



# How to Make **6** Figures as a **Nurse *Life Coach***

✦ A Practical Guide from A-Z ✦



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S H E L B Y   K U R Z

(RN, BSN, NC-BC)

|   L A U R A   M I N A R D

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(RN, BSN, NC-BC)



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# About Us

Hi! I'm *Laura Minard*.

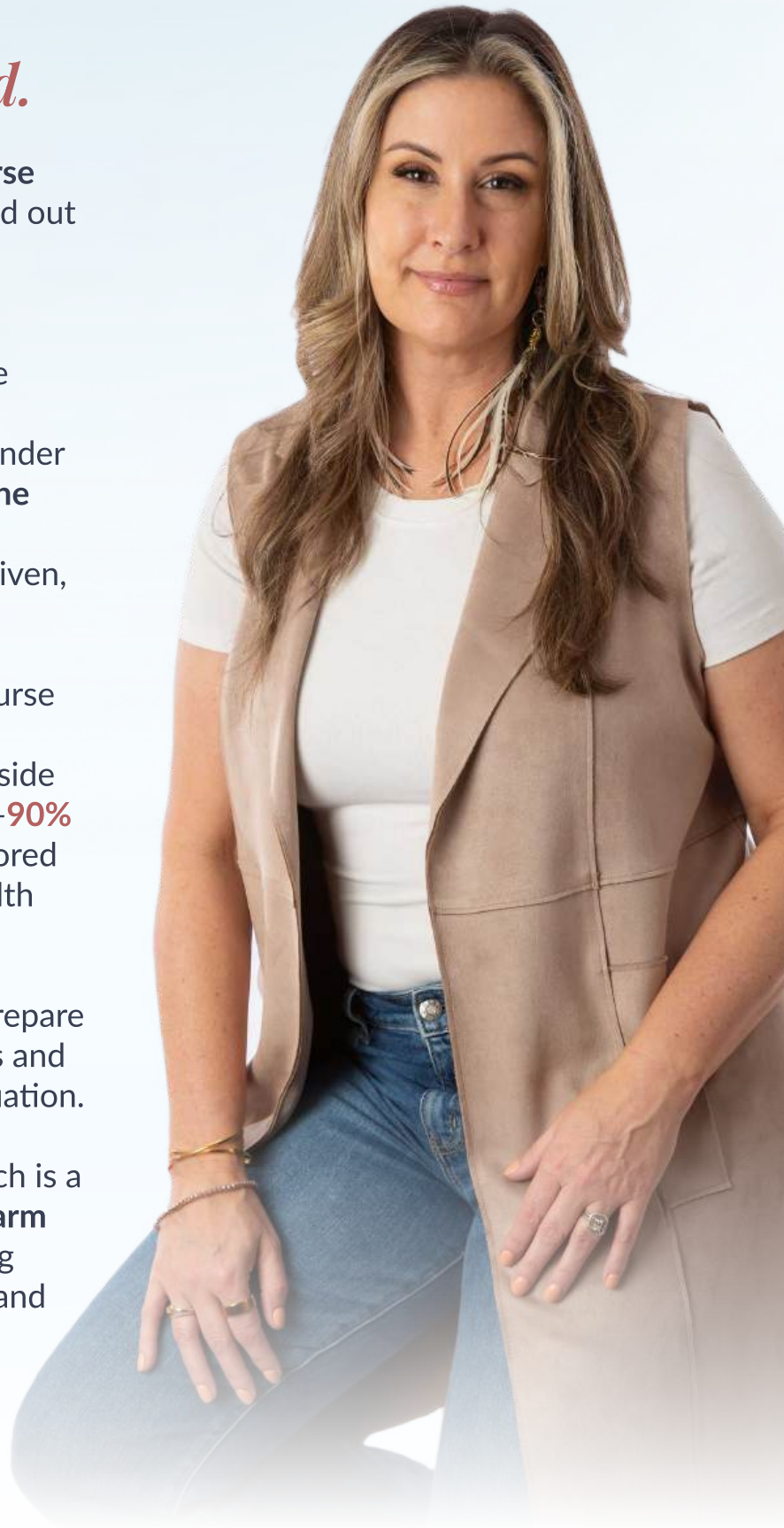
I've been a full-time **professional nurse coach** since **2018**. That year, I clocked out for the last time and made the best decision for my family and me.

As a board-certified **nurse coach**, I've earned millions while helping nurses redefine their careers. I'm the co-founder of **Nurse Life Coach Academy** and **The Successful Nurse Coach**, where we empower nurses to build purpose-driven, profitable practices.

In **2023**, we launched a new era in nurse coaching: **nurse life coaching**. This revolutionary specialty supports bedside nurses and reflects a growing trend—**90%** of six-figure nurse coaches we mentored chose **holistic life coaching** over health coaching.

At **Nurse Life Coach Academy**, we prepare nurses to launch successful practices and earn a living immediately upon graduation.

In **2023**, I bought my dream life, which is a **16-acre alpaca, goat, and chicken farm** where we host small, intimate healing retreats. I am a mother, wife, sister, and student of life.





# About Us

Hi! I'm *Shelby Kurz*.

After meeting **Laura Minard** as peer coaches during my certification in **2018**, I left my ER job and dove headfirst into private practice as a nurse coach.

The day I graduated, I hired a **business mentor** and began my entrepreneurial journey—while pregnant with my first child. Some thought it was crazy, but deep down, I knew I wanted to be home with my kids and build a full-time career as a **nurse life coach**.

What I didn't realize was how this decision would allow me to help **hundreds of nurses** do the same. Whether redefining their roles within **hospitals** or **building** private practices, **nurse coaching** doesn't just change careers—it **transforms lives**.

After a life—altering diagnosis and surgery, I learned firsthand the importance of not postponing creating the life that you desire. **Tomorrow isn't promised**.



A photograph showing a woman with curly hair, wearing a grey sweatshirt, standing behind another woman. She is massaging the shoulders of the second woman, who is wearing a white t-shirt and is leaning back with her eyes closed. The setting appears to be a bright, modern interior with large windows and indoor plants.

# *The Opportunity*

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## The 2026 Market Outlook for the *Nurse Coaching* Specialty

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# *The Opportunity*

**2026** is shaping up to be the Year of the **Nurse Coach**, and here's why:

## ✦ **Growing Awareness:**

There are now enough board-certified **nurse coaches** in the **U.S.** for the specialty to gain traction. While we're not yet at the tipping point of **10%** market awareness, we're rapidly approaching it.

## ✦ **Hospital Adoption:**

By the end of **2024**, there were **eight** active contracts in negotiation to establish **nurse coaching** departments in **hospitals**—specifically to support **new grads** and **staff nurses**.

## ✦ **Explosive Industry Growth:**

The **health and life coaching** industry is projected to reach **\$2.85 billion** in the **U.S.** by **2026**, signaling massive opportunity.

