



9 KEY ELEMENTS TO BECOMING A SUCCESSFUL FERTILITY COACH

The complete list of things you should be doing.



Hello friend!

Hi friend,

My name is Elizabeth King, a Certified Fertility Health Coach, Master Certified ICF Life Coach, Birth & Bereavement Doula, and New Parent Educator. Since 2008, my mission has been to help people of all backgrounds conceive a healthy baby and carry to term. I support couples through natural fertility, infertility, IVF, miscarriage loss, early pregnancy PTSD, and new parent support.

Did you know that Fertility Coaches are some of the most sought after people by the age 35-40? These women spend thousands of dollars trying to improve their fertility by themselves because there are so few Fertility Coaches. This means Fertility Coaches are in high demand and that you can capitalize on this need to not only increase your income, but really help people! Who's ready?

Elizabeth

IDENTIFY RED FLAGS

Identify what the red flags are for your clients and where to point them next in order to get them on the path to health. Troubleshooting with them what is going on with their body.

BE RELATABLE

You need to develop strong relationships with your clients in order for them to trust you with their fertility process. Being able to identify with them either through your fertility experience or from other clients' experiences can bring them to a closer place of trust with you.

STRONG COMMUNICATION

Being able to communicate in a clear and concise way is extremely important. You need to know when to listen and when to respond. Be sensitive, but offer valuable feedback when needed. There is a proper technique to coaching in order to allow your client to feel they have the space to communicate their needs. Listening techniques and understanding body language and vocal cues.

KNOWLEDGE OF ALTERNATIVES

Know what the next steps for your client may look like by offering them knowledge & facts from credible sources on the other directions they can go to conceive. Or maybe it is about guiding them to an alternative path to parenthood and you can help them explore that.

READ FOUNDATIONAL LABS

Make sure you understand all the most recent lab work that your client has had done and communicate with their Doctor if needed. Understand if there is something that needs to be redone and when and why.

NUTRITION

Understand the role that nutrition plays in fertility. Identify overall lifestyle changes that will need to shift for your clients.

HAVE A CALMING PRESENCE

Learn ways to get your clients to a calm place so they can move through to the next steps of their journey.

BUILD A PLAN

Be able to build out a plan with your client. Be able to sit down with them and plan out on a calendar what "plan A, B and C" may look like and when those steps should happen.

MARKETING

A strong marketing plan is imperative to your success. Build out your marketing strategy. Know where your clients are so you can target them specifically in those locations. Create a strategic social media plan so that you can have a strong presence where your client spends the most time.