



Ten Reasons Baby Boomers Make the Best Professional Recovery Coaches



Jean LaCour, PhD and Berry Fowler

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Intro

Since you are reading this special report for Baby Boomers, you may be a person who is part of a generation of people marked by ideals and aspirations to make a vital difference in the world. You can see yourself being creative and involved in life in many ways no matter your age chronologically. You do not identify with traditional ideas or stereotypes pertaining to productive life after 50 or 60 or even 70+ years. You may be wondering what new frontiers are ahead that fit your values and talents and also match your desires to work less hours with less stress. You are clear about wanting to have more control of your time and the people you interact with but you're wondering how to do this while still maintaining or growing your personal income.

Many of us in this generation know it's time for more work-life balance so we can spend more time with family and friends and explore refreshing endeavors. It is definitely a season for self-reflection and intentional choices about how we will use and share our hard-earned wisdom, strength and hope for the benefit of others.

The Baby Boomer generation has experienced the unprecedented explosive impact of rampant alcohol and substance misuse along with other compulsive addictive behaviors. We casually joke about being "addicted" to such things as chocolate or fast cars or shopping. But most of us have seen the reality of lives distorted by addiction with its many losses. And, we also know people or loved ones who have experienced the life-transforming process we call RECOVERY. Perhaps you are someone in long-term recovery. Because of these realities, many Baby Boomers are looking for fresh positive ways to help people move beyond the struggles of addiction. The good news is you are taking the first steps in making a change that will align with your values and will allow you to use your gifts.

Today emphasis is on helping people to move into long term recovery from their addiction. While treatment and rehabilitation are crucial for many people, they are short term critical care events or episodes that occur over a period of a few weeks or months. By contrast, Addiction Recovery is meant to be a lifetime of ongoing growth and recovered possibilities.

I have been an active player in this shift to Recovery Support and Recovery Management for over a decade based on my twenty years working in the Addiction field. I have traveled to twenty-five nations and trained thousands of people as addiction counselors, treatment staff and recovery leaders. I am always searching for the best tools, techniques and new methodologies to share with people like you. The purpose of this special report is to introduce you to the exciting possibilities I have discovered for people who become Certified Professional Recovery Coaches.

Let me introduce you to my good friend and colleague Berry Fowler who is an internationally renowned educator and Master Coach. Berry is the founder of Sylvan Learning Centers and the Fowler International Academy of Professional Coaching and one of the world's leading experts on professional coaching.

Recently, Berry Fowler and I have joined forces to deliver a new standard in Professional Recovery Coaching. As you read through the following special report, we will share with you the Top Ten Reasons Baby Boomers Make the Best Recovery Coaches.

Enjoy,

Dr. Jean LaCour

Founder and CEO

NET Institute Center for Addiction and Recovery Education

International Association of Professional Recovery Coaches

Dual Certificate Program for Certified Professional Recovery Coaches



The number of Baby Boomers who are transitioning into coaching is astounding. I know firsthand because over the past six years I have helped thousands of individuals just like you to become a Certified Professional Coach. In this special report you will find some of the reasons for this unprecedented shift.

I have been coaching and training others to coach for over thirty years. I began coaching when I founded Sylvan Learning Centers and coached my franchise owners through the ups and downs of starting a new business. Since then my team and I have trained and certified over 5,500 of the world's finest coaches. The call for more motivated people to become coaches has increased so much over the past decade that coaching has been dubbed as the "world's fastest growing profession".

If you were born between 1946 and 1964 you are uniquely positioned to become one of the world's finest Certified Professional Recovery Coaches. As you read on, you will find many of the benefits that come from a professional coaching career are great and the transition is easy. You will discover there are opportunities available to those who genuinely want to help others overcome the plight of addiction.

Warmest regards,

Berry Fowler

Founder and Chairman

Fowler International Academy of Professional Coaching

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Discover the Top Ten reasons Professional Recovery Coaching is attracting dedicated people like you:

Help Others and Leave a Lasting Legacy

The number one reason that Baby Boomers are becoming Certified Professional Coaches and Certified Professional Recovery Coaches is because of a genuine desire to use their own life experiences and expertise to help others. It is much like a calling. It is a deep desire to help others overcome the pain and suffering caused by addiction. They understand that by becoming a well-prepared addiction recovery coach, they not only improve their own lives, they can also leave a lasting legacy and make our world a better place. They believe successful coaching can help to create long-lasting positive life changes and create brighter futures for those impacted by addiction.

Excellent Earning Potential

Another reason Baby Boomers are drawn to the profession of Recovery Coaching is they realize there are excellent financial opportunities available to Certified Professional Recovery Coaches. Whether they simply want to supplement their retirement income by coaching a handful of clients part time, or build a lucrative full time coaching practice and reap the rewards of a highly skilled professional, they believe their personal income will increase dramatically as they help others reach their full potential.

