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Choosing a life coaching school to train with is a big decision and we thank you for checking out our program.

We have been training life coaches since 1999, in fact we were one of the first coaching schools in Australia. However, in more recent years we've listened to the requests of people who have told us they wish we had Government accreditation. Our application for this accreditation has been submitted to The Australian Quality Skills Council and we expect to have approval by the end of 2012, or at worst in early 2013. That means that you will be eligible for the Government accredited Certificate IV in Life Coaching, providing of course that you fulfill all of the course requirements.

As a thank you for putting your faith in us we have discounted our February teleconference course by \$1000.

So how do you choose a training school? These are my suggestions:

Trust you heart. Have a look at our curriculum, and that of other schools you are investigating and take note of what excites you. This is not the time to let your intellect rule if you want to do work that you are passionate about.

Does the course give you a process to work with? We have had people who have completed a psychology degree, who have chosen to train with us because they did all that training only to find they didn't have a model to use with clients.

Does the course give you enough time to absorb the material? Some people are a little reluctant to do our course at first because there is a large teleconference component. Don't be deterred by this. Doing the course in this ways gives you time to learn, absorb and apply the principles to your own life. And the vast majority of our students find that, once they try it, they love the ease and convenience of teleconferencing.

Does the school provide ongoing support? We have a Facebook community for our graduates. We offer ongoing training and we are always available, during and after training to answer any questions you may have on coaching matters.

Does the school provide ongoing training? We have a really exciting diploma program, that is different to anything else being offered in Australia, that we are currently developing and this will be available to graduates before the course ends. We are always creating something new and making this available to graduates.

Our aim is really make a difference by supporting individuals to live to their full potential. If this is your goal too, we hope you will join our next life coach training course, and if you need more information I am more than happy to have a chat with you. Or, you can download my book, Love the Life You Live, which contains a lot of the material we use in coaching, by signing up to receive my blog updates.

Warm regards
Anne Hartley
Founder Hart Life Coaching
Creator of the Heart Process

Our Mission

Our mission is to make a difference by empowering individuals to discover their purpose and provide them with the knowledge and skills to lead meaningful lives. Our business values are acceptance, respect and trust.

We believe that by understanding ourselves we learn to understand and accept others, that only when we respect ourselves can we truly respect to others and when we trust that every person is valuable and has a purpose we create a life that is rich and meaningful.

A note from Anne

You know you have settled for the consolation prize when you achieve all of your goals and you don't feel any happier. One day, I found myself sitting in a plush hotel in Auckland. I had just completed a successful tour of speaking engagements and seminars, I had written two very successful books, yet all I could think about was how far removed my life was from my original plans. Not long after that my life started to spiral out of control as I made one poor choice after another. This eventually led to a major mid-life crisis.

While on the outside things appeared bleak, that time in my life motivated me to search for a better way to live which led me to create The Heart Process. Through sharing what I learnt with others I discovered my passion and purpose.

What I didn't expect when I started coaching was how many people would benefit from my experience. I never expected to own a training school and I never expected to train people who were more qualified than I, but that's what happens when you focus on being, rather than on doing or having.

I continue to coach as well as train coaches because I am so passionate about life coaching that I would do this work for nothing. Seeing people blossom and helping them reach their full potential is the most rewarding work I have ever done. I have no plans to retire. If you feel this is your calling trust your heart and join us by enrolling in our life coach training program.

I look forward to supporting you on your journey.





"Anne's coaching was recommended to me. Her skills and communication style combined with the tools she provides have been key to changes that I have been able to make and maintain. I believe that what Anne teaches has wide applicability to both psychological and physical wellbeing. I have high regard for Anne's approach and her skills and have already recommended her to others in our company and to friends."

Dr Hayden McRobbie MB, ChB (Otago), PhD (London)

Reader in Public Health Interventions, Queen Mary University of London, Barts & The London School of Medicine and Dentistry

Senior Lecturer, Auckland University of Technology, School of Public Health and Psychosocial Studies

Honorary Senior Lecturer, The School of Population Health, The University of Auckland Consultant, Inspiring Limited



The Heart Process

Each one of us sees the world through different filters and your perception of yourself, other people and of life is not necessarily accurate. Perception results from decisions made, often at a young age, which influence the way you view the world. That perception is then shaped by what you learn and experience through the filters of your personality.