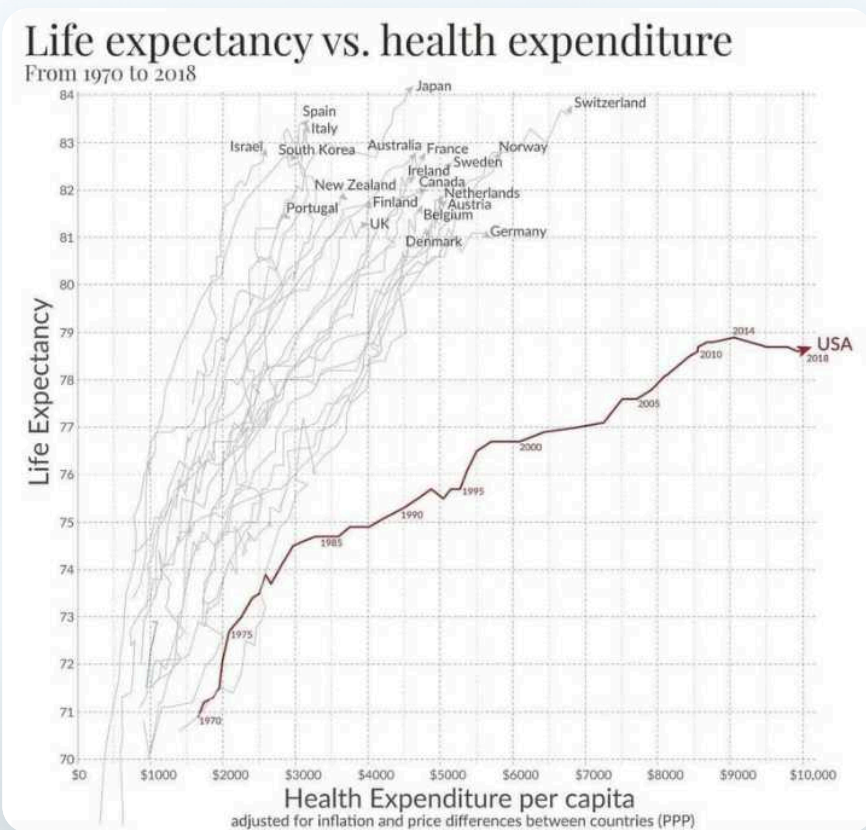
## ✦ **Demand for Coaches:**

An estimated **1.2 million** Americans will hire a **coach** in **2026**, further validating the shift toward personalized support and guidance in **healthcare and beyond**.

The **momentum** is **undeniable**. **Nurse coaching** is no longer a niche—it's becoming a cornerstone of **healthcare transformation**.

# Healthcare Is Failing

We Are Spending More But Have *the Worst Health Outcomes* of Any Country in the World



74%

Americans that are clinically obese

25%

Children diagnosed with chronic disease

Americans are living **0.6%** shorter lives every year

# Healthcare Is Failing

## Neonatal and Postneonatal *Mortality Rates*

**28**

We have the highest infant death rate in the first **28** days

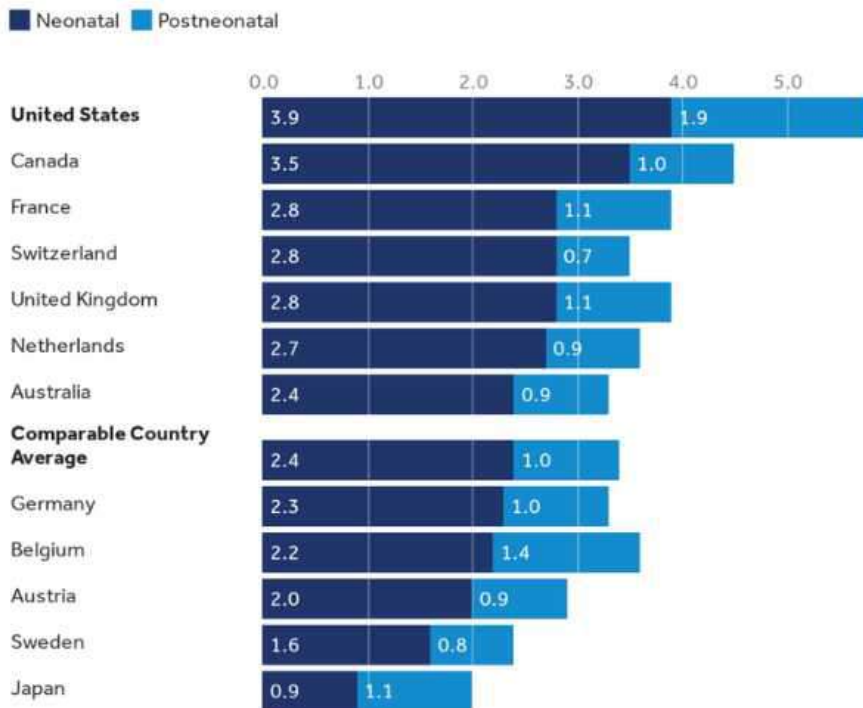
**1st Year**

We have the highest death rate of children in their **first year**

**\$12,555**

**Highest** per capita spending around **birth**

Neonatal and postneonatal mortality rates (deaths per 1,000 live births), by country, 2017



Note: Some 2017 data for Japan and Belgium estimated using 2016 data

Source: KFF analysis of OECD data

Peterson-Kaiser  
**Health System Tracker**



# Healthcare Is Failing

## Public Awareness Is at Its Highest, Paving the Way for Innovation

40%

Up to **40%** reduction in nurse turnover with a **nurse coach** on staff

FSA/HSA

Clients can use their **FSA** to pay for a **nurse coach** with a letter of medical necessity

0.05%

Approx. **0.05%** of nurses in the **U.S.** are **nurse coaches**

When a system is ready for **transformation**, there are telltale signs. The **public awareness, organizational awareness, and healthcare staff awareness** that something needs to change is at an all-time high. This makes space for innovation to happen quickly, and **nurse coaching** is one of the major innovations for healthcare today.

Board certified **nurse coaches** in **2026** have more of an advantage than any other time in history because we are still considered early adopters. **With only 0.05% of nurses trained, we have to get to work in training and certifying 2.45% more.**

For **nurse coaching**, early adopters might include nurses seeking alternative **career paths**, leaders looking to innovate **healthcare**, or **individuals** dissatisfied with traditional **nursing roles**, willing to explore a holistic approach ahead of the majority.

Curious if this path is for you? [Book a free call with us](#) . To explore your options. No pressure, just clarity.



# *The Opportunity*

## Board Certified Nurse Coaches Are Still *Early Adopters*

A group is considered early adopters when they are among the first to embrace and implement a **new product, service, or idea** before it becomes mainstream. They play a critical role in the diffusion of **innovation process**, acting as a bridge between **innovators (the very first users)** and the larger early majority who adopt later.

### **Characteristics of Early Adopters:**

- **Willingness to Try New Things:** They are open to change and interested in exploring new solutions, often seeing themselves as trendsetters.
- **Problem-Solvers:** They are driven by a need to solve problems and are often dissatisfied with current options.
- **Social Influence:** They have a degree of influence within their networks, as others look to them for opinions on emerging trends.
- **Educated and Informed:** They often research and understand the potential benefits of new ideas or innovations.
- **Risk Tolerance:** They are comfortable with the uncertainty and potential risks of trying something new.

### **When a Group Becomes Early Adopters:**

- **Market Introduction:** They adopt shortly after the innovators but before the product or service is widely accepted.
- **Before Widespread Awareness:** They commit when there is some evidence of success but before the offering has hit mass appeal.
- **In Exchange for Early Benefits:** Early adopters often enjoy benefits such as exclusivity, discounts, or input into the development process, which motivates them to act.



# *The Opportunity*

## 5 Reasons Why *Nurse Coaches* Still Have a Huge Advantage

### ✦ **Competitive Edge:**

Early adopters are trailblazers, gaining skills and expertise before the field becomes saturated. They establish themselves as thought **leaders and influencers**, setting trends that others follow.

### ✦ **Increased Visibility and Credibility:**

By being among the **first, early adopters** stand out and often become go-to experts in their field. They build a reputation as **innovators**, which can attract **clients, employers, or opportunities**.

### ✦ **Influence on the Field's Development:**

Early adopters often have opportunities to shape the direction of the industry by providing feedback and sharing insights. They may be involved in creating **best practices, standards, or educational content**.

### ✦ **Access to Unique Opportunities:**

Being an early adopter may lead to exclusive **partnerships, collaborations, or invitations** to speak at conferences or events. Early adopters often secure **high-impact positions or niches with minimal competition**.

### ✦ **Financial Benefits:**

They capitalize on **opportunities** while the market is **less crowded, potentially earning more** as pioneers in the field. They may secure better pricing for **training, certifications, or resources** offered in the early stages.



# *What Nurses Have to Say*



The road of entrepreneurship is the most liberating journey I have ever committed to ~ I would NOT have been able to step into it without my extraordinary training, and expert mentorship.