According to a 2012 global study of the coaching profession conducted by the International Coach Federation, the average fee for a one-hour coaching session for coaches in North America was \$214 and the number of active clients was 11. With most coaches meeting with clients once a week, many Professional Recovery Coaches are convinced they can quickly build an economic advantage for themselves and their families. People who are familiar with addiction recovery understand that coaching small groups are an effective way to serve more people. Professional Recovery Coaches can offer group coaching to increase their own earning potential while lowering the cost for their clients.

Perfect Time to Get Started

Another advantage Boomers see in the Recovery Coaching profession is the opportunity to get in on the ground floor. As professional coaching is becoming recognized as a truly effective method for helping people and families affected by

addiction, the demand for well-prepared Recovery Coaching professionals will continue to grow. In 2011, there were only about 15,800 certified coaches in North America. When comparing that number with over 600,000 psychologists, psychiatrists, therapists and counselors, one can easily see why coaching has been dubbed “the world’s fastest growing profession.”

According to the 2012 U.S. National Survey on Drug Use and Health, 23.1 million people ages 12 and older needed treatment for an illicit drug or alcohol use problem the previous year, but only 2.5 million received treatment at a specialty facility. Such facilities have begun adding more Peer Recovery Support Services and awareness is growing about the effectiveness of Certified Professional Coaches with special training in Addiction Recovery. Now is the perfect time to enter the coaching profession.

Easy Business to Run and Very Little Startup Costs

Operating a Professional Recovery Coaching practice is a simple and straightforward business. Coaches usually bill their clients on a monthly or quarterly basis, and receive their professional fees before their services are rendered. This makes the profession of coaching particularly attractive because there are virtually no hassles with accounts receivable.

According to an AARP blog on Work and Retirement, the Ewing Marion Kauffman Foundation estimated that the average cost to start your own business in 2009 was just over \$30,000. Of course, the actual cost will depend on your business model and your chosen industry. Starting a coaching business requires far less than this average. Unlike other small businesses that may require owners to invest thousands of dollars in inventory, with coaching there is no need for costly inventory. Coaches do not need to purchase expensive management or bookkeeping systems, endure the hassle that comes with having employees or sign a long term lease. All a Certified Professional Recovery Coach really needs to get his or her practice off and running is a telephone, computer and internet access.

Work from Home or Anywhere in the World

Another reason coaching is so attractive is Professional Recovery Coaches can easily build a successful and lucrative professional practice from home. This is something that surprises most people, but research shows the majority of coaches practicing today coach their clients via telephone or internet. There is a study that suggests telephone

coaching may be even more effective than face-to-face coaching. The study states that a lack of visual distractions makes a difference.

The good news is clients don't have to live in a coach's local community. They can live anywhere in the world as long as they have a phone or internet connection. So, effective coaches can make connections with anyone struggling with addiction around the world. And, more good news – the coach can provide great coaching to their clients from anywhere they happen to be.

Just imagine how pleasant it could be to operate a successful practice while coaching from home in your most comfortable sweats. Or, better yet, while you are enjoying an extended travel vacation in the mountains or even sitting by a swimming pool in the Caribbean. It is this type of flexibility and freedom that is attracting more and more Baby Boomers to a "life-style" career as a Professional Recovery Coach.

Less Baggage and More Joy

Most people coming from other professions find coaching to be a lot more fun. We hear this all the time, not only from psychologists, therapists and counselors, who say they are burned out from listening to their patients' problems, but also from corporate executives, homemakers, teachers and others who find coaching to be more fun than they had ever imagined. The process of Professional Recovery Coaching focuses on the future. In successful coaching, it is not necessary to dig up the past or dwell on negativity. Well prepared coaches provide their clients with a fresh start. It is a "do over". Coaching is all about moving forward from this very point in time. It's helping clients develop a crystal clear vision of where they want to go and a well-designed plan of how they are going to get there. A well-prepared coach helps clients to remain motivated and accountable in taking specific actions to achieve success.

Easy Seamless Transition

Most Baby Boomers find the transition from their traditional career to a Professional Recovery Coaching practice a simple and easy process. Many new coaches are likely to discover that their existing base of friends, colleagues and acquaintances can be an excellent source of coaching clients and referrals. They find the key to a quick and seamless transition into a lucrative coaching career is simply getting the word out about their new life-enhancing service through existing connections and related businesses.

Interpersonal Skills Developed Over a Lifetime

Coaching is based on interpersonal skills which most Baby Boomers have already mastered. Coaching is all about “people skills” such as defining terms of service, establishing trust and rapport, active listening, relevant inquiry and questioning, planning, goal setting, accountability and celebrating growth and success. Most Boomers have honed these skills with decades of practice in the real world. They realize their skills and knowledge have wide application. Boomers can bring awareness and sensitivity to coaching that can really help their clients to grow and make changes both personally and professionally.

Live Your Passion Every Day – Choose a Niche

Another reason coaching is attracting motivated Boomers to become Professional Coaches and Professional Recovery Coaches is they can live their passion every day. Professional Coaching provides people with a chance to do what they love doing. Let’s say a person is passionate about health and fitness; they can specialize in coaching others to live a successful and healthy life. Or, maybe their passion is business and they would enjoy helping fledging entrepreneurs to launch and grow their companies. Perhaps a coach with a genuine desire to help single mothers finds the perfect niche by helping her clients to develop the skills and confidence they need to stand on their own, raise their children successfully and find fulfillment in a new career. With over fifty different coaching niches or specialties, the coaching profession provides limitless opportunities for coaches to live their passion while helping others.