Scientists say that half of our personality traits come from learned behaviour, and the remaining half we are born with. Although learned behaviour can have a huge impact on our choices it doesn't come with any natural gifts. Working with archetypes has had a huge impact on the work I do with clients because a person's archetypes tell me their core needs, the challenges they face, the work that suits them best and the unmet potential they have. Sometimes when I ask clients if a certain behaviour describes them they think I'm psychic. I'm not. I just have a very good understanding of people.

We do not attract to us what we want just because we want it—we attract what we place our attention on the majority of the time. Our automatic response to fear or stress may not serve the person we want to be or the life we want to create. However, there is a simple easy way to break the pattern of reacting that can change your perception of yourself and that is to live by your values.

I divide values into two groups. Being Values represent the character traits of the ideal person you would like to be and Having Values represent your emotional needs. Being Values provide you with a very clear code of conduct, ethics and standards to live by. There is always a moment, albeit brief, when you have the opportunity to make a new choice before you respond automatically. If you establish the habit of acting on your Being Values at these times you feel good about yourself and establish a cycle which changes your perception of yourself and changes your automatic responses. Choosing and committing to live by your Being Values is one the most important choices you will ever make.

To be trained under the guidance of Anne is to enter into a life-changing process of personal growth. It is evident from the first meetings with Anne that one is getting in touch with the most profound yet practical of teachings available to would be coaches.

Anne has developed a most useful process for empowering people that she has honed through her own trials and tribulations. Anne never prescribes any wisdom or lessons that she herself has not mastered.

The coaching training model is comprehensive and structured, equipping the trainee with a core curriculum of cutting-edge exercises and tools. Anne has fine-tuned a very original approach that works because in a short time period I have confronted myself with the challenges and made significant changes in my daily habits.

Anne's style is simple and direct yet based on universal wisdom translated into a workable format. Her training process is fun and supportive keeping a good balance between theory and practice staying loyal to her values model.

I can highly recommend Anne as a mentor, coach and coach of coaches. Anne is generous with her secrets and I am grateful to have crossed paths with someone who is making an enormous contribution to change lives in a dramatic way.

Dr Steve Zolezzi Phd, Registered Psychologist and Life Coach, Sydney

Hart Life Coaching

Life Coach Training Course

If I was to condense the Heart Process into one paragraph it would be this. You will feel happy, fulfilled and live a meaningful when you become an expression of love in your everyday life. Not only does acting in this way make you feel good about yourself, life flows so much more smoothly and it becomes so much easier to achieve your heart's desires.

Love isn't just an emotion that we feel for something, or someone, it's an energy field that we move into when we shift the focus of our attention away from what's wrong, or what is missing, and onto caring for ourselves and others. It's not about being perfect, because no one is, it's simply about looking for ways you can make a difference every single day by allowing yourself to express your full potential.

Every person has gifts or strengths, which when shared enrich their life.

It's easy to overlook some gifts thinking that are not as important as others. Every gift is important. If one of your gifts is kindness, or bringing harmony to your world that is just as important as being a powerful leader, or making a difference.

Your life today is a result of the choices you made yesterday. Your tomorrow will be the result of the choices you make today. Choose wisely!

When I chose to train as a life coach with Hart Life Coaching I listened to my heart. I'm very glad I did! I came through the course well prepared and well resourced for life coaching, and incredibly happy to be helping people to flourish - I feel I've come home.

Anne guided, affirmed and encouraged each of us throughout the training; supporting us to find our strengths and our gifts as coaches. I found the telephone conferencing excellent (I wasn't sure I'd like this bit); Anne brings respect, equality, wisdom and joy to the calls and creates an atmosphere of laughter and learning. As an added bonus: the training is easy to fit in around family and work commitments, there's no travel time and the carbon footprint is tiny.

The results of working with the process are very tangible in my own life, in the lives of my clients and through to loved ones and beyond. Being happy has a big flow on effect!

