



Evolve Your Habits **YOGA**
HEALTH COACHING



Yoga Health Coaching Blueprint

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Why

You want to make a larger impact on the world,
earn at the next level, and have the wellness career of your dreams.

Yoga Health Coaching (YHC) is a 12-24 months certification training that will take your career to the next level. Your clients want results, and some people feel weak in this area which undermines their confidence in selling their programs even though our focus is on the 10 habits.

Yoga Health Coaching steers you into integrity with yourself and your Yoga Health Coaching certification program.

- I doubled my income.
- I quit my day job.
- I do what I love full-time.
- I have a better business model.
- I feel supported by the YHC community.
- My career is more organized and my days are more easeful.
- I have more time for my own spiritual growth and personal relationships.
- I now have the tools and systems in place to reach more people and make a bigger impact.
- I am amazed by the results my clients have achieved by guiding them through this course.
- I trust that I will be able to enroll enough people into my program.
- My clients are more committed and I am more invested.



YOGA HEALTH COACHING

- You want to go pro with your accumulated knowledge**
Your ambition has been ignited and it's time to lead
- You want to create a membership community**
You naturally inspire and intuitively guide others toward thrive
Your people look to you for advice, guidance and leadership
You support your people commit to their path to thrive
- You want to earn at the next level**
You recognize your commitment, your wisdom + your expertise
- Your #1 desire is to lead your people to evolve**
You guide your clients into their potential
You guide or want to guide your people through their healing journey into thrive
- You invest in Mentors, Gurus, Teachers, and Coaches**
You are a lifelong learner
You know evolution happens faster with excellent guidance, coaching and community
- You seek to thrive in both your personal life and your professional life**
You want to live your truth
You want to experience ease at in your work and free time
You want your work to matter
- You aspire to deepen your practice and personal integrity**
You hold yourself to higher standard of knowledge, skill, and integrity
- You advocate for ancient wisdom traditions like yoga and ayurveda**
You promote practical wisdom and time-tested philosophies in an easy, relatable way

HAVE A CAREER CONVERSATION
yogahealthcoaching.com/invite-a-conversation/
Have a Career Coaching Session with a Yogahealer Career Coach—for free.

START A FREE TRIAL
WITHOUT ANY OBLIGATION



Sign up for the first step in your training

<https://yogahealthcoaching.com/be-a-coach/>

Aggregate Results from our Yoga Health Coaches in Training based on Pilot Client Feedback

Choices	Percentage	Count
 I've developed better self-care habits.	 89.43%	110
 I feel better in my body.	 70.73%	87
 I eat a healthier diet.	 59.35%	73
 I have better eating habits.	 56.91%	70
 I have more energy.	 53.66%	66
 I've learned the daily habits for longevity and healthy aging.	 53.66%	66
 I sleep better - or I'm more well-rested.	 51.22%	63
Total Entries		535

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Are you ready for Your YHC Hero's Journey?

Three Reasons to Apply



Accelerate Your Clients' Wellness

If you aren't coaching your wellness clients or yoga students through the diet and lifestyle that supports a healthy body, not only are you leaving money on the table, you're doing a disservice to you clients. Progress rapidly and for the long haul (with lasting results/habits) on their wellness evolution.



Leverage Your Time for Money

If you don't have a high-end group coaching model as part of your career you are going to waste energy and waste breath. Learn how to create a funnel to enable those most committed to their wellness journey to take massive leaps forward with you.



Have the Career of Your Dreams

If you love yoga, organic foods, time for meditation, time for family, time for peace. You need a better career model to have the impact you deserve based on your skills and the lifestyle to age gracefully. Lifestyle design is an art. It's an art based on a better career model.

"I already had a lot of certifications in the field of wellness, movement, and even health coaching. Yoga Health Coaching gave me a better business model, and the support to follow through. My YHC clients are more committed and more invested. I'm glad I took the leap." – Vanessa Sulzer

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Are you ready for Your YHC Hero's Journey?

More Reasons to Apply

Improve Your Career

Yoga Health Coaching is a 15-month training that'll take your career to the next level.

Get Results

Your clients want results, and they'll pay more if you get them better results faster.

Business + Coaching Program

This is a Yoga-business and health-coaching program tied together in a one-year certification course.

Be an Asset

Once you deliver results to your clients, you become even more of an asset to them.

For Everyone

You don't need to be a practitioner to take this course and help your students.

Double Your Income

Impact and income go hand in hand. That's why both components get equal face time.