Professional Recovery Coaching – a Growing Choice

Many coaches are likely to find that the joy of coaching comes from discovering how their own life and professional experiences, gifts, passions and talents have prepared them to be in tune and most effective with certain groups of people. You may coach people to start their sober life on solid footing or empower people in long term recovery to move from sobriety to satisfaction and significance. You may focus on serving family members of addicted people, on adult children of alcoholics or on coaching young adults.

Boomers are drawn to Professional Recovery Coaching because it is one of the fastest growing and most needed coaching niches. Coaching recognizes that every client has unique resources, individual strengths, abilities and assets that can be used in their recovery process.

As a well-trained Recovery Coach, you will help your clients to become active and effective participants in their own recovery. You will provide your clients with practical, proven tools to challenge their own faulty thinking, to develop personalized actions plans, and to seek out and use appropriate resources.

As a Professional Recovery Coach you will offer positive support to help clients to begin their recovery journey on solid footing. You will also be prepared to assist those clients desiring to reenergize and stabilize their recovery. Your potential clients may include: successful business people and professionals who want a recovery “tune-up,” people looking to prevent a relapse, young adults in college seeking a way to reach their goals and control their drinking and partying. You may coach families desperately seeking support and direction in helping an addicted loved one.

One of the most exciting things about the growing numbers of Baby Boomers who are turning to coaching as a second career is their authentic commitment to service. According to AARP ten thousand people a day are turning 65 and this rate will continue through 2029! There is a similar trend in all Western nations. As a Professional Recovery Coach you can help educate and forewarn your own Boomer peers who do not realize how quickly addiction takes hold as our metabolism changes with age or when alcohol is mixed with prescription medications. Two drinks a night can become problem drinking after the age of 50 or 60 due to physical changes, especially for women. US statistics report that 17% of Boomers will become addicted but the rate falls to 10% for people under 49.

Boomers with established sobriety can become vulnerable to relapse due to depression or isolation after major life changes and transitions. Boomers in recovery who relocate out of state often lose their personal recovery support systems like Alcoholics Anonymous, or Alanon, or their faith communities and their extended families. A Professional Recovery Coach is a good choice for helping people get re-established in their new location and oriented to local recovery resources.

Take the Next Step!

If you have a genuine desire to help others, the Dual Certificate Program for Professional Recovery Coaches is a natural path to truly making a difference and leaving a lasting legacy. You will learn how to help people affected by addiction to move through the change process and take steps to restore the possibilities in their life.

You will receive more than 100 hours of self-paced, online training created by leading experts in Professional Coaching and Addiction Recovery. You will learn potent methods and tools to begin a lucrative career changing lives.

You will earn two credentials in the Dual Program: 1) Certified Professional Coach (CPC) and 2) Certified Professional Recovery Coach (CPRC).

Join our Global Initiative!

Become a Certified Professional Recovery Coach!

If you would like to join us in leading the way to providing the finest in coaching as a Certified Professional Recovery Coach, you can learn more on our website.

Find us online at www.recoverycoachtraining.com

You can easily register on our Homepage to attend a free Webinar or sign up to schedule a personal no-obligation call to "Discover Your Coaching Future."

Email us at info@recoverycoachtraining.com or give us a call at +1.407.446.3740.

Reach out to us today. Let us help you get started helping others.

About the Authors

Dr. Jean LaCour is a grateful and dynamic Boomer who finished high school in 1967. She comes from three generations of alcoholism and authored the book “Solutions for Codependency: The Path of Wholeness.” In 1996, she co-founded NET Institute Center for Addiction and Recovery Education, a nonprofit international training organization specializing in online training programs in counseling, addiction, recovery support services, peer specialist skills, pastoral care, and professional recovery coaching. She is a sought after trainer, author, curriculum developer and international consultant who has trained in twenty five nations including Egypt, Pakistan, India, Cambodia, Malaysia and Chile. As a tireless advocate for people in recovery and for people who serve in the addiction field around the world, she is best known for her enthusiasm and energy in sharing an uplifting message of hope in overcoming the challenges of life with grace and courage.

Berry Fowler at age 68 is a proud and energetic baby boomer. Berry is the founder and former chairman of Sylvan Learning Centers and the founder and chairman of the Fowler International Academy of Professional Coaching. Berry first began coaching as a classroom teacher working with struggling students and coaching them to believe in themselves, build new skills and stay in school. In 1979, when he founded Sylvan, Berry continued coaching not only Sylvan students, but Sylvan franchise owners as well. Soon Berry discovered he had a coaching system that would work with anyone interested in improving their life. Since then, he and his team have trained and certified over 5500 of the world’s finest coaches. Today, Berry’s highly-effective, professional coaching system is used by about one of every ten certified coaches around the world.