

Shelby Kurz + Laura Minard



10 Things to Know

BEFORE BECOMING A NURSE COACH



INTRODUCTION

Hi! It's Shelby Kurz here, former ER night shift nurse turned Board Certified Nurse Coach, Co-Founder of Nurse Life Coach Academy, and The Successful Nurse Coach. My partner, Laura Minard RN BSN NC BC and I am here to give you the inside scoop on what nurse coaching is all about 😊

When I heard about Nurse coaching back in 2017 I thought it was too good to be true. I came across the post in a Facebook group and was instantly curious.

“Is a nurse coach a health coach? What is the AHNA? Is this a real thing or an MLM? Wait, is this a cult?!”

If your brain is like my brain, she spins fast. The slippery slope of research began and I couldn't stop thinking about nurse coaching.

“How can I be a health coach if I don't feel great right now? Working nights in the ER is sucking the soul out of my body... can I even help other people if I am still in the weeds?”

Even with all of the questions flying through my head, I jumped on an application call for a nurse coach certification course and to be honest, I left that call feeling stoked AND *more confused than ever*.

“So, what do nurse coaches do in the real world?” I innocently asked. I was simply curious if this endeavor had a real career pay off and I wanted some tangible examples of nurses out there doing their thing.

“Well, right now, nurse coaching is new. There are less than 500 nurse coaches in the entire US and honestly Shelby, you can make it whatever you want!”

She didn’t answer my question, but that was okay, she wrote me a huge fat permission slip to begin chipping away at this new life that I always wanted and dreamed of.

A life of time freedom, and financial freedom...one where I felt like I was helping people instead of just slinging narcotics for kidney stones and alcohol withdrawal.

Something deep in my gut told me, “This is it, go for it” and I hung up the phone, called my then-fiance, now-husband, and said, “Hey, so I just talked to this random woman about this thing called Nurse Coaching and I am not 100% sure what it is, but I think I have to find out?”

“Well, then you should go for it,” he said. I signed up the next day.

I started and never looked back, it wasn’t long before I quit my ER gig and was in full pursuit of nurse entrepreneurship. It has been about 6 years since beginning my journey and my life is so radically different than when I worked bedside.

I care for people in a way that feels *actually helpful* and not just slapping bandaids on chronic illness. (Oh and I am 100x more happy and fulfilled these days too: my life and my family benefit greatly from it!).

There is a time and a place for traditional health care. I have been a patient in a bed more than ever in the past 6 years (more on this later, keep reading!) and my life has been saved by modern medicine more than once...

But there is also a place for holistic care, transformative care, getting to see and hold the entire person you are taking care of, not just their diagnosis... This kind of work is nothing short of life-changing and I know that to be true because nurse coaching as a profession has changed my entire life (and I have seen it change the lives of many hundreds of people around me).

Not every nurse is called to this work, so if you are reading this, there is a piece of you that wants something more or something else out of your nursing career.

You may be burned out or looking for a new specialty, curious about nurse entrepreneurship, or what it looks like to take nurse coaching into your hospital. Either way...there is a calling for something **different** and I am so excited to tell you all about what nurse coaching has to offer!

01

WHAT IS A NURSE COACH?

Let's start at the beginning, shall we?

Let me introduce you to the AHNA, American Holistic Nurse Association, aka your new BFF in the professional world. There is a group of amazing nurses there that created the whole concept of nurse coaching from start to finish and we owe everything we have created to them and their genius!

The AHNA defines Nurse Coaching as “Nurse coaching is a skilled, purposeful, results-oriented and structured client interaction that is provided by Registered Nurses for the purpose of promoting the achievement of client goals”

This is a wonderful, textbook definition of nurse coaching...but I also want to make it a little more real for you and bring you some examples of how REAL nurse coaches describe their work:

“A nurse coach is a registered nurse who uses a creative process to guide their clients to step into a healthier, more balanced, more fulfilled version of themselves. Nurse coaches use a holistic paradigm to look at every aspect of wellness – physical, emotional, spiritual, and relational – to create REAL healing for their clients and help them get out of the endless cycle of sickness and band-aid solutions.”