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**Meghan Ruttan**

RN, BSN, NC-BC, Ruttan Coaching

**Want to Meet Our Current Students?**

***Meet Them Here.***



# *The Opportunity*

The **U.S. healthcare system** is at a tipping point. **Burnout, understaffing,** and **dwindling patient satisfaction** have revealed cracks in the foundation that can no longer be ignored. Nurses are leaving traditional roles in record numbers, and yet, amidst the chaos, a transformative opportunity is emerging: **nurse coaching.**

## **The Financial Opportunity**

As healthcare shifts towards **wellness and prevention**, early adopters in nurse coaching have a tremendous advantage. The demand for **private coaching,** **corporate wellness programs,** and **integrative health solutions** is booming. With the **right training,** board-certified **nurse coaches** are earning **six figures,** enjoying **flexible schedules,** and **reclaiming autonomy** over their careers.

## **Be an Early Adopter**

The **nurse coaching** field is still new, but not for long. Those who act now will secure their place at the forefront of this shift. Whether you dream of running your own **coaching business,** working in **corporate wellness,** or **influencing hospital systems,** **2026** is the year to dive in.





# *The Exact Path Forward*

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How Much *Money and Time*  
Does It Take to Get Started?



# *The Exact Path Forward*

In **2018**, when we became **nurse coaches**, there was not a clear path forward. The specialty was widely unknown, there were not a whole lot of **resources**, and there certainly weren't any **nurse coaches** making a full-time living that we could find.

It was harder then. We had to build our practices in the snow uphill both ways, and it took a lot of **money and time** to figure it out.

## **That Is Not the Case in 2026.**

We created the **education** to match the **market demand**. We worked with **450+** **nurses** just like you who wanted to redefine being an **RN**. We made a lot of **mistakes**, and learned from them, so now there is a well-worn path forward.

In this next chapter we will be outlining the **exact path forward**.  
**No gimmicks, no hype, just the next steps from A-Z**

*Book A Free Call With Our Advisor Team!*





# The Exact Path Forward

Unlike going back to school for an **advanced degree** for **thousands of dollars** in hopes that you can make an incremental increase in your hourly wage, **nurse life coaches** invest **\$5,000–\$25,000** to make **\$200/hour** or more their **first year** in practice. We will show you actual case studies later in the book so you can see what the **three–year** financial outlook is.

Just like **education**, your **certification** and **any expense** associated with your practice will be a tax write off. However, as a small business owner, you will enjoy approximately a **10–20%** reduction in tax liability.

Most **nurse coaches** offset the entire **financial investment** in the **first year** through **tax savings** and **income earned**.

Step	Description	Money/Time
Certification	Get trained on how to be an extraordinary <b>nurse life coach</b> . Get at least <b>60 hours</b> of practice and learn how to support clients confidently. (We are the lowest price and highest live hour component offered in the country.)	<b>6 months</b> <b>\$3,000–\$6,000</b>
Open Your Business	Opening a <b>nurse life coaching</b> practice takes about <b>6 weeks</b> and <b>\$200–\$500</b> depending on the state you live in.	Can be done in cert.
Commit to a # of Hours Per Week	Our <b>highest earner</b> worked <b>full-time</b> and was a <b>single mom</b> . Figure out your <b>capacity and commit</b> .	Anytime
Business Mentorship	Our <b>program</b> is the only one in the country that offers ongoing continuing <b>education post certification</b> to support graduates with <b>coaching mastery</b> and <b>expert business mentorship</b> .	<b>6–24 months</b> <b>\$4,000–\$20,000</b>



# *The Exact Path Forward*

## Step 1 - Nurse Life Coach *Certification*



Becoming a **certified nurse life coach** isn't just another credential—it's one of the most transformative experiences of your **nursing career**.

Over just **six months**, you'll embark on a powerful journey of **personal growth** and **discovery**—one that helps you face your **fears**, **reclaim your strengths**, and uncover the gifts you've been too busy to see. This isn't about ticking a box—it's about **healing, evolving**, and stepping into the **most authentic version** of yourself.

This training doesn't just teach coaching—it touches every area of your life. You'll earn **121 CEUs**, connect with a community of **heart-led nurses**, and form friendships that last a lifetime. But more than that? You'll walk away with a monetizable skillset—one that gives you the freedom to **earn well, serve deeply**, and **build a career** on your terms.

This is not another heavy **nursing curriculum**. It won't pile more onto your plate—it will clarify your **priorities**, **lighten your mental load**, and make everything on your to-do list more aligned and easier to accomplish.

# The Exact Path Forward

## Step 2 - Open Your *Business*

🌟 This takes **six weeks** and very little cost

1

### Pick Business Name

Choose a **business name** that is just your name and coaching. Don't get cute here, cute is later. Ex: **Laura Minard** Coaching

2

### Open LLC

We provide **all the steps** to do this and it is really **simple** and **fast**.

3

### Open Business Checking Account

After you get your LLC, use your paperwork to open a **bank account** and get a **business credit card** for all future expenses. Bonus if you can get **0%** terms.

6

### Offer and Contract

Your first offer will be **\$999** to **\$1,200** for **three months** of coaching and you will use a **contract template** to protect your license.

5

### Open Stripe

Open a **Stripe account** that is tied to your **email** and your **business checking account**. Now you can accept **credit cards** and **FSA payments**.

4

### Buy Domain & Create HiPPA Email

Purchase your **domain** and open your **Google Workspace** so you have a **professional email**.





# *The Exact Path Forward*

## Step 2 – Open Your *Business*

### Every nurse should have a **small business**

Every nurse should consider owning a small business—not just for the autonomy and income potential, but also for the significant **tax advantages it offers**. Nurses often pay taxes on their full-time income without the ability to write off work-related expenses. As a small business owner, you can leverage the tax code to your benefit, potentially saving **thousands of dollars annually**.

Owning a business allows you to deduct ordinary and necessary expenses directly related **to your work**. For example, if you work from home, a portion of your rent, utilities, and internet costs can be deducted through the home office deduction. Business-related **travel, meals, education, and even certain healthcare expenses** may qualify for deductions, reducing your taxable income.

Furthermore, business owners can contribute to retirement plans like a **Solo 401(k)** or **SEP IRA**, allowing them to save more for the future while reducing their taxable income. Additionally, the **Qualified Business Income (QBI)** deduction provides eligible business owners with a **20% reduction** on their business income—a benefit W-2 employees can't access.

By starting a business, nurses can build wealth, enjoy greater control over their careers, and benefit from **substantial tax savings**. It's not just about making more money—it's about keeping more of what you earn.

# *The Exact Path Forward*

## Step 3 - Commit to Time *Per Week*



### Minimum Hours Required (8 Hours)

After mentoring 450+ nurse coaches we know it takes a minimum of eight hours per week to get a practice moving forward.

### Slow And Steady (9–12 Hours)

Many nurse coaches build slowly over time and strategically change their W2 hours as they get busier and have more clients.

### Part-Time Practice (12–18 Hours)

Some nurse coaches love working per-diem and part-time in their practice for the long haul.

### Part Time W/ Intent to Go Full Time (18–24 Hours)

Sometimes there is a bottleneck where the nurse coach works part-time in both worlds with the intent to go full-time as soon as possible.

### Full-Time Practice (24–32 Hours)

A full-time nurse coaching practice will never be 40+ hours a week; this work looks different.



# The Exact Path Forward

## Step 3 - Commit to Time *Per Week*

Consistency and commitment are the building blocks of everything worth having in life. As a nurse coach, dedicating **just 8 hours per week** to building your practice can create incredible momentum over time. Eight focused hours might not seem like much in the beginning, but when applied consistently, it **compounds into transformational results**.

Imagine spending 8 hours every week for 52 weeks focusing on the right things—serving your clients, improving your **skills, building relationships, and marketing your services**. That’s 416 hours in a year devoted to creating a business that aligns with your purpose. Within two years, this effort can evolve into a thriving practice that not only serves your clients but also **generates a six-figure income**.