"Before I took YHC I had tons of knowledge and little idea how to get clients. I had been a yoga teacher, bodyworker and Ayurvedic practitioner for over twelve years and got buy okay but wasn't actively creating my career and certainly not making a big impact. YHC and the YHC community has given me the backbone, the education and the tools that I needed to make a huge leap forward. Now I have a program in place and a system to follow that allows me to create the impact I so desire and make the money I want. It is still a process but the trajectory is certainly the right one. And I should note, Cate's Yoga Health Coaching Certification is a true masterpiece. It gives structure yet allows for tons of creativity, something that was super important for me as a healing arts genius. I needed to be able to bring in my own two cents. YHC allows for that freedom big time." – Alexandra Epple



What

Timeline

1 Year: 4 Quarters - 15 months

PREP 3 MONTHS

Body Thrive personal experience
(Watch and Learn with Cate)

YHC Q1

Coach + Enroll, Enroll + Coach
(Learn the business model and coaching strategy)

YHC Q2

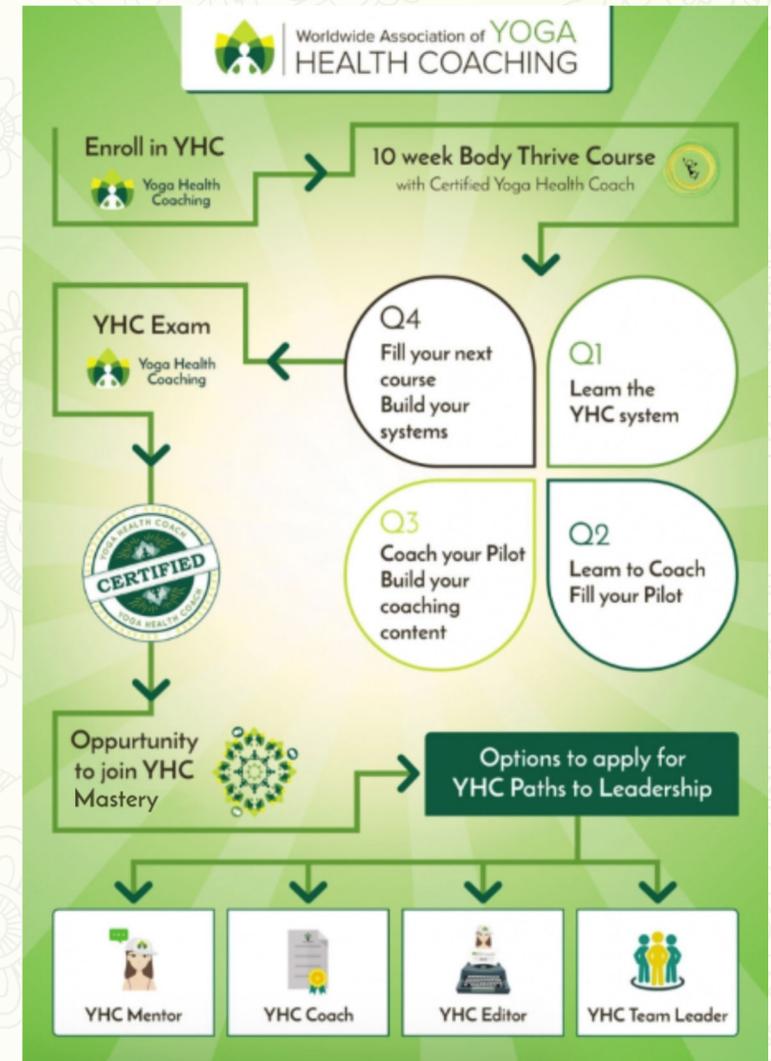
Talk to your Peeps
(Find your niche and market your business)

YHC Q3

Coach your Pilot, Generate Leads
(Run your pilot and get your clients to results!)

YHC Q4

Get Certified, Fill Your Bus, Build Systems
(Finish certification, hit your income targets)



Q1: Coach + Enroll, Enroll + Coach

Learn YHC business model

Create Certification Record

Choose course start dates.
12 weeks apart. 3-4 a year.

Share Body Thrive Member
Resource Hub access

Practice Coaching

Design annual ticket and
pricing structure

Survey your Peeps

Do 3 Coaching Gyms on
Habit 1: ELD

Do 3 Coaching Gyms on
Habit 2: Early to Bed

Do Free Talk

Practice 3 Sales Strategy Sessions

Practice laser coaching skills

Do 3 Additional Coaching Gyms



Q2: Talk to Your Peeps

Edit Delivery Email Templates

Create member contact group

Start New Member Onboarding
Google Doc

Update Pilot Roster

Do 3 Coaching Gyms with on
Habit 4: BBP

Update Certification Record

Do 3 Coaching Gyms on
Habit 5: PBD

Do 3 Coaching Gyms on
Habit 6: SM

Set Up Pilot Schedule

Update Course Tech Doc

Fill Your Pilot

Track Leads + Follow-Through

Structure Your Coaching Meetings



YHC Q1

Coach + Enroll, Enroll + Coach
(Learn the business model and coaching strategy)

YHC Q2

Talk to Your Peeps
(Run your pilot and get your clients to results!)

