growing**, with an estimated 47,500 professional coaches generating close to \$2 billion (USD) in annual revenue/income.
- The total number of coaches that were actively coaching clients (87 percent) generated an average of \$47,000 USD for coaching services alone, **in addition to other services they might offer.**
- Using an average model of coaching, **coaches were making \$498 per client per month** (based on the model of four 30-minute sessions per month).
- Coaches are looking confidently to the future, with **expectations over the next 12 months of increasing demand** (clients and sessions) leading to growth in annual revenue and income from coaching.

Summary:

- "The study shows that people everywhere are turning to professional coaching for the positive difference it can make in their lives and communities," said ICF President and Master Certified Coach Janet M. Harvey.
- **"Amidst the current global financial crisis, coaches everywhere are still seeing an increase in clients and coaching generated income,"** explained Harvey. "What is also especially encouraging, results show that these current trends are expected to rise even more."
- According to responses, nearly 60 percent of coaches said they had experienced an increase in clients. Data also shows increases in the amount of coaching sessions being given and in the annual income received from coaching services.
- **Coaching is an extremely powerful tool that many of today's leaders and entrepreneurs are adding to their professional services.**

Note: This Global Study was based on the industry of coaching in general. **Health Coaching is the fastest growing niche market in all of coaching.** (Longevity Coaching is a type of Health Coaching)

To view the complete Executive Summary of the 2012 ICF Global Study, [click here](#).

4.0 Things you can do as a Longevity Coach:



Once you have become certified through our training program you have many options as to how you can build your career as a Longevity Coach....

Longevity Coaching Versus Health and Wellness Coaching

Longevity Coaching is closely related to Health and Wellness Coaching which many surveys have identified as one of the hottest new and fastest growing professions of the last ten years. Many health care organizations, hospitals, and wellness groups hire and use health and wellness consultants.

While traditional Wellness Coaching covers mainly physical and psychological issues, Longevity Coaching is much more comprehensive and covers the entire holistic and traditional medical subjects on long term health, happiness, and longevity.

Longevity Coach Teaming

Longevity Coaches can team up with other health-care providers to promote a healthy lifestyle. Discovering the wide array of opportunities for Longevity Coaches can bring clarity to your career search and offer job satisfaction. Longevity coaching is a form of life coaching centered on private, individualized discussions that provide education and encouragement for healthier lifestyles. If you are considering a career in Longevity Coaching, there are multiple career paths that can help you either diversify or find the niche that is most suitable for you.

Coach and Educator

Those who become certified in longevity coaching can open their own coaching practice. Sessions can take place one-on-one, in groups, face-to-face, online or over the phone. A study conducted in November 2011 by the New England Journal of Medicine suggests that 41 percent of those who attended face-to-face longevity coaching, as well as nearly 39 percent of those attending distance coaching, lost 5 percent of their body weight and had sustained weight loss for at least two years. Coaching rates can range from \$50 to \$300 per session, and a minimum of three months of coaching should be allotted for meaningful health changes, according to WebMD. Coaches who open their own practice also hold seminars or workshops to attract new clients and to educate the community about longevity coaching and healthy life habits.

Author and Writer

Longevity Coaches who are savvy writers can pursue a career in writing. Coaches who write books can choose to self-publish e-books online or have books professionally published for retail sales. Coaches can also write online articles on longevity websites or on their own blogs. Longevity coaching writing can be educational or motivational depending on your readership. Coaches can use blogs to advertise their books, and both can promote your longevity coaching services or other health-based practices.

Personal Trainer and Dietitian

Coaches can partner with personal trainers and dietitians to offer a more complete health service. Some coaches have the licenses and designations to add personal training and dietitian services to their coaching service. Coaching techniques can shape the client's health goals and encourage persistence, while a stable diet and exercise regimen can be enforced when the coach puts on the trainer or dietitian hat. Longevity Coaches are flexible enough to have the option of branching out and offering a variety of services at local gyms.