The key lies in **discipline and focus**. Consistency over time builds trust with clients, hones your coaching expertise, and establishes your reputation. Every post, every call, every connection you make adds a layer to the foundation of your business.

By committing **just 8 hours a week**, you’re investing in a future that offers financial freedom, career fulfillment, and the ability to create the impact you dream of. Small, consistent actions truly lead to **extraordinary results**—if you stay the course, success will follow.

This is a group of **six nurse coaches** that we mentored. We have gathered data monthly for over three years. This was their Year 2 annual revenue.

### Success Leaves Clues

Year 2
\$204,765
\$170,477
\$40,900
\$17,400
\$71,400
\$48,490



# *The Exact Path Forward*

## Step 4 - Business *Mentorship*

### The challenges of being a new **nurse life coach**

Starting a new business as a **nurse life coach** is **exhilarating**, but it's not without its challenges. For many new grads, the biggest obstacles are imposter syndrome and the mindset required to transition from a nurse to a **thriving entrepreneur**. This is where business mentorship becomes not just helpful but imperative.

A mentor provides the guidance and reassurance you need to overcome the self-doubt that often accompanies **starting something new**. Imposter syndrome can paralyze even the most talented nurse life coach, making them question their worth or ability to succeed. With a mentor, you gain a trusted guide who has walked the path before you and can remind you of **your value, your skills, and the potential impact you can create**.

Beyond emotional support, mentorship helps you **cultivate the entrepreneurial mindset** necessary for success. It teaches you how to navigate challenges, make confident decisions, and view obstacles as opportunities for growth. You'll gain access to proven strategies and avoid wasting time on **guesswork or reinventing the wheel**.

With a mentor by your side, you're not just **learning business skills**—you're stepping into the belief that you're capable of creating the six-figure practice you dream of. Investing in mentorship is an investment in yourself and your future success.

Being a **new nurse life coach** is easier than bedside nursing, as you do not have lives in your hands, but the challenges are more internal and emotional, which in turn create the **most personal growth** most nurses ever experience in their career.

# *The Exact Path Forward*

## Step 4 - Business *Mentorship*



### Phase 1 - Launch

Phase one of a nurse life coaching practice is about getting everything set up and structures in place so that you have a **huge blank canvas** ready for painting!

### Phase 2 - Get Good

Then comes the very simple stage of getting **really good** at providing your services. This is **simply coaching** your ass off and getting paid along the way until you hit about **150 hours** of coaching experience.



### Phase 3 - Marketing Plan

After you have coached about **150 hours**, you will have the experience necessary to formulate a **niche**, create a **business plan**, and create a **unique marketing plan** that works for you!



# The Exact Path Forward

## What Novice Nurse Coaches Are Celebrating!

I've got five calls this week! 2 of which are convo #2! and still inviting since I haven't yet hit my ten people invite goal for the week. Will probably start booking for next week

It's much easier to make connections on my personal FB than my professional account

I am shamelessly promoting myself every where I go. Passing out cards. I have been coaching and I created a client from a workshop I held 2 months ago- she just got back with me a couple of weeks ago. I respond to head hunters via text & offer them coaching.

Find the people who do what you want to do and study how they did!

-Tony Robbins

This is a great system, it works. I've had four powerful conversations this week. I'm beyond humbled and feel so much gratitude. I also have our 2nd call scheduled with each in two weeks. I'm so excited and so ready!

I'd like to celebrate finally owning that I want to help those with neuroplastic pain using Pain Reprocessing Therapy.

I am so thankful that my plans cancelled yesterday and I got to attend both days of the Creating Clients workshop live. It has been a weekend well spent. My coming out post has been on my to do list for about 1-2 weeks now but oh my this is so hard for me. I know I absolutely CAN & WILL do it, just thought I would put it out there and let you know that I am struggling with it but also sitting with it (and working on it) at the same time. Thank you for all of your support!

I've been holding myself back bc I didn't want to offend people by saying "your pain is all in your head. It's kept me paralyzed from doing content specifically for the business, therefore hardly any posts about it.

Comes down to me stopping making up conversations and thoughts that I think others are having about me and my business. I've slowly been making progress with this and now I feel I have arrived.

Finishing strong looks like not quitting. That was the 1st thing that popped in my head. Quitting is the only way to fail.

First Powerful conversation #1 in the books! I feel like it went well! We have a second session scheduled for next week. I also met all of my new grad nurses yesterday that I'll be coaching throughout this next year at my hospital...very excited about that

A woman with long brown hair, wearing a brown sleeveless top, is sitting at a desk with a laptop. She is smiling and looking towards the camera. Behind her is a large abstract artwork with gold and white tones. To her right is a clear glass desk organizer with gold accents containing pens and markers. A small bouquet of pink flowers is visible on the left side of the desk.

# *The Private Practice Path*

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## Logistics and *Case Studies*

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# *The Private Practice Path*

We know that nurses like **logistics**. We want evidence based, **A-Z protocols**, and we want to feel like we have a **handle on the process**. This whole chapter of the book is written to give you more logistics than you need and **real-life case studies** to back up the logistics. The truth is, the number of private practice **nurse coaches** is growing exponentially and we want to outline exactly what that looks like for you.

We are going to give you the who, the how, and the options available to you. One thing about private practice is that you have a whole lot of autonomy and overall a very, **very low risk to licensure**. When I started practicing I felt really uncomfortable without supervision because I wanted to stay in scope. Thankfully it is a pretty simple rubric to stay in the scope of practice of our license while also having a **lot of freedom, flexibility, and autonomy**.



"I loved being a speaker at an event, and leading workshops in my community."

---

Lucyann Licausi



# The Private Practice Path

Most nurse life coaches that we mentor start with providing **one-to-one coaching** services first. These are different than **counseling or therapy** and are not provided per session. The client hires the **nurse life coach** to help them reach **personal goals** or **overcome specific struggles**.

Three Month	Six Month	Year Long
\$1,200–2,400	\$2,400–\$5,000	\$5,000–\$10,000
<b>Sessions</b>	<b>Support In Between</b>	<b>Other Deliverables</b>
Coaching packages can be flexible with sessions being anywhere from <b>45–120 minutes</b> long.	Some coaches choose to have <b>clients email</b> them <b>once a week</b> for <b>accountability</b> .	There are coaches providing sessions outside on <b>walks</b> , on paddle boards at the <b>beach</b> , or <b>hiking</b> in the <b>mountains</b> .
Many meet <b>weekly</b> to start and shift to <b>bi-weekly</b> as they move along.	Some coaches allow messaging between sessions <b>on an app</b> or <b>by text</b> .	Some coaches are digital nomads offering sessions from <b>Zoom</b> while they <b>travel the world</b> .
The client makes an <b>upfront commitment</b> of <b>time</b> and <b>money</b> invested in the goal or outcome that they desire to work on.	Some coaches have established <b>programs</b> or <b>courses</b> with <b>homework</b> for the client every week.	Some coaches host <b>retreats</b> for all of their <b>clients</b> to attend <b>yearly</b> .

The *nurse life coach* has the freedom to create any kind of service or package that they think would *benefit their client*.

