**A WELLNESS COACH**

A wellness coach is a health care professional who aids clients in setting and achieving their healthcare goals, some may include improving their relationships, losing some weight etc. A wellness coach doesn’t tell the client what to do, rather they just support and help the client in making the best decision. Although it might seem easy, the coaches do encounter some difficulties which we’ll be taking a look at.

A wellness coach encounters a variety of challenges, some include: finding a unique niche, making enough money, feeling that you don’t know enough, getting clients and having tech skills. There are numerous ways in which a wellness coach can cope with these challenges.

It is very common for a wellness coach to get the feeling that they don’t know enough. This situation is very common amongst those who are new in the field. However, as a qualified coach one should know that the training he or she underwent is enough. One should build their confidence first. This can be achieved by practicing with real clients. If by any chance you find yourself unable to answer some of the client’s question, you can always tell the client “I’ll get back to you”. A wellness coach should have an open mind and be welcoming to new information, remember, knowledge is power.

When it comes to figuring out one’s niche, it can be a bit confusing but this really helps you as a coach to be able to help your client to your full potential. Being able to focus on a specific role really helps you as a coach to figure out what you’ve learnt and how to better your services to your clients.

One among the many challenges faced by a wellness coach is getting clients. This is why its recommended for one to undergo training before venturing off to be a coach. With proper training one will be able to communicate well with the clients, finding a niche will be easier and also having a good web presence. Don’t forget that treating existing clients well also helps one’s career as a wellness coach.

Making enough money is another nerve wrecking difficulty that a wellness coach faces. Not making enough money can be due to various reasons such as ; not charging enough, not having enough clients, not upholding high quality in your work and many other. First identify what the cause is then work on how to solve it.

Having tech skills. Currently technology has developed a lot. Its ok if one isn’t a tech guru but that doesn’t mean that there’s no room for improvement. Small steps such as a blog or creating a web page can help a lot, with time, one can learn the various skills needed.

In one’s quest to become a wellness coach, one should undergo some training first in order to attain a certificate or a degree to show that one is qualified. One can even go ahead and get a degree in nutrition, this can really boost their qualifications as a wellness coach. This also helps clients to trust and take you for a serious wellness coach.

As one builds their career as a wellness coach, it important to keep records so that one may be able to use them in the future for referral. Being a wellness coach, one should be able to follow ones advise like exercising, eating healthier and being positive.

A wellness coach should market their job through the social media just so as to boost their business. Advertising through various social media platforms such as facebook, instagram and many others. Identify what makes you different from the other wellness coaches, then work on making it your unique selling point. Look for inspiration ideas even from your fellow coaches, this will help you build yourself by learning from their mistakes and failures. You can put down ideas for your brand then pick the best ideas and use them to market your brand as a wellness coach