Sue Matthew

www.flourishing.net.nz

(Sue had four paying clients by the time she completed her training).



Course Format

Our life coach training is flexible and can be done in a number of different ways to suit your lifestyle and needs. All students receive books, workbooks and audios to support their individual learning.

Teleconference

Teleclasses are the most in depth way to complete our courses. These classes are held once a week for seven months and learning in this way allows you to integrate what you learn and make it part of your own life before you begin sharing it with others. Teleclasses last up to 2 hours and are very interactive and a lot of fun. The course size is limited so everyone gets to talk.

On average it takes 9 – 12 months to complete all of the course requirements.

Face To Face Intensive

The face-to-face intensive course is held over six and a bit days combined with some teleclasses. It is best suited to people who are very fast learners, self motivated, or who have some experience working with people either in a counselling, training or coaching role. The workshops are held in Sydney.

The first class begins on a Friday evening, and continues over Saturday, Sunday and Monday. This is followed by 2 teleclasses. Then a further Saturday and Sunday workshop. And concludes with four teleclasses.

Coaching is supervised during the workshop but students still need to find people to practice coach after training.

On average it takes 6 or more months to complete all of the course requirements

Online

Our online course is best suited to people who because of time, distance or a disability are unable to attend our other courses. Students need to be sure that they are self motivated and disciplined enough to set aside a weekly study time to complete this course within the 12 month period allocated.

Students listen to recordings, read the comprehensive material, do the exercises in the workbook then complete an assignment online. A computer is essential to complete the course in this way.

Students can attend our face-to-face weekend (if space permits) for supervised coaching sessions, or provide us with an audio of six coaching sessions.

This method of study is self-paced so students can enrol in this course at any time. Support can be provided by email or phone and all students have a mentor coach.

I'd like to thank you Anne, for providing such an inspiring, detailed and all-encompassing approach to Life Coaching. Your process is such a strong foundation for the work we do as coaches, as well as being such a great guide for our own personal journeys.

Cathy Halliday, Sydney

The Heart Process – cluster 1

During the first part of the course we cover our coaching model The Heart Process and we encourage all students to apply what they learn to their own lives.

The Heart Process covers personality archetypes and the influence they have on all of our choices. You will learn about the two types of values and how to use them to create balance as well as change conditioned responses and build self esteem. You will be encouraged to honour your essential nature and to listen to your intuition. You will learn how to meditate and if you wish, how to teach others to meditate. And you will be encouraged to set a grand vision for your life and adopt habits which support that vision. Although the process is holistic it is also very practical.

How to coach - cluster 2

During this segment of the course you will learn how to put what you have learnt into practice in a coaching situation. Practice coaching is an integral part of this cluster and all students need to be supervised. This supervision is conducted in small groups in the teleconference course, in pairs in the face-to-face intensive and online students need to provide audios of six practice coaching sessions.

Electives

Two electives form part of your training and you will need to choose these when you enrol. However, you can do all the units if you wish. There is an additional charge of \$250 per unit (maximum \$500).

These electives are:

Critical thinking skills. This unit covers different styles and types of questions which is an essential skill for coaching.

Create harmonious relationships. This unit covers how to assist clients to deal with difficult relationships at work or home.

Market the small business. This unit will assist coaches planning to start their own business. As part of the assessment for this unit you will be required to submit a marketing plan.

Undertake small business planning. This unit will assist coaches who have no experience at setting up a small business. As part of the assessment for this unit you will be required to submit a business plan.

I have attended many courses, the majority of which did not deliver the promise, however Anne Hartley's Certificate and Diploma in life coaching course exceeded my expectations many times over. Anne's gift to world is found in her teachings and it is a marvellous experience just to listen to her. The workbooks and materials associated with the course were delivered to my door ready for the first of many lessons done by way of telephone conference calls. Anne's gift of teaching and the course materials made the Life Coaching course the best course I have ever done. I now embark on a life coaching career knowing I am fully prepared to help others with the wisdom imparted to me by Anne Hartley.

Jeffrey Botton-James, Sydney



Coach Mentoring

All students can choose their own coach/mentor from our list of coaches. This coach is their to support you with coaching or personal matters. Four coach mentoring sessions are included in your course fee.