# *The Private Practice Path*

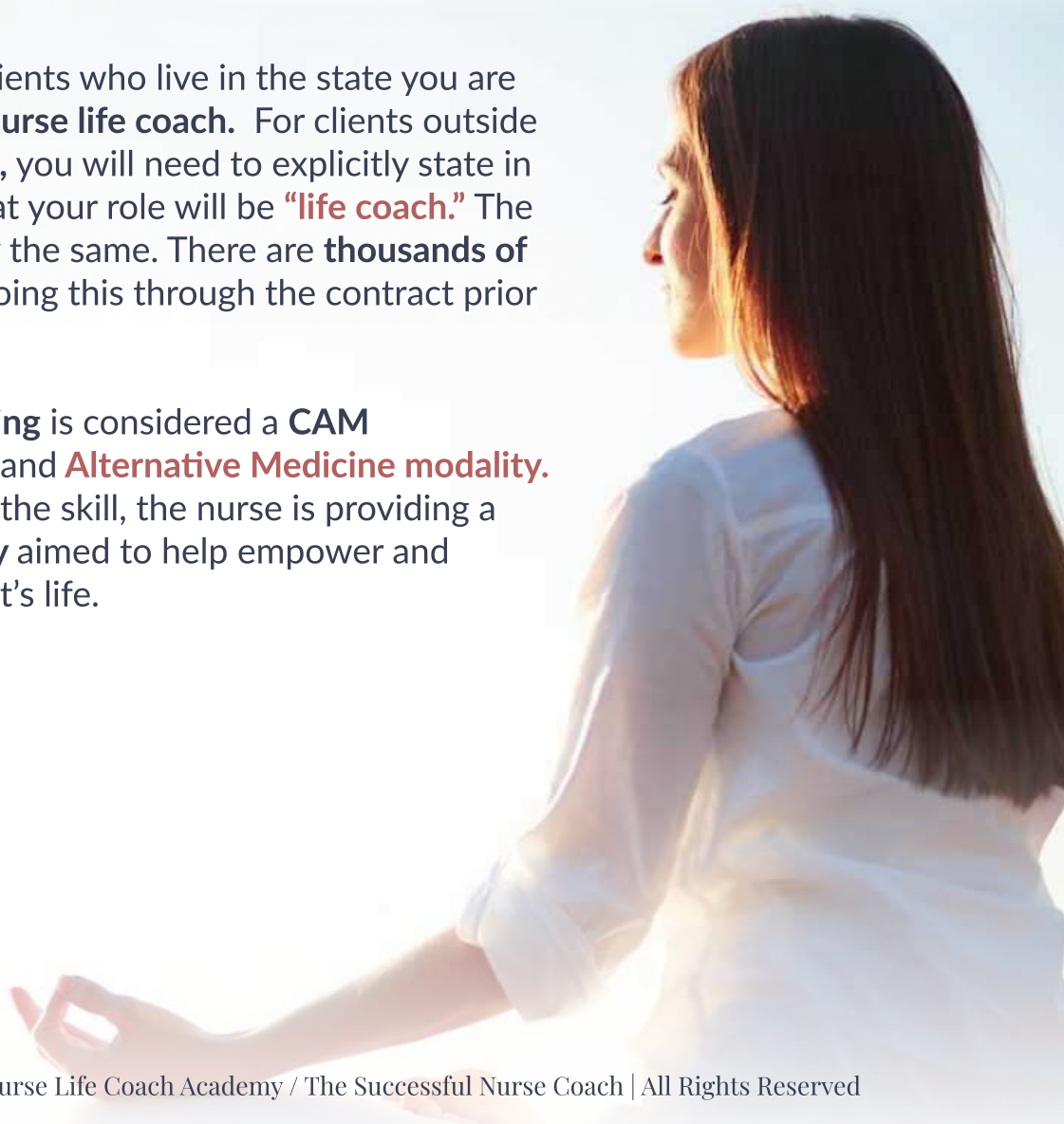
## Staying In Scope

Staying in scope as a **nurse life coach** ensures **ethical practice and professional integrity**. **Nurse life coaches** blend coaching skills with nursing expertise, but it's essential to stay within the boundaries of your **nursing license and coaching role**. Avoid **diagnosing, prescribing, or providing direct medical care** unless you're explicitly operating in a **healthcare provider role**.

The contract that you have with paid clients will have **medical disclaimers** to make it clear what your role is as their **nurse life coach**.

### Key Points

- ✦ You can coach clients who live in the state you are licensed in as a **nurse life coach**. For clients outside of your **licensure**, you will need to explicitly state in your contract that your role will be **"life coach."** The service is exactly the same. There are **thousands of nurse coaches** doing this through the contract prior to services.
- ✦ **Nurse life coaching** is considered a **CAM Complementary and Alternative Medicine modality**. When trained in the skill, the nurse is providing a **holistic modality** aimed to help empower and transform a client's life.



# *The Private Practice Path*

## Real Life Examples of Professional Six-Figure Nurse Coaches and *the Niche That They End Up Specializing In*

"In the world of business, the people who are most successful are those who are doing what they love."

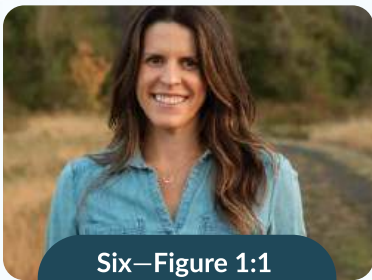
-Warren Buffett



Six-Figure 1:1 Nurse Coach

### *Health and Mindfulness Coach*

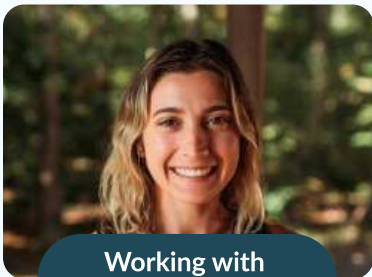
Christianne is a meditation teacher and helps her clients decrease stress, anxiety, and burnout through mindfulness and a healthy lifestyle.



Six-Figure 1:1 Nurse Coach

### *Board Certified Life + Embodiment Coach*

Meghan uses somatics, neuroscience, energetics, psychology, and spirituality to help clients create a holistic path forward.



Working with Organizations

### *Former Athlete Life Coach*

Alyssa co-founded a program helping former athletes find purpose and thrive in their life after sports. She works with D1 schools all over the country.

# *The Private Practice Path*

## Real Life Examples of Professional Six-Figure Nurse Coaches and *the Niche That They End Up Specializing In*

"If you try to be everything to everyone, you risk being nothing to anyone."

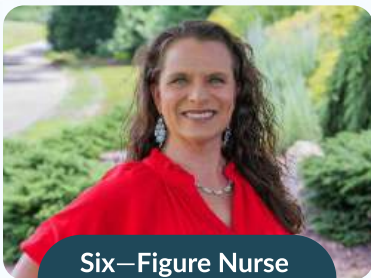
-Bonnie Gillespie



Founder of a Nurse Coach Partnership Program

### *Women's Transition Coach*

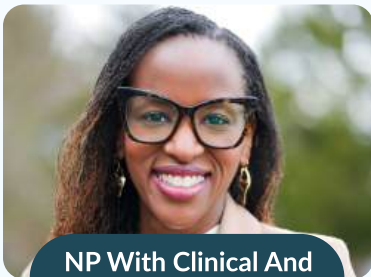
Tammy helps women navigate the **empty nest stage of life** so that they can re-define and re-imagine their purpose. She also founded **Nurse Coach Finders**, a program to partner the public with a **nurse coach**.



Six-Figure Nurse Coach

### *Transformational Coach*

Katie helps her clients release **anxiety** and **overwhelm** to re-discover who they are. Katie is a speaker and offers low cost **membership options** to her community.



NP With Clinical And Life Coaching Practice

### *Transformational Functional Medicine NP*

Rosie combines functional medicine clinical practice with **transformational packages** that help her clients transform their **health and life**. She sees clients in person and online.

# *The Private Practice Path*

Age Is Just a Number, and There Are No Rules When You Create *the Right Practice For You*

"When you speak to everyone, you speak to no one."

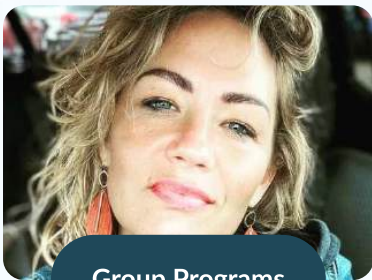
-Meredith Hill



Low Tech Practice

## *Nurse Life Coach*

Barbi is a mature **nurse coach** in a small mountain town that sees all her clients in person, and prefers **Zero to no tech practice**. She sees local clients in **person and online**, and speaks regularly.