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Q3: Coach Your Pilot, Generate Leads

Do 3 Coaching Gyms on Habit 7: SIS

Update Certification Record

Do 3 Coaching Gyms with on Habit 8: HEG

Kick Off Pilot

Create Pilot Forum

Tell Story

Troubleshoot Coaching Skills

Certification Record Update Conversation

Review Biz Model

Support Lead Nurturance Email Sequence

Strategy Session Resources

Do 3 Coaching Gyms with on Habit 9: CTYS

Do 3 Coaching Gyms with on Habit 10: EL



Q4: Get Certified, Fill Your Bus Build Systems

Finish your Certification Requirements

Take your exam

Plan your Annual Marketing Calendar

5 Words Exercise

Lateral Mesh

Create Refer a Friend Capmpaign

Create FB Group for Culture Incubator

YHC Blog + Podcasting

YHC Mastery: Mesh Networking

Habit Building, Automation, Systems

Design your Coolest Experience Ever

Continue to Generate Leads

Next Choices: PTL, AL, LAC, YHC Mastery



YHC Q3

Coach Your Pilot, Generate Leads
(Find your niche and market your business)

YHC Q4

Get Certified, Fill Your Bus Build Systems
(Finish certification, hit your income targets)

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How Yoga Health Coaching Certification Works



1. Evolve Your Habits with a Yoga Health Coach

You start with 10 weeks in the Body Thrive course, this is to experience it, build your own habits, and work with a Yoga Health Coach mentor.



2. Get Trained as a Yoga Health Coach

This is the gold standard in the field of Yoga Health Coaching – learn from the best.



3. Scale your local or online Coaching Career

Learn the business model we use to help wellness pros double their income levels and get their day-to-day lives on track with their dreams.

"My life before YHC was a constant struggle. I was always in motion without direction. My career was all about saying yes to everything that came my way (teacher training, immersions, retreats workshops, traveling teaching gigs, teaching 12 classes a week plus 6-10 private sessions a week). I was always exhausted with no way to break out of this rut of being overworked and under self-nourished. By learning to take care of myself and to teach these skills to my students, I am now freed to have more time for my own spiritual growth, personal relationships and a deeper spiritual connection to the reason I am here. I am beyond grateful to Cate and this work." – Jackie Prete

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Who

Cate is an innovative Ayurvedic practitioner and yoga teacher. She empowers thrive-seekers to uplevel their health, their careers, and their lives in real time. She teaches wellness pros to grow their impact and their income and to live their best lives.

Cate completed Iyengar Yoga Teacher Training and has been certified as an Ayurvedic Practitioner since 2001. She co-hosted The Ayurveda Summit and published her book, *Body Thrive*, in 2015. Since creating Yogahealer in 2001, Cate has helped thousands of people thrive in their health, their families, and their communities.

The success and efficacy of the Body Thrive method is the result of Cate's innovative, modern approach to Ayurveda. She has created a more effective path that consistently guides members toward their desired health breakthrough and wellness goals. Cate has trained over 100 Yoga Health Coaches to use her Body Thrive method. These coaches are helping Cate further her mission of spreading personal and planetary thrive.

"Meet your Yoga Health Head Coach and creator of this program, Cate Stillman."



A you ready to be guided to thrive in your business?

"Throughout YHC I was able to finally leave my full time job. Now I do what I love full time! And I'm able to work from home - which is great because Milo is almost 2 now. I earned my investment back much quicker than I expected. When I signed up I never thought leaving my job was a possibility. This truly is a life changing course and the community is awesome." – *Rachel Peters*

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How

Discover the Yoga Health Coaching Method

Live Sessions (each month)

- Live Calls with Cate
- Live Ayurveda + Habit Evolution Calls with YHC Assistants
- Live Coaching Skills Calls with YHC Assistants
- YHC Mentor 1-1s
- Live YHC Mentor Office Hours

The Course Hub

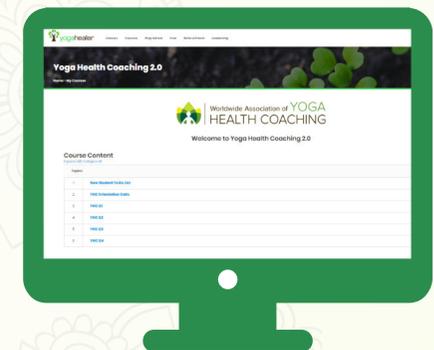
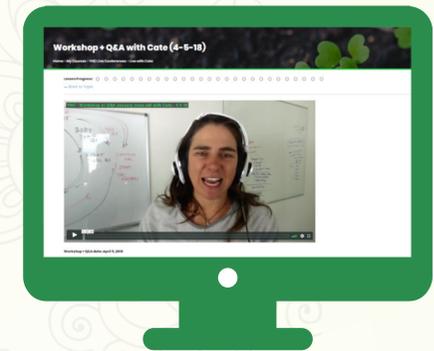
- Weekly YHC Webinar Lessons
- Business, organization, marketing, and enrollment materials
- Career Expert Library

Yoga Health Coaching Resource Hub to Provide Your Clients

- Cate's Weekly Habit Videos
- Identity evolution and habit change materials

YHC Facebook Forum

- Forum is highly active and engaged with more than 150 other wellness pros in many different methodologies and around the world. Give and receive support from other YHC members.



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