– Rachel Dick Plonka RN BSN NC BC

“Nurse coaching has let me care for people on MY terms and in a way that allows for freedom for myself & clients, not based on our healthcare system terms or on whether or not a patient declined a heparin shot that they probably didn't need any more” - Alyssa Hermann RN BSN NC BC

For me, nurse coaching is a lot of things. It was a ticket out of bedside, it was a way to have more time with my family, it was a way to increase my income (Hello fellow Texas Nurses! You get it, we get paid next to nothing for life-saving activities).

But it was also a way to my purpose, my deeper calling. To love and inspire the people around me, to encourage them to live to their fullest potential and squeeze the most out of life.

I have always been really in touch, even from a young age, with this desire to live a big fulfilling life. I loved to travel, explore, jump out of planes, climb mountains, you name it...adventure called to me.

Nursing scratched that itch for a couple of years, especially working trauma in the ER...but it wasn't long until I needed something more, something deeper to fill this desire for **more**.

Nurse Coaching was an easy choice for me, it was a call to my adventurous heart, and when I got slammed with an aortic root aneurysm diagnosis in 2020 that was going to need urgent open heart surgery- I was even more grateful than ever to have the skill of nurse coaching under my belt.

Through my training, I learned the true power of holistic care AND how to ask for it. This was an insanely stressful time in my life, but it was the first time I ever asked for help in the form of coaches, healers, and therapists.

I hired a nurse coach who used to be a cardiac ICU nurse (who is also an Olympic weightlifter) and she “prehabbed” me for surgery. (instead of rehab, it’s pre-rehab, before surgery)

She helped me work on my leg strength since I wasn’t going to use my arms, and she could speak to me about the realities of the ICU in a way my surgeon couldn’t, she knew my family, and knew that I had a baby girl I was worried sick about not coming home to...she fully held me, all parts of me while I waited for the most intense day of my life.

There are many more pages to this story, but the punch line here is: *I recovered better, faster, and stronger because I had a nurse coach on my team.* I was out of the ICU in 4 days and home with my baby on my lap (off my sternum!) and luckily I have never had to look back.

I hope my story begins to paint a picture of what nurse coaching could look like for you, and the real impact it has on people and patients. I will never forget this nurse coach and luckily get to call her a friend for the rest of my life. She made the hardest season of my life easier, and for that, I am forever grateful.



02

WHAT NURSE COACHES ACTUALLY DO IN THE REAL WORLD.

Nurse coaching has a few paths you can take! Whether private practice is calling your name or working in a hospital setting, I truly mean it when the world is your oyster, you can not only take whatever path you want, you can *create* whatever path you want.

Most Nurse Coaches Laura and I meet have a few common values, no matter the professional path they choose. They want more freedom and crave something else: **impact**.

Bedside, clinic work, day surgery...it all seems to have lost its appeal to some degree or another, even if it is “the easiest job in the world” it is no longer fulfilling...and most nurse coaches want to be deeply fulfilled by their work, they want to make a difference in the world.

What does it mean to you to be fulfilled in your work? How would you know if you were fulfilled? What are some of the markers of success for you?

If those questions feel big, hang in there, I can offer some suggestions!

Nurse Coaches who have their private practice

- Yes, people will pay for this (we have recorded over 5 million dollars in client revenue in 4 years to prove it)
- Yes, you can coach outside your state
- Yes, you can be in person and not have to be the next social media star
- Yes, you can use social media to create community, serve, and create clients
- Yes, private practice NCs make a great income, and they usually do so well that they don't even have to worry about health insurance from their day job.
- No, you don't have to hate your day job to pursue this path
- No, you don't have to have all the answers before you begin (earn while you learn, friend!)
- No, you don't have to do the midnight hustle for this gig...most full-time nurse coaches work about 26-28 hours per week!

Taking Nurse Coaching into the Hospital Setting.

- To be clear, we have not done this, but have supported clients and students that have! I am going to bring them in for some front-line expertise:

“My role as a nurse coach in my hospital is to support the next generation of nurses through their first six months as nurses in a hospital setting. We challenge common fears and mindsets that cause increased stress, overwhelm, and anxiety that arise through this transition. We bring truth to the surface and empower new nurses to gain confidence, joy, and purpose through the lens of new perspectives that transform their experience into a positive and fulfilling beginning in the nursing profession. The focus is on wholeness when creating goals and taking action, encompassing all aspects of a nurse’s life. Wholeness-minded nurses provide whole-person care to the patients and families they serve.”