Group Programs

## *Peri-Menopausal Coach*

Brook has a background as a **doula** and worked in women's health. She now creates group programs **online and in person** for **peri-menopausal women** to get **physical, mental, emotional, and spiritual support** to thrive.



Part-Time Lucrative Practice

## *Nurse Leader W/ Part-Time Practice*

Nicole is a nurse leader who works **full-time** and loves her job. She has a part-time practice as a **nurse life coach** and uses that income to **invest in real estate** with the goal of **retiring early**.

# *The Private Practice Path*

## Real Life Examples of Multi-Six-Figure Coaches and Part-Time *Unique Practices*

"A niche is where your passion meets the world's needs."

-Chris Guillebeau



Multi-Six-Figure  
Nurse Life Coach

### *Transformational Nurse Life Coach*

Amy helps her clients make **courageous decisions** for their lives, including **new careers**, **new relationships**, and **new spiritual journeys**.



Multi-Six-Figure  
Nurse Life Coach

### *Somatic Visibility Coach*

Shawne helps other healers **feel safe** to be seen in their practices, and offers courses on how to best **leverage technology**.



Mom of 5 With a  
Part-Time Practice

### *Intuitive Life Coach*

Dawn is a highly intuitive **nurse life coach** working with clients in grief. As a widow, she walks her clients through the **deepest transitions** and works with **intuition and spirit** to make healing easier.

# The Private Practice Path

Nurse Life Coaches Come in *All Ages, Sizes, and Backgrounds*

"Be yourself, everyone else is taken."  
-Unknown



Part-Time BIG Impact

### *Transformational Leader Coach*

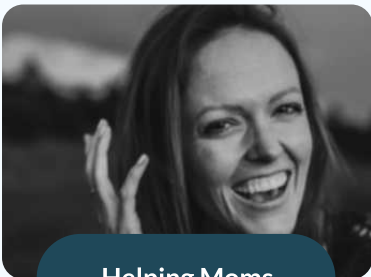
Cassandra helps entrepreneurs, leaders, and high achievers create extraordinary lives while **staying balanced** and **not missing** the point. She channels her own **deep work** into service to her clients.



Coaches Doctors

### *The Healthcare Life Coach*

Ilene knows firsthand how difficult it is to be a physician. She is committed to helping providers, **NPs, PAs, MDs, and DOs** to make space for a **big life** outside of their **big career**.



Helping Moms

### *Helping Moms Prioritize Themselves*

Courtney is helping natural-minded **moms** **prioritize** their own **self-care** so that they can be **better moms and partners** and can **reclaim** their identity.

# The Private Practice Path

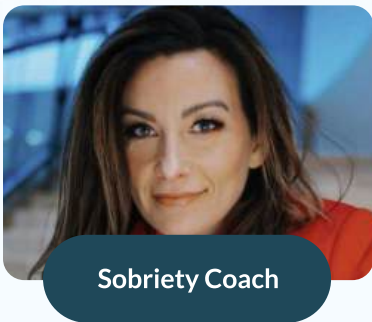
## Nurse Coaches Helping Previous Versions of *Themselves*

"When you speak to everyone, you speak to no one."  
-Meredith Hill



### *Transformational Life Coach*

Lauren is a versatile **life coach** specializing in mindfulness **meditation** and providing **compassionate support** through every stage of the birth journey, from **pregnancy and postpartum** to navigating identity in motherhood.



### *Sobriety Coach*

Kate is a **sobriety coach** dedicated to guiding individuals through **addiction, recovery, and personal growth** with **compassion**, free from stigma or shame.



### *This Could Be You...*

You have a unique **life experience** that, when paired with **nurse life coach training**, is a valuable skill to help the world with.



# *The Nurse Innovator Path*

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Bringing Nurse Coaching to *Organizations*



# *The Nurse Innovator Path*

## How Nurse Coaching Is *Changing Healthcare*

### The Country Needs **Nurse Coach Innovators**

Nurse coaches are critical in supporting **healthcare staff**. With **burnout rates soaring**, **nurse coaches** can help colleagues manage **stress**, **set boundaries**, and **rediscover purpose** in their work. This peer support fosters resilience within **healthcare teams** and enhances workplace morale, ultimately improving patient care quality.

However, for **nurse coaching** to reach its **full potential**, we need nurse innovators to lead the charge. Nurses must step into roles as **creators and trailblazers**, **developing new positions** and **advocating for nurse coaching** within **healthcare** organizations. This requires specialized training, a deep understanding of **coaching principles**, and the confidence to pitch **nurse coaching** as an essential service.

At the end of **2026**, we know of **eight hospital systems** bringing in **nurse coaching departments** to support the nursing staff of the organization.

Each of these contracts was proposed by former **clients** and **students** who became trained and **approached leadership**.

This means that we need **nurse innovators** by the thousands looking to stay in their **organizations**, but serving in a new way that the **hospital systems** need.

**Patient care** is really important to **nurses**. We think **supporting staff** is the number one way to **improve patient care**.



# *The Nurse Innovator Path*

## Case Studies – Nurse Educator *Supporting Staff*

Full-Time **Nurse Coach Educator** proposed bringing **nurse coaching** into her role. A new program was introduced called "**First Year RN Support**" which included a **personal** and **professional** support program from the **Nurse Educator NC-BC**.

The result in the **first year** small scale was a **17% reduction** in turnover.

### ✦ Purpose of the Program:

Reduce **first year** RN turnover by **5%** with the nurse led support model.

### ✦ Methods:

- In **2023**, **24** new to organization RNs from the two **Med/Surg/Tele departments** with the highest turnover rates participated in the program.
- The RNs met every **1–2 months** during the **first year** with the **Nurse Educator (NC-BC)** for **30–60 minutes** either in person or by phone.

### ✦ Results:

- The **data** from the **two departments** shows an **incredible improvement** in **first year** turnover!
- The participating RNs were surveyed on their experience with a **79%** response rate and a **recommendation** rating of **4.94** out of **5**.



“

“I thought I wanted a private practice, but now I know this is my calling.”

Jenn Maul



# *The Nurse Innovator Path*

## Case Studies – Nurse Educator *Supporting Staff*

### ✦ Specific feedback from **participants**:

- "Not only is she someone I can chat with about **work questions**, but she also cares about me as an **individual outside of work** and gives **support** and **suggestions**."
- "She really cares for the **employees** here. I find the **check-ins** the most helpful because she **reassures my progress**."
- "I am grateful for her listening to **my struggles** and **accomplishments** as she helps guide me through this **new chapter in my life**. She is such an asset to this **organization** because she helps benefit our overall well-being."
- "It feels **good getting** things off your chest and being **supported** and **encouraged**."

### ✦ Discussion:

The **program** has been so successful that in late **2023** the **ED** and **ICU** were added to the New RNs and transition in practice. Currently the program is expanding to **all nursing departments** in the hospital.

### ✦ Results:

**2022** Turnover **22%**

**2023** Turnover **5%**

The **average cost** to train a new nurse in an organization is \$67,000. The investment to train a nurse coach to support a high turnover department is \$3,999 through *Nurse Life Coach Academy*.

Imagine having a **nurse coach** for every department in your organization.

**This is our mission.**

# *The Nurse Innovator Path*

## Case Studies – Med Surg Nurse Creates *Nurse Coaching Department*

I (Laura) was lucky enough to mentor this nurse in **2022/2023**, as she really felt called to help her organization. She presented her idea of bringing nurse coaching to her floor manager.

- Over the **next months** there were **meetings** scheduled.
- She was approved to be paid to coach **8 hours a week**.
- She had to develop **pre-coaching** and **post-coaching** surveys and track the impact.
- After **3 months** she needed more time to fill the demand.
- She began coaching **16 hours** a week.
- After a **few more months**, she needed more time and proposed being a full-time **nurse coach** on staff and **stepping away from the bedside**. They agreed.
- **Nurse manager** then wanted to become **certified** and entered into **certification**.
- **12 months** in, they contracted with a **certification company** (before we were live) and the organization is certifying staff in **8 facilities**.
- The creation of a **nurse coach** internship was formed.
- All **new hires** and RNs changing specialties get a certain amount of sessions with a **board certified nurse coach**.