Yoga and Meditation Instructor

Longevity Coaches can also pursue careers in yoga and meditation. A blend of coaching and meditation can encourage clients to dig deep and discover their own path to health. Once Longevity Coaches obtain yoga instructor training, they can offer a variety of therapeutic and intense yoga sessions. A mix of yoga, meditation and coaching techniques can be helpful to those experiencing psychological disorders or whose emotional problems are discouraging weight loss or overall longevity.

Alternative Medicine Practitioner

Some coaches specialize in various fields of alternative medicine and offer a coaching and consulting mix. Coaching offers an in-depth self-actualization of goals and encouragement, whereas consulting offers personal advice and suggestions. Alternative medicine coaches can offer advice on herbalism, whole food diets and meditation. Some alternative medicine coaches offer services in acupuncture, Reiki, aromatherapy and clinical hypnosis. Although there are some certifications in Reiki, hypnosis and longevity coaching, these fields remain relatively unregulated. Seeking training in these fields can give you an advantage over your competitors.

Lecturer & Speaker

As a longevity coach you will be in demand to give talks to retired groups, radio, and other media since longevity is a very hot topic these days. You can offer a message of hope and encouragement to your audiences and a specific step by step program to help them improve their long term health, have greater happiness, and improve their longevity. Many business groups are also open to lecturers on this topic

Additional Ways to Leverage our Materials:

Use our Coaching aids to build profiles of your clients and give them personal longevity implementation plans. Hold a group class with special licensing arrangements to a discounted online price to the whole group and earn your 60% commission too.

Use the Online materials for presentations to your clients/students (as long as they don't get free copies)
Get printed course manuals for your students too

5.0 Earnings Potential:



Here are some realistic earning scenarios you can develop and live as a successful longevity coach:

Sample Coaching Scenario:

Recommended minimum number of sessions per client for Longevity Coaching:	10 Sessions
Price you should be able to charge per Session:	\$150 hourly rate
Number of clients per month:	5 clients
Total Earnings:	\$7500 per month

<i>Also Sell the Online Personal Longevity Training System to your clients:</i>	\$1995 per month
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Online Price is \$399
You get a 60% Margin through Affiliate Sales
(Buy Your First Copy at List Price)
Five Copies Sold Per Month


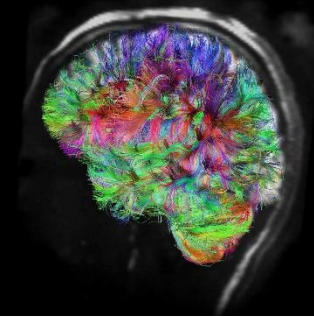

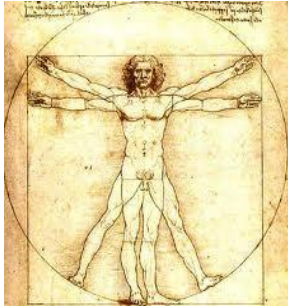
Total you can make on Longevity Coaching from just 5 Clients: ~ \$9,500 per month

(Not including commissions from affiliate and referral training product sales)

6.0 Participating in our Total Health Concierge Access Services:

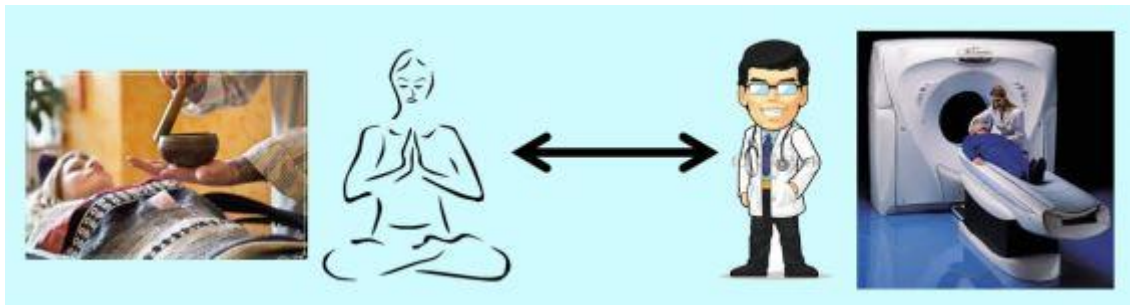
NOTE: WE ARE CURRENTLY RESTRUCTURING THIS SERVICE BEFORE LAUNCH WHICH IS NOW ESTIMATED TO BE BY 6/1/14