-Nicole Lohonen RN NC BC

- If none of these are calling your name, but nurse coaching still has you curious, maybe it is to improve your bedside skills. Nurse coaching can breathe new life into your bedside practice, allowing for a deeper way to connect and care for patients that don’t come at a huge time cost.

Whichever path you take, there is a stellar side effect: you are going to learn new skills to take care of you! Real tools to avoid burnout, and compassion fatigue...and also a framework to build out your most ideal life and start building it.

I feel like words from real nurse coaches would be helpful to hear about what nurse coach certification has meant for them...so here are some words from our community!

- “Finishing up certification and I can say this is the first time in my 46 years I am living who I truly am. Through the course, my confidence has skyrocketed. I've prioritized self-care, re-engaged with life and relationships, have fun, I look forward to what is to come. That is a HUGE change from where I was last year. I have full confidence that I will succeed in private practice and can't wait to see what is to come.”

- Sandy Rieder

- “I have tools and capacity to do more difficult things and cope differently and better with life’s hard circumstances. I am building a business that I call a lifestyle business. I don’t have to conform to anything except what I want.”
- **Missy Kirchstein**
- “Looking back four years when I started this I can’t even recognize who I was. It allowed me to know I could be anyone I wanted. And it’s/I am STILL evolving. There’s no turning back that’s for sure. My standards in life are so much different. This is the best place to be able to be authentically me.”
- **Kaaren Burk**
- “I finished certification in Feb and cannot believe the difference in myself. The daily anxiety with heart palpitations is gone! If it tries to test me again I take notice, slow way down & breathe. I am truly Living now!!! Yes, I still have much going on with life, family, and continuing my health journey But...I’m doing it!! The world looks different. I am different. ”
- **Teri Kelley**

It may feel a little cheesy to hear the phrase “heal the healer” but in the world of nurse coaching, there is a community of nurses who are taking radical self-responsibility to improve their lives, to change their circumstances, and not remain in victim mode to a broken system. They crave something different and they are willing to do the work to create it.

03.

WHICH NURSE COACH CERTIFICATION IS RIGHT FOR ME?

Your brain may be beginning to churn here with lots of ideas, and if that is you, welcome to the club :) When I first heard about Nurse Coaching I simply couldn't stop thinking about it...do I want a healing center? Do I want to take this to the hospital? Who can I help? How can I learn and be the best coach out there?

In the wonderful world of nurse coach certification, you have a few options to begin!

The easiest way to distinguish your options here is to look at certifications from a high-level view.

- Do I get all of the hours needed to sit for my board certification? Both for CEU and my coaching hours?
 - Do I have a preference for what I would like my coaching training to focus on, holistic health and wellness coaching or holistic life coaching?
- ▶ Holistic Life Coaching: Holistic life coaching primarily focuses on personal development, life goals, fulfillment, and overall well-being. It encompasses various aspects of life, including career, relationships, spirituality, and personal growth.

- ▶ **Holistic Health Coaching:** Holistic health coaching emphasizes health and wellness from a holistic perspective. It typically covers areas such as nutrition, exercise, stress management, sleep quality, and other lifestyle factors that contribute to overall health and well-being.

- What kind of support do I want from my program? Is more hands-on help with coaching skills more helpful for my style of learning or do I like to figure it out more on my own?

There are many health-focused nurse coaching certifications and both Laura and myself are graduates of those programs. It has been about 6 years since we have been in private practice, coaching HUNDREDS of people, but our experience and expertise is in coaching nurse coaches, specifically in private practice.

Laura and I, and our team of fellow nurse coaches, have guided hundreds of NC-BCs in training, supporting them in their first coaching session as the Nurse Coach, all the way through mentoring them into making their first 100K.

We find different groups of nurses are drawn to nurse coaching...

- Holistically minded nurses who see the limitations of the healthcare system
- Nurses who want to work for themselves and spend more time with patients and clients.
- Nurses who want to focus on themselves and love that they can get 130 CEUs doing self-development.
- Nurses who feel alone, are desperately looking for a community of other nurses that seek more purpose in their professional lives.