Results are **preliminary**, but a decrease in **turnover** of **40%** and increase in **confidence**, decrease in **stress**, and increase in **loyalty** to the organization was the result.



“

“Nicole is a calming presence which impacts the nurses she works with.”

Nicole Lohen



# *The Nurse Innovator Path*

## Serving Organizations With an *Independent Contract*

### Case Study: **Guardians of the Gift**

Kelly and I met years ago while working at **LifeSource**, the organ donation agency in **Minnesota**. Last year, I discovered that she had completed the same **nurse coaching program** I had, so I reached out to hear about her experience. As we reconnected, I planted the idea of how impactful it would have been if we had a **nurse coach** supporting us back when we worked together as **donation coordinators**.

In our organ donation roles, we supported families in **tragedy, grief-stricken** and **often in crisis**. We managed organ donors and coordinated the process from the **ICU** to the **operating room**, ensuring the **life-saving gifts** made it safely to their recipients. It was **high-pressure, high-stress, life-or-death work**. We both agreed that having the support of a **nurse coach** would have been an invaluable resource. That **realization** inspired us to team up and **address the gap** we saw in the market.

After researching the **organ donation** and **transplant industry**, we talked to multiple **OPOs (Organ Procurement Organizations)**, **HR departments**, and larger **overseeing groups**. What we found was startling: there were virtually no resources focused on addressing **burnout, compassion fatigue, somatic practices, nervous system regulation, stress management, and resilience** for the professionals supporting **families** and **organ donors** daily. Apart from a few scattered efforts, such as one organization with a **staff counselor**, there were no consistent offerings like **workshops, webinars, or coaching programs**. That's when **Guardians of the Gift** was born.



“

We are often reminded of what Laura & Shelby have taught us, and even continue to do so on their podcast—going back to the basics of nurse coaching and the nursing process.

— Sara Visness



# *The Nurse Innovator Path*

## Serving Organizations With an *Independent Contract*

### Case Study: **Guardians of the Gift**

#### ✦ Establishing a **Presence**

We began by leveraging the **connections** we had made during our **careers**. While we reached out to people we knew, **Kelly** also made cold calls to **OPOs**, offering a free **workshop** to demonstrate our vision of **supporting professionals** in the field. One of those calls resulted in an invitation to present an **in-person workshop** for a leadership team—a fully funded **opportunity, including travel, accommodations, and payment** for our time. This initial success led to ongoing **coaching and planning** for other teams within that organization.

Additionally, we **connected** with another local **OPO** by offering a **free webinar** on **stress management**. Through **open communication** and **regular meetings** with their **education personnel**, we proposed further collaboration. Over **several months**, we built trust and secured a contract for **organizational coaching**, which began in **May 2024**. This partnership has allowed us to integrate **resilience coaching** into their **workflows** and expand our impact across the **organization**.

#### ✦ Innovative Approach: **Nervous System-Informed Leadership**

What sets our **work apart** is our focus on the **nervous system**. Rather than simply teaching phrases or scripts, we help **professionals** regulate their **energy and presence**. As one education director eloquently put it during a workshop: **“It’s not about what we say; it’s how we show up.”** This approach resonates deeply with **healthcare professionals** navigating **high-stakes environments**.

We consistently emphasize topics such as **burnout prevention, somatic practices,** and the **integration of nervous system** insights. We also tailor our workshops to each audience, maintaining foundational elements while experimenting and refining based on feedback. This adaptability ensures that our offerings **remain relevant and impactful**.



# *The Nurse Innovator Path*

## Serving Organizations With an *Independent Contract*

### Case Study: **Guardians of the Gift**

#### **Overcoming Challenges**

The journey hasn't been without its **challenges**. Initially, we struggled with **misconceptions** about what coaching entails and faced obstacles in **securing decision-makers buy-in**. While our **first proposal** envisioned a nearly **full-time role**, budget constraints required us to scale back. In hindsight, starting smaller allowed us to build **relationships, demonstrate our value**, and maintain **flexibility** as we continued assessing the organization's needs.

Working with a **large organization of 250+ employees**, spread across **multiple locations**, presented additional **complexities**. Yet, through **resilience, problem-solving, and collaboration**, we've adapted to meet these challenges. Our approach to building **trust** and creating a culture of resilience is an ongoing process, but the progress we've made **fuels our commitment**.

#### **Building Success**

Over the **past year**, we've experienced tremendous growth—both **personally** and **professionally**. Every **workshop, coaching session, and conversation** has taught us valuable lessons about what works, what doesn't, and how we can continue to improve. **Tailoring our approach** to each organization's unique needs has been key to **our success**.

The most **rewarding aspect** of this journey has been the **opportunity** to make a meaningful difference for those working in such an **emotionally intense field**. Knowing that we can provide **tools and support** to help them thrive has been deeply fulfilling. Personally, it has also been **healing**—a way to give back and honor our own experiences in **organ donation**.



# *The Nurse Innovator Path*

## Serving Organizations With an *Independent Contract*

### Case Study: **Guardians of the Gift**

#### ✦ Lessons Learned and **Looking Ahead**

While the work has **progressed slower** than we initially anticipated, we've realized the importance of **patience**. Building trust and **embedding resilience** into an **organization's culture** takes time. However, the recognition from **leadership** that **investing** in their staff's well-being is essential has been **incredibly encouraging**.

**Kelly** and I also remind ourselves to focus on both the short and long game. By staying open to **opportunities** and **following** where connections lead, we've been able to expand our **reach and influence**. With each **success**, we're inspired to continue creating innovative ways to support **healthcare professionals** through **nurse coaching**.

**Guardians of the Gift** represents not just a service but a movement toward a **healthier, more resilient healthcare workforce**. This case study exemplifies how **nurse coaching** can fill critical gaps in **organizations**, **transforming** not only **individual lives** but entire systems of care.

Many Nurse Coaches Are Finding Their Path In Partnership With One Another





# *The Nurse Innovator Path*

## Why More Educational Degrees Aren't the *Only Choice Forward*

"I went to NP school to make a bigger difference, now I am more burned out, and feel the same as I did in my previous role."

-Student of NLCA

### ✦ Education Doesn't Address **Workplace Issues**

- More **credentials** or **advanced degrees** often don't solve systemic problems like **understaffing**, **poor management**, and **burnout**.
- **Nurses** frequently find that additional **education** **qualifies** them for **higher roles** but doesn't improve their **work environment** or **alleviate daily stressors**.

### ✦ Fulfillment Comes From **Purpose, Not Degrees**

- Fulfillment in **nursing** is deeply tied to making an **impact**, **feeling valued**, and having **autonomy** in **patient care**.
- Extra **education** can add knowledge but doesn't always **translate** to more **meaningful work** or **alignment** with **personal values**.

### ✦ Higher Education Can **Increase Stress**

- Pursuing **advanced degrees** often leads to increased **debt** and **pressure** to justify the **investment**.
- Without **systemic support** or **job opportunities** aligned with their **skills**, nurses can feel overqualified yet stuck in **unfulfilling roles**.

Education is important, but if more impact with less stress is your professional goal, *nurse coaching may be a better next step.*

A photograph of two women sitting together and smiling. The woman on the left has long brown hair and is wearing a dark brown V-neck top. The woman on the right has long blonde hair and is wearing a light pink turtleneck top with a grey knit cardigan draped over her shoulders. Her hand is resting on the first woman's shoulder.

## *Success Leaves Clues*

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There Is a Clear Path *Forward to Follow*

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# *Success Leaves Clues*

## You May Be Asking Yourself, *“Can I Do This?”*

What if I told you that you already have everything it takes to become a successful nurse life coach? You just need to uncover the clues left by those who have gone before you.