You can also contact our office at any time during business hours, during and after your course if you need assistance with any coaching matters.

How Our Course Is Conducted

Our course can be done entirely by teleconferencing, a combination of teleconferencing/face-to-face workshop held in Sydney and online or online face-to-face.

How Teleconferencing Works

When you train by teleconferencing you phone into a call centre. All calls are connected via a bridge so we can all hear and speak to each other. It is natural to feel a little wary if you have not experienced teleconferencing before but there is no need to be. We have been training in this way since 1999 and it works so well and is so easy. It also has no impact upon the environment. Although you can choose to coach clients face-to-face the majority of life coaching is done by phone, so doing a course by teleconferencing helps you to develop your auditory skills. Conference centres are located all over Australia and all you do is call the one closest to you. You pay the costs for this call. New Zealand residents usually only pay a couple of dollars a call because of time of day. The teleconference costs are paid by us.

Most sessions last an hour and a half to two hours and they are a lot of fun. Sessions start at 7pm (Sydney time) for a 7.15 start. We cover homework findings for the first half hour to accommodate all time zones. You have reading material and a workbook to work through as well as homework to complete between sessions. All sessions are interactive and questions/discussions are encouraged.

As our course goes for six months you may not be able to attend every session, so we can record it for you to listen to later. However, you do receive downloadable audios on each subject as part of your course so you will not miss out.

How Online Training Works

You will receive workbooks to work through, audios to listen to and written material to read. At the end of each lesson you will need to complete an assignment online and submit to us. You will also need to provide us with audios of a number of coaching sessions for supervision and feedback.

The online course can start at any time, although our office is generally closed for part of December and January each year.

I would like to personally thank you from the bottom of my heart because your vision and passion for life coaching has encouraged people like myself to follow in your footsteps. Reading your books has given me a greater understanding of the importance of listening to your heart rather than your head. I know your head is useful for many a thing but if you didn't listen to your heart there would be no passion.



Course Materials

Students receive the following materials:

- 1. 4 books by Anne Love the Life You Live, Love Your Money, Life Lessons and The Psychology of Money. All of these are valuables reference books which contain exercises and advice that can be used to enhance your coaching.
- 2. You receive a workbook for each cluster of the course plus the electives. These workbooks are really comprehensive and include exercises to work through.
- 3. Additional exercises are available to download from our coaches only area on our website.
- 4. Audios on each topic are available to download, in mp3 format, from our website.

Having never completed distance learning before, I was a little apprehensive how telephone training would work. I need not have worried. The lecturers presented relevant, time and useful material, with positive energy and passion that was inspirational.

I would like to thank you for giving me the opportunity to put my skills into action through life coaching. This course has filled the gap in my quest to teach what I believe is the purpose of this life. The content of the course was very thorough. The case studies were challenging but an interesting exercise. The guest speakers were enlightening. And you Anne, came from the heart, and empowered us to go out into the world with confidence. Thank you.

Carmel Petcos, Melbourne



Accreditation

"The number one measure of your credibility is the success of your clients." Cheryl Richardson

We have applied to have our course accredited by the Australian Government. This means that once accreditation is granted, we expect by the end of 2012, our graduates will receive a Certificate IV in Life Coaching, assuming you successfully complete all course requirements. Our course meets the guidelines set down by the International Coaching Federation for membership.

What brings clients back time and time again, and gains you referrals, is how much you can help them, not the credentials you have hanging on your wall. Credentials may impress a few people initially, but they won't get you repeat business. We know that after working with our process most people feel happier, more at peace and clearer about what they want from life.

We offer the following levels of accreditation.

Certificate in Life Coaching

To gain accreditation you must complete all assessments, including an oral assessment and be supervised for a number of coaching sessions.

Diploma in Life Coaching

We are currently creating a new exciting diploma course for graduates of our certificate course. Please see our website for details.