We noticed that out of all the graduates, there was a percentage that immediately took their skill to their organizations, and/or launched a private coaching practice. We have spent many years Precepting (Mentoring) New graduates.

We noticed a few things:

- O1** Most nurse coaches went into certification to do a more health-focused coaching program thinking they needed to stay in the medical-focused industry.
- O2** Most after graduation veered away from health coaching into more of a Life Coach or Holistic Coach and entered the Transformational Industry while honoring their nursing license.

We watched so many nurse coaches feel relieved when they learned that they could do something different and new, but it didn't take them away from their Nursing Career. So while many nurse coaches address health in their coaching, 80% of those nurse coaches making money coaching do not label themselves as just "health coaches".

Interesting right?

"You mean I don't have to coach around macros and meal plans?"

"I don't have to tell clients what supplements to take? Really?!"

"I feel like I want to coach around so much more than how to help someone lose 10 pounds...is there a way to coach people on the deeper stuff? It is rarely about the weight!!"

We have heard some iterations of these phrases what feels like a million times, and I would say that most certifications on the market explicitly tell you NOT to give straight-up advice like this, but what do you do? How do you take clients to a deeper level? What is going on in your clients mind and how can you best support them?

For nurse coaches who want to be in the transformational, deep life coaching space where they have the confidence to coach in all areas of someone's life, like when someone says they didn't go to the gym this week because they were in a fight with their spouse, they don't miss a beat and know precisely what to do to switch gears and meet their clients precisely where they are at.

We know that your life is a reflection of your health and that your health is a reflection of your life, everything is intertwined and can't be separated. The coaching sessions are more powerful if you have the skill to coach around everything: mind, body, and soul.

Also, it is important to explore specific training as a coach so that you can support people in their relationships, time management, career, finances, and my favorite: *how to have more fun*. Being able to tend to all these things allows your client to improve their health tenfold (and allow it to be sustainable).

There are many wonderful Nurse Coaching Certifications that exist, they primarily focus on the holistic health coach approach. If you are certain that you want to be a strict health coach focusing only on nutrition, exercise, stress management, sleep quality, and other lifestyle factors then The Nurse Life Coach Academy may not be your first choice.

NLCA is the only program that offers Holistic Life Coach Training specifically, as we believe that by approaching Life first, health follows.

04.

WILL PEOPLE PAY FOR NURSE COACHING?

If you would like the short answer; yes, people pay every day for nurse coaching services. Through The Successful Nurse Coaches, we have helped hundreds of Certified Nurse Coaches create over 5 million dollars in revenue in their private practice.

Hospitals pay for nurse coaches too!

Here is the breakdown for you:

To follow the paths we laid out in question 3 private practice is the more lucrative path for nurse coaches. It does require a bit of an entrepreneurial spirit and the willingness to ride some waves of owning a small business, but as a private practice nurse coach myself, I literally can't imagine it another way.

I get to decide my hours, my working hours, my rate...all a part of that delicious freedom that I love so much! Now, was I one of those people who quit my job while pregnant with my first baby to make a go at this Nurse Coaching thing? Yes. Do you have to follow in my (potentially irrational) footsteps? No, you don't! Many studies talk about keeping your FT job so that you can have your side hustle not pay the bills, and then eventually pull the trigger when you are ready!

Now, if you would like to be a coach at a hospital, there is even some more nuance here...you can be an employee or you can be a 'consultant'. Of course, if you are employee status, then you get paid your hourly rate, but you get to do the job you love: coaching! Mostly I have seen nurse coaches coaching bedside nurses (what a mouthful) to increase their job satisfaction and prevent burnout with significant success!

If you want to pursue the consultant route, it is more like entrepreneurship and you may love to think on a GRAND scale! You may go to hospitals and have a multi-6 figure offer that you pitch the CEO, CFO, CNO for a program that you want to roll out to staff or patients. Again, most deals I have seen are for NC to support the staff, which makes my heart happy because can you imagine a world where all Nurses have their personal nurse coach as a part of their job?! Health care may stand a chance after all!

The future of Nurse Coaching looks BRIGHT as well, it is projected to be a 2.1 BILLION dollars industry in 2030.