There’s an **undeniable surge** in demand for **board-certified** nurse life coaches. While I don’t claim to have a **crystal ball**, my intuition tells me that in **2026**, indeed will be **flooded with hundreds—if not thousands**—of postings for roles like **“Nurse Coach Department Head.”**

History has a way of **foreshadowing** the future. Right now, trained nurse coaches are still considered **“innovators,”** but the path forward is already well-lit by the **incredible successes** we've seen so far.

In the next few pages, I will explain the early adopter **bell curve**, where we currently are on the curve, and why this is the **BEST** time in the history of the **nurse coaching industry** to become trained.

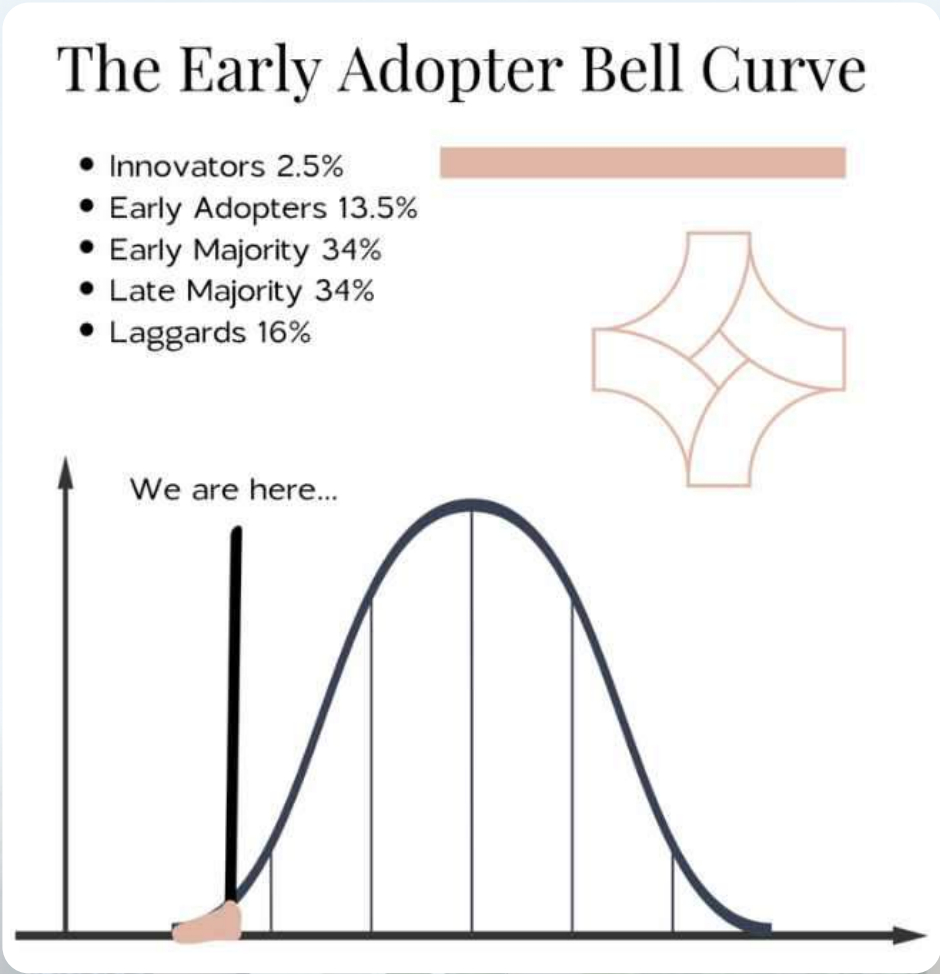
Four years into practice, my life is unrecognizable, I earn 2x as much as I did at the bedside, and I *work 20 hours a week* on my terms.

**-Amy Frame**

Lead Learning Coach, NLCA

# Success Leaves Clues

## The Early Innovator *Bell Curve*





# *Success Leaves Clues*

## The Early Innovator *Bell Curve*

If we invested **\$100** into Bitcoin in **2014**, it would be worth **\$8,861** today. Early adopters have an unfair advantage.

When we started our **private practices** in **2018**, there really weren't any resources. There were **no podcasts or YouTube videos**, and the **founders** of the certification that we took and graduated from had had very little coaching experience prior to launching their certification.

We were the **blind leading the blind**.

There were no organizations with **coaches on staff**.  
There were no six-figure **nurse life coaches** we could learn from.

We paved the way through trial & error, and I am SO glad that we did.

Now, today in **2026**, we have actual data of **450+** private practice **nurse coaches**. We have **new case studies** of organizational **nurse coaches** regularly appearing. There are publications about **nurse coaching** popping up everywhere!

Here are **two articles** that mention **nurse coaching**:

[School of Health Professions aims to prepare students for post-graduation careers](#)

[Growing ranks of Oregon Nurses not enough to ease shortages, expert warns law makers](#)

# Success Leaves Clues

## Mindset Matters *Here*

✦ If you believe that **you can... you can.**  
If you believe that you can't... you can't.

1

### Imagine Your Life

Imagine your **ideal day, week, and month** in great detail. What would it look and feel like?

2

### Worst Case Scenario

The **worst case scenario** is that you would take the **certification** and **learn** more about who you are. No student has ever regretted training.

3

### You Will Be Coached for 18 Hours

Part of your required **training** is being coached for **18 hours**. This alone is worth **\$3-5K** in value.

6

### More Confidence Communicating

**100%** of students report feeling more **confident communicating** at work and at home, increasing their confidence.

5

### More Time

Many students report feeling like they have **more time** in their lives through the **time spent** being coached around time **management** and **priorities**.

4

### You Will Be Led by Qualified Mentors

There is no **Lead Learning Coach** on staff that has earned less than **\$100,000** from **nurse coaching** themselves.

# Success Leaves Clues

Do You Want to Know More? Here Are Some Great *YouTube Videos to Binge!*



[Should I Become A Nurse Life Coach?](#)



[How Much Our Students/Clients Actually Make](#)



[Coaching Around Productivity And Time](#)



[What If You Don't Succeed?](#)



[Why Your Organization Needs A Nurse Coach On Staff](#)



[Behind The Scenes Of A Mentorship Call](#)



## *The Decision*

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**It Is Never Crowded at the Leading  
*Edge of Thought***

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# *The Decision*

Part of what you will learn in **Nurse Life Coach Academy** is the importance of a decision.

A decision implies a **set course of action forward**.

It isn't **“thinking”** about it.

It isn't **“planning”** on it.

It isn't **“eventually my plan is”**.

Nothing can be created from **indecision**.

Indecision is a **decision**.

Part of what we help **our clients** do is decide to prioritize their **own goals, desires, values, and dreams** into actionable steps that bring them closer to realizing them.

This is what **transformation** is. **Transformation** is a series of actions that result in something totally different.



“The only regret I have is not starting earlier. I had been listening to the podcast for two years.”

---

**Current NLCA Student**



# *The Decision*

Making the Decision Is as Easy as Click  
We Are *the Highest Value, Lowest Priced*  
Nurse Coach Certification Available

Enrolling



Enroll Here





## FAQs

1

### Do I qualify to take the board certification exam?

All of the board exam questions can be answered here at: <https://www.ahncc.org/certification/holistic-nurse-coach/>

2

### How many hours a week does it take?

Certification requires 4–5 hours per week and the program is 27 weeks long.

3

### What if I can't make a live session because of my schedule?

Nurse Life Coach Academy is 100% flexible with options to attend live or watch recordings.

4

### How is your program different than others?

The NLCA model was created with the end in mind. It is holistic and not just health focused, making grads more prepared for organizational coaching and more confident in private practice.

5

### How do I sign up? Can I talk to someone live?

Yes, we have an awesome team of Advisors trained to support nurses in making the next best step for them.

[Book Your Advisor Call Right Here!](#)