I had wanted to do Anne's course for a very long time after I read her books and "bells" went off in my head. I was finally in a position to do so this year and it was the best decision I have ever made. Whilst learning to be a Life Coach, you are on an inner discovery journey about yourself, and so many things change for you personally, and what a fabulous tool that is when you begin to teach other people, you can then bring a true knowledge and understanding to your clients.

My best description for this process is that I feel the pieces of the jigsaw that is me and were scattered and not fitting together, are now sliding back into place smoothly, fitting together as I learn more and more. I highly recommend this course and the wonderful Anne Hartley to anyone who wishes to be a coach or just for personal growth.

Janet Kirk. Melbourne



What You Can & Can't Do

Once you have completed our training program:

- You are authorised to use our process and any additional exercises we supply.
 All that we ask is that in cases such as values quizzes etc. you show our copyright symbol.
- You cannot change our material in any way without our permission.
- You are free to charge what you like for coaching sessions and how you work in these sessions is up to you.
- You are free to copy any exercises under the coaches only area of our website or provided in a loose leaf form.
- Workbooks and books can be purchased from us at wholesale prices.

When I started my life coach training with Anne I thought I knew myself pretty well. During the course I accessed information about myself at an unexpected deep level. The processes are practical, and although they are simple to apply they can reach incredible depth if needed.

Anne's openness, integrity and genuine heartfelt care for her coaching students allowed me go to access greater depth of knowledge about myself and life coaching. I am confident that the skills I have learnt are of great benefit to anyone wanting to change their life circumstances or gain greater understanding of themselves.

Anne's depth of knowledge and professionalism is unsurpassed. A woman of wisdom, depth of knowledge, integrity with an open heart, she is an asset to all who meet her.

Thank you Anne.

Zora Harvie, Perth



Enrolment Fees, Terms And Conditions

We offer a payment plan for our life coach training course. These options are covered on the enrolment form which can be viewed online.

This payment plan is for credit/debit card holders only. We do not deduct payments from bank accounts.

You can enrol online via Paypal, if you are paying your course fee in full. This is a secure method of payment and we do not have access to your credit card details.

If you prefer you can download an enrolment form, or we can mail/fax one to you. You can pay by credit card, bank transfer, cheque or money order. Please note if paying by cheque we only accept Australian cheques as it takes six weeks to clear overseas cheques.

If you are paying by instalment you would need to download an enrolment form and provide us with your credit card details. The first instalment is taken out on enrolment and thereafter on the first of each month. We do not take out your second instalment if it occurs a few days after enrolment, we would wait until the next month. If you are not able to make a payment at any time please advise us as missed payments may incur a \$10 processing fee. Please note we do not accept American Express or Diners.

Do you still have questions?

If you are considering training with us but are still not sure we suggest the following:

- Arrange a time for a Skype or telephone call with Anne.
- Read Anne Hartley's book Love the Life You Live, this is available as a free download if you sign up to Anne's blog.
- Book a coaching session with Anne or one of our accredited coaches (see our website under life coaching).

We can't tell you how many people have said to us, "I wish I had done your course. I chose another school because of accreditation and now I regret it". We always recommend you trust your heart over your intellect.

We played a conversation game with a friend over the Christmas break and one of the questions asked was 'Who has had the most influence over your life, and why?' I have given that a lot of thought and my answer was Anne Hartley - and the why was:

Because if I hadn't done the coaching course, I probably wouldn't have ended my first marriage. And if I hadn't done that I would never have experienced the joy of living on my own. And if I hadn't done that I never would have done all the renovation work that I loved and hated at the same time. And I never would have met Barry - my husband. And I never would have realised my dream of making such a difference for myself and others.

So a HUGE thank you!

Fiona Christie, Wellington (Fiona trained with us back in 2000 and is now the author of several books)

Refund Policy

Our course materials are mailed to students between 2 - 7 days after enrolment. If students notify us of their intention to withdraw from the course prior to any materials being sent they will be entitled to a 100% refund of any course fees paid.

If a student in our teleconference or intensive workshop decides to withdraw from the course after the course materials have been sent, and they notify us up to 7 days prior to the course commencement, we will return all fees in excess of \$300 (our administration charge) providing all course materials are returned.