I have witnessed the evolution of nurse coaching in the past 6 years and it is already so different than when I began. We have so much PROOF that nurse coaching is needed and valued in the world.

Every day people are hiring nurse coaches. Hospitals are hiring nurse coaches. Corporations are hiring nurse coaches...this was all a figment of the imagination 6 years ago and I can't wait to see what comes in the next 6 years!

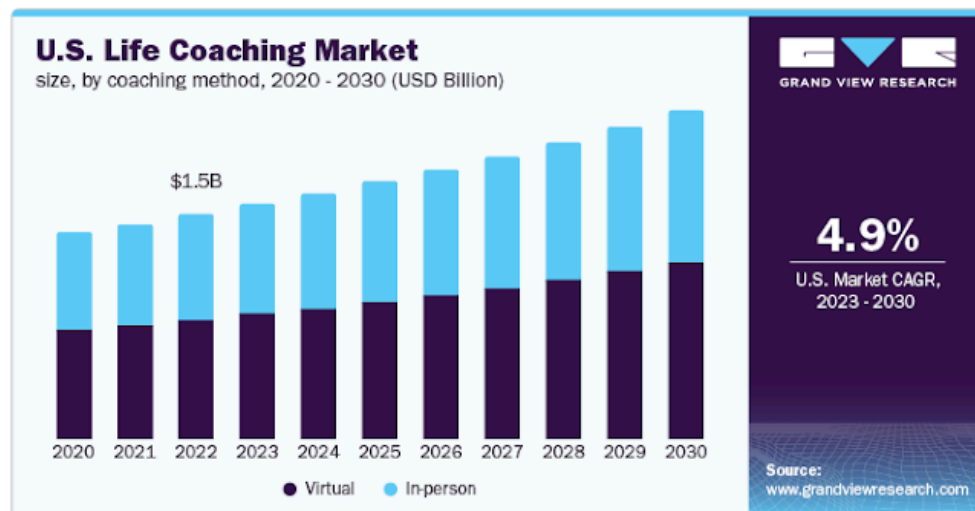
Another question we get all the time, does health insurance pay for Nurse Coaching?

Yes and No. Some doctor's offices have nurse coaches on staff who are charging insurance for the sessions. These sessions aren't the deep transformative Life Coaching experiences that our nurse coaches are trained on. They are a more transactional, shorter, prn service to help patients be more compliant with their treatment plan.

Fun fact: Nurse coaches can let clients use their FSA cards to pay for coaching!

Report Overview

The U.S. life coaching market size was valued at USD 1,469.1 million in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 4.85% from 2023 to 2030. Life coaches are witnessing high demand from individuals and corporate employees to improve their interpersonal skills, work-life balance, and wellness. An increase in awareness about the benefits of life coaching, growing workforce demands, and the introduction of online and e-learning courses are contributing to the growth of the industry.



The majority of all private nurse coaches are enrolling cash-paying clients. This essentially creates a huge level of commitment from their clients to show up and do the work with their nurse coaches. When you privately pay for a service, you value it.

The Life Coaching Industry is a huge and rapidly growing industry that is all cash pay. This graph represents trained Life Coaches in Private Practice. As a board certified Nurse Coach, you have all the training of a Life Coach but you are also an RN. Imagine how this will expand as we have thousands of nurse coaches contributing to these statistics.

By 2030 it is estimated the Life Coaching Industry will be at 2.1 Billion. This is projected without any insurance coverage.

05.

HOW TO BECOME A GREAT NURSE COACH.

When I first went through nurse coach certification, I thought it was going to teach me everything I needed to know. *Technically*, it did, but they left out an important part...let me explain.

I learned foundational things that forever changed my life in certification. I began to explore my inner world, start helping others through my pro bono work, and started to increase my confidence, little by little.

That was technically enough for me to get started, but the more I continued down the career path and studied personal growth, I realized the sheer volume of inner work I had avoided my entire life.

A therapist I was seeing around the time of waiting for my open-heart surgery told me...

“Shelby, nurse coaches sound like they take personal development and treat it as sport, like a professional requirement...it is fascinating.”

I was confused and then asked her what the requirements were as a therapist to seek support and she pursed her lips and said “*none*”.