We believe that managing your total health consists of four areas of your total being:

Your Spirit	Your Mind	Your Vital Forces	Your Body
			

(Which are embodied in the 10 Principles of Personal Longevity)

The best way to help people with their preventative health is an approach which combines alternative/holistic approaches with traditional medicine:



To fill full this mission we have just launched a brand new leading edge concierge health service based on the above approach which combines alternative/holistic and medical practitioners to measure and improve all areas of your total health over time.

This led us to start building a network of Certified Longevity Coaches and traditional medical health professionals to deliver these preventative health services to clients.



For the Certified Longevity Coach who sign up as members of our network this means the following:

- ✔ New clients which you will be assigned and get our longevity coaching margins for supporting
- ✔ You can also sell your existing coaching services to these clients
- ✔ There is a sales margin for everyone you sign up for the concierge subscriptions services
- ✔ You will become part of a growing network of health professionals which will mean lots of additional synergies
- ✔ You will be helping clients to experience the most innovative preventative total health service available.

The clients you are referred will be signed up either on our Platinum, Gold, or Silver monthly subscription plans which have different levels of service depending upon the price.

For the assigned longevity coach this would mean anywhere from \$1200 to \$250 per year--per client.

With the potential demand and interest we already see in this new service we think our biggest problem will be having enough Longevity Coaches to serve our clients.

You can learn more about this service on our Concierge Services website at:

<http://personal-longevity.com/implement>

7.0 Support & Tools For Coaches

We believe that training Longevity Coaches in the specifics of the 10 principles is only half of what is needed for you to be successful.

The other half is how to build a successful business--through finding clients, building good relationships, and keeping those clients over time.

We want all of our Longevity Coaches to succeed in their careers after completing the training and certification program so we provide a variety of after the sale support tools:

7.1 We will list you on our "Certified Longevity Coaches" page

This page includes your picture, contact information, and a short bio about your background.

This page will be used in our marketing and will help direct clients to you.

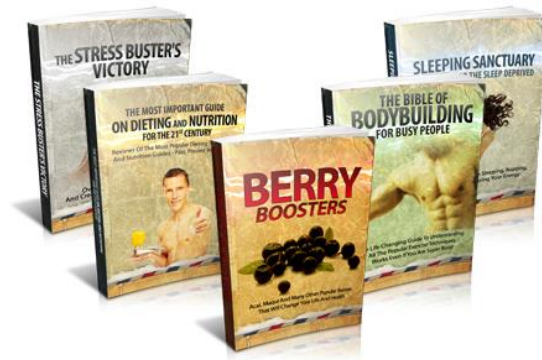
7.2 The Longevity Coaching Private Resource area

This is a password protected page on our website which contains additional resources only for our coaches which will be continuously growing. Some of the items include:

- Additional surveys for your clients on different aspects of their total health
- More Ebooks on various topics which you can download for free-such as more nutritional
And other spiritual Ebooks
-

Bonus #3: The Health & Wellness Ebook Series

(Click on the image below to get more information-Sold for \$34.99 retail)



11.0 Future Growth Plans



We know that for you to make a big commitment to become a longevity coach you want to be assured about what our growth plans are for the future.

Here are some of our plans for 2014:

- Launch our Concierge Total Health Access Services--Target date April 8th 2014. We are already signing up longevity coaches to provide client consulting for this service
- Launch our Coaching Web Portal to provide a private area for coaching information and customizable pages for individual coaching websites-Spring 2014
- An interactive community of longevity coaches online--By summer 2014

12.0 Our Special Offer to You

We have a great special offer for Longevity Coaches which breaks up our training into three parts to help your budget.

[CLICK HERE TO LEARN MORE](#)

Contact Information for Martin K. Ettington for any further questions:

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