Online students have 14 days after the course materials have been mailed to cancel their enrolment. In this case all fees in excess of \$300 will be refunded providing all course materials are returned.

After this time no fees are refundable. Payments will continue to be deducted as agreed upon.

Enrolment duration

All training, exams and practice coaching must be completed within twelve months from the course commencement date. It is your responsibility to meet these deadlines without being reminded.

Extensions

We are happy to grant 2 extensions to people who are unable to fulfil the course requirements within the allocated time frame.

The first extension must be requested in writing by the student (email is acceptable). There is no charge for this extension and it lasts for 6 months.

The second extension must also be applied for in writing (email is acceptable). The cost for this extension is \$100 and this extension lasts for 6 months.

No further extensions will be granted.

Course deferral

Students can request a deferral of their course for a period of up to 12 months. There is no charge for this service.

Deferrals can be granted only once unless special circumstances apply.

Recognition of Prior Learning

If you have successfully completed any of the unit numbers in our curriculum, not starting with LCT, you can apply for a recognition of prior learning for these units. You will need to provide proof that you have successfully completed these units. Your course fee will be reduced \$250 for each unit we grant recognition for.

Commonly Asked Questions

Do I have to worked out all of my own issues before starting this course?

No. But we expect you to put what you learn into practice.

We are all at different stages in our personal development and we attract to us clients who are at similar stages, or who have similar issues. All we ask is that you practice what you preach.

Is there a market for life coaches?

Absolutely and it's growing.

Being a life coach is a wonderfully rewarding career, both financially and emotionally. Coaching is often done by phone or Skype, but many coaches prefer to work face-to-face, or you can combine the two.

If you work by phone this means that your career is very portable as you can work from anywhere in the world and your clients are not restricted to those living within your geographic area, you have access to millions of people. Anne Hartley has worked with clients all over Australia, New Zealand, America, England and the Maldives. If you value freedom and personal development you'll probably love life coaching.

Can you make a living from life coaching?

Yes, you most definitely can, but like any business you need to work at it. Even if you don't do the marketing unit we give you a marketing strategy that costs very little to implement.

I need to work how can I start a business at the same time?

The wonderful thing about coaching is that you can start building a business while working at your regular job. Most people start coaching at nights and on weekends, then scale back to part-time work, then move to full time coaching.

You can be earning an income from life coaching within six months, most people take 9 to 12 months to finish all course requirements. It depends how motivated you are. One of our students had four paying clients before she finished the teleconference course.

Can I add coaching to my existing business?

Absolutely. We have had hypnotherapists, personal trainers, massage therapists, psychologists, a doctor, career counsellors and a management consultant who have done our training to have more tools to add to their tool box. Not everyone who completes our training goes into business for themselves. The demand for workplace coaches is growing and some of our graduates are using their skills as coaches in Government and local Government departments.



How much can I charge?

We always suggest charging an amount that you feel comfortable with. Some people start out small charging \$60 - \$80, some start at \$40. The average rate for coaching is usually in the \$100 per session region. Sessions generally last an hour.

Business coaches charge in the region of \$200 - \$250 an hour. We do not teach practical business skills apart from those in our electives. We have found that most people who come for coaching need assistance with clarity, focus, relationships and team building all of which are covered under our Certificate and Diploma courses.

Are there any hidden or ongoing costs?

We pay the teleconference costs. You pay the cost of the call into the call centre.

If you come to Sydney for the face-to-face weekend, you are responsible for accommodation, travel and meal costs.

Are You Ready To Join Our Coaching Community?

Support is always available to students and graduates during business hours if you need help with any aspect of your course or a coaching matter.

We have a Facebook community page where you can communicate with other coaches and share ideas.

We also encourage students to meet with each other regularly to support each other and form mastermind groups. As students come from near and far this is usually done by phone. We also give out contact details to all students so they can contact one another. Many long-lasting friendships have been established between coaches.

There are also local chapters of the two life coaching associations that provide coaches with opportunities to meet other coaches.

Students and graduates are automatically placed on our mailing list, so you will hear about any new developments or offerings.

To enrol simply complete the enrolment form attached, or enrol online

We look forward to working with you.

Contact Us

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