I was wrestling with undiagnosed anxiety disorder, people-pleaser tendencies, and lack of personal boundaries...these things showed up as frustration towards my clients in my practice, but in reality, this was all about me.

These things also showed up in my role as an ER nurse, but more on this in section 6.

If I had let these things fester and go unattended for much longer, I would have cut myself off at the knees, never giving myself the full opportunity to see who I was as a nurse coach, blaming my lack of growth and success on the people around me instead of taking a loving look in the mirror.

Pursuing my support and facing some tough realities not only put me on the path to healing, peace, and comfort... but also allows me to spot these things in my clients as well! I was able to support them on a deeper level.

Having done hundreds and hundreds of coaching sessions as a client, I have sharpened my senses to see invisible barriers in my clients, call them out, and hold their mirrors close for reflection.

Taking certification got me started, but doing my inner work took me to the next level of coaching.

Coaching has also given me better relationships, friendships, a wonderful career, and a life purpose I am utterly obsessed with. It has made me the mother I want to be to my children, and has taught me how to squeeze every ounce of life from my trips around the sun.

So here is the key to becoming a great coach: be committed to your inner work, be in pursuit of your transformation, be willing to look at yourself in the mirror with honesty and radical self-acceptance...and watch not only your professional life change but your personal change too.

06

NOTHING CHANGES IF NOTHING CHANGES

If you are a burned-out nurse, have lost your compassion, and have a hard time showing up for work when you're on shift, I know you may be rolling your eyes at me as you read this little book.

I can appreciate that, and I encourage you to stick with me.

You see, my “hoo-rah” attitude wasn’t always this loud. Rewind to 2017, I was an ER nurse, working nights, and my soul was being leeched from my body. Every shift I was working, I would sit in the parking lot in my car until the last possible second when I had to run inside through the ambulance bay, and I could feel my body physically push away from the hospital building like a magnet.

“Please don’t keep coming here” the little voice in my head would plead.

The longer I stayed, the less I recognized myself. I was always tired, I was grumpy, snippy, and just generally unpleasant to be around if I am being honest. The more shifts I worked, it was harder and harder to imagine a way out.

“This is all I have training for”

“I don’t want to be an NP or management...what other options are there?”

“Is everyone this miserable, or just me?”

I felt like the black sheep in the ER. I didn’t slam energy drinks, I always got teary when patients died, and my dark humor wasn’t cutting it anymore.

Emotionally, my light was about to go out.

It is hard to come back from this place, and even harder when you don’t “know” it is happening.

It is hard to dream big, imagine something different, to permit yourself the chance to get out of this place.

But, something tells me that you have read this far, you are craving something different and there is a little piece of you that knows it.

If you are here in the pits, I promise you it is harder to stay here than it is to change. Eventually, the discomfort you know will lose its safety and you will feel ready to do *anything* to get out.

Nothing changes if nothing changes, right?

You don’t have to have all the answers, you just have to be willing to take one more step from where you are today, and then one more after that.

When I first started my Nurse Coaching career, I was the most lost than I had ever been. More confused, hurt, unsure, and exhausted...and all it took was one “yes” to change my life.

A few more yes’ and now, short 5 years later, my whole life looks different. I don’t work weekends, holidays, nights...I have 3 babies at home that I see all the time, I retired my husband from the military and our life is FULL of the good stuff.

My life as it looks now didn’t happen by chance or by accident. It is because I hopped in that driver's seat and drove my life out of the pits into a new reality.

It is hard work, challenging work...but it is good work, healing work, necessary work.

If you are reading this, I know that you are not destined for a life of misery...let’s find them bootstraps, ya?

07.

DO YOU PROVIDE BUSINESS COACHING?

In the Nurse Life Coach Academy, our CEUs are focused on teaching you how to become a skilled nurse coach, but we also make sure you know how to get your coaching out into the world and start earning.

At the halfway point, every student gets full access to our Comprehensive Private Practice Business Course, complete with contracts, step-by-step launch instructions, and a community of six-figure-earning Lead Learning Coaches ready to guide you.

Since adding our full business course, about half of our students are getting paid for their coaching before graduation.

For even deeper business mentorship, many of our graduates join Make The Leap, our proven program for nurse coaches who want to find clients quickly, grow a sustainable business, and feel fully supported along the way.

We've had new coaches start landing paid clients in just weeks after joining. Because we've been mentoring nurse coaches for years, we know exactly what works (and what doesn't) in today's market, so you can skip the trial-and-error and start building momentum right away.

We also have a top 1% globally rated podcast, The Successful Nurse Coach, which is a great way to start exploring what private practice can look like for you. (Available on Spotify, Apple, and anywhere you listen.)

PODCAST HERE!

08

IS THE MARKET TOO SATURATED?

I can't help but giggle when I hear this question because have you seen the state of health care lately?

This is a hot take, but you have to learn to discern truth here.
How many people in your life know what a nurse coach is?

Unfortunately, chances are, not many. At the time we certified there were about 400 in the United States, we are now at about 3,000 so we haven't hit the tipping point yet!

Also, a full-time private practice consists of 20-30 clients a year, and a full-time organizational nurse coach you are likely supporting one organization at a time.

Essentially, there is such a deep need for more nurse coaches that we wanted to create a low-investment opportunity to attract and train more!!

There is room for you here at the table, frankly, I will build you another table entirely if that is what it takes!

The world needs more nurse coaches. Families need more nurse coaches.
Communities need more nurse coaches.

You feel me!?

09.

CAN I DO THIS?

Alright my new friend, if you would like a pep talk, this one is for you 😊

I want to talk to you about imposter syndrome. It is the bane of most nurse coaches existence, especially new nurse coaches.

If this is a new term for you, let me explain:

“Imposter syndrome psychological pattern where individuals doubt their accomplishments and have a persistent fear of being exposed as a "fraud" despite evidence of their competence or success. People experiencing imposter syndrome often feel inadequate and attribute their achievements to luck or external factors rather than their own abilities. This phenomenon can lead to feelings of anxiety, self-doubt, and a lack of confidence in one's skills and abilities, despite objective evidence to the contrary. Imposter syndrome can affect anyone, regardless of their level of success or expertise, and it often arises in high-achieving individuals or those in positions of leadership.”

I don't have any official theories on why imposter syndrome seems to affect nurse coaches so deeply, as the research is limited, but from my extensive experience is that nurses in general are high achievers, we chose a career where mistakes are not allowed as it could lead to a life or death situation, and that tends to lean towards perfectionist tendencies.

This all being said, it is these feelings of inadequacy despite many years of school, experience, and further training that stop most nurse coaches before they even get started, and man if isn't super sad! Many nurse coaches don't ever explore their potential due to anxiety, self-doubt, and lack of confidence...so if you are feeling this way, keep reading.

I could take you down a deep dive into your psyche, asking about the first time you ever felt inadequate and who made you feel that way, ask you what you do to celebrate your wins, ask you about when you feel most like a fraud and what you do to pep talk yourself...these are all helpful tools, but here is the shortcut:

We need to take action to create new memories to pull from.

You may have a lifetime of memories that flood your mind when you think about doing something new.

And there are some memories, that may be loud, of when you tried something new and “failed.”

Fear can take over, the fear of something new, of the past repeating itself...it can keep you stuck here, forever thinking about the “what if.”

So, what do you do with that fear?

You acknowledge that fear, pull it close, and say something along the lines of “I know you are scared because of what has happened before, but I got this and we are going to explore this possibility, together.”

There is no nurse coach out in the world who is more special than you, we all exist because we were willing to do one thing: *try*.

Taking action and trying are the BEST and MOST EFFECTIVE medicines for imposter syndrome..so, are you in?

P.S. You have likely brought patients BACK TO LIFE in a code...you can do this, I promise. No one is dying here :)

10

OKAY, WHAT ARE MY NEXT STEPS?

If you made it this far, I am super excited!

The next steps are simple but may feel BIG.

Book a Call with us to see if Nurse Coaching is a specialty for you?

O1 Begin!

O2

No way to overcomplicate it, but we find that spending 30 minutes with us on the phone can help create more clarity and answer the questions that you have.

[Schedule a Call with us here](#)

You can find more information about The Nurse Life Coach Academy [here](#).

Our cohorts begin filling early each enrollment period, and we give students pre-work to begin to prepare once they enroll!