



Nurse Coach
RESIDENCY

Nurse Coach Residency™ Program Guide

A 200-CEU Advanced Training
for Nurse Coaches Ready to
Build, Grow, and Scale a
Profitable Coaching Practice

This Is Where Nurse Coaches Become Professionals

The Nurse Coach Residency is a structured, results-driven program designed to help certified nurse coaches transition into confident, profitable practitioners. This is not just more education. This is implementation, accountability, and real-world results.

- ✓ 200 CEUs
- ✓ Built for working nurses
- ✓ Real clients + real revenue

- Program Directors have mentored: 650+ certified nurse coaches
- 6 Million in student revenue recorded
- The most structured private practice mentorship program in the country.



Who This Residency Is For

- Certified nurse coaches ready to start or grow a business -
- Nurses seeking more autonomy, purpose, and income
- Coaches ready to implement—not just learn
- Nurses interested in private practice or organizational leadership contracts

The Nurse Coach Residency is designed for certified nurse coaches who are ready to start or grow a coaching business. This is not a program for nurses without formal coach training—it is built for those who already have a coaching foundation and are ready to move into real-world application. It is ideal for nurses seeking more autonomy, purpose, and income, as well as coaches who are ready to implement—not just learn. Whether your goal is to build a private practice or develop coaching programs within a healthcare organization, this Residency provides the structure, experience, and support to help you move forward with clarity and confidence.

Our residents vary from desiring a part-time practice, to ones who want to go all in and make multiple six-figures as a professional coach. We have worked with 35+ nurses to get past the 10K/month goal.



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A 3-Trimester Residency Model

Each Trimester can be completed within 4-6 months. If students move faster through the required activation points and complete all of their coaching hours they can graduate a Trimester early and move into the next Trimester. Nurse coaches that are doing this while working full-time have the flexibility to move at a more controlled pace taking six months to complete each trimester without any penalty.

200 Total CEUs | 12-18 months | Structured Implementation



Trimester I: Build Your Foundation

Build your coaching foundation, establish your business, and enroll your first paying clients.

90 CEUs | 8–12 Hours/Week | Outcome: First 1–5 Paying Clients

Core Activations - Activations are structured, action-based milestones designed to move you from learning into real-world execution.

1. Business Set-Up
2. Visibility – “Coming Out” Post
3. Complete 80 Invitations
4. 3 Powerful Conversations (PC#1)
5. 1 Proposal (PC#2)
6. First 1–5 Paid Clients

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I joined the Nurse Coach Residency after becoming board certified but still felt unsure about building a real practice. This program gave me the structure, tools, and support to turn my passion into something sustainable. The practice, accountability, and feedback helped me build real confidence. I now feel ready to invite clients in and stand in the value of my work. I'm truly grateful for this experience.

-Kris Christie

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Business Set-Up

Build the foundation for a real coaching business.

Establish the essential structure needed to operate professionally and confidently as a nurse coach. You'll set up your business framework, organize your core systems, and create a clear pathway for working with clients. By the end of this activation, you'll have a functional business that is ready to support real clients and real growth.

Visibility – “Coming Out” Post

Own your voice and step into your identity as a nurse coach.

Publicly share your work and claim your role as a coach. This is more than a post—it's a defining moment of visibility and leadership. You'll learn how to communicate your message in a way that builds trust, invites connection, and opens the door for future clients.

Complete 80 Invitations

Create momentum through intentional outreach.

Engage in meaningful, relationship-based conversations that lead to opportunities. You'll reconnect with your network, extend invitations, and begin generating interest in your services. This activation shifts you from passive marketing into active client creation while building confidence in how you talk about your work. This is the single most important step in the first four months of private practice. Our residents become experts at this skill.

3 Mastering Powerful Conversation #1 (PC#1)

Turn knowledge into skill through real coaching reps.

Begin coaching real individuals in a supportive, structured environment. These sessions allow you to refine your presence, strengthen your listening, and apply core coaching techniques. This is where your confidence starts to grow through repetition and real experience. We require a minimum of 32 supervised coaching hours completed to graduate. Comprehensive skill evaluations of both first and second conversations with potential clients.

1 Mastering Coaching through Decision in Powerful Conversation #2 (PC#2)

Deepen your coaching and advocacy skills.

The skill that precedes any practice client or pro-bono client becoming a paid client, is learning how to coach them through to a decision. Our method of teaching sales as advocacy is what we are known for. PC#2 is not about trying to get people to buy from you. It is about helping them make a clear, honest decision about whether coaching with you is part of the path forward right now.

By the end of PC2, the goal is that the client leaves with:

- A clear path forward toward their vision
- A clear yes or no about whether coaching with you is part of that path right now

That is the outcome of this conversation.

Not “maybe.”

Not “I’ll think about it” with no real clarity.

A decision.

Enrolling Your First 1–5 Paid Clients

Shift from practice to getting paid for your work.

Enroll your first paying clients and experience the transition into a professional coaching practice. This milestone validates your offer, builds confidence in your value, and proves that your skills can generate income. It’s where impact and earning begin to come together. Coaching skill without learning the skill of enrollment doesn’t help you make a difference in the world. This Trimester is all about the transition from student to professional.

Trimester II: Build Momentum

Refine your niche, messaging, and sales process to create consistent client acquisition and your first \$10K.

60 CEUs | 8–12 Hours/Week | Outcome: First \$10K Earned

Core Activations:

1. Weekly Marketing Visibility Cadence
2. Invitation System / Weekly Plan
3. Core Offer + Niche Development
4. Sales Training – Evaluate 5 Proposals
5. Client Success Tracker
6. First \$10K Earned



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Weekly Marketing Visibility Cadence

Build consistency in how you show up and attract clients.

Develop a clear and sustainable plan for showing up weekly in your marketing. You'll create a visibility rhythm that aligns with your life, builds trust with your audience, and positions you as a consistent presence. This activation ensures you are comfortable with being seen as a professional nurse coach, and that you have a system that grows the amount of people in your community who know what you offer.

Invitation System / Weekly Plan

Create a repeatable system for client conversations.

Design a structured, weekly outreach plan that supports ongoing client generation. You'll move from sporadic invitations to a consistent system that creates steady opportunities for connection and enrollment. This activation builds confidence in initiating conversations and turns outreach into a predictable part of your business. This step must be built on a specific system that fits you, your strengths, your preferences, and your ideal client.

Core Offer + Niche Development

Clarify who you serve and the transformation you deliver.

Refine your niche and define a clear, compelling coaching offer. You'll identify your ideal client, articulate the problem you solve, and structure a program that delivers meaningful results. This activation brings focus to your business so your messaging, marketing, and sales are aligned and effective. Declaring a niche too early in business often results in stalling or feeling like a fraud. We encourage you to find your core offer and niche development before completing this Trimester.



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Sales Training – Evaluate 5 Proposals

Strengthen your ability to enroll clients with confidence.

Learn and apply a proven sales process by evaluating real coaching proposals and receiving feedback. This activation helps you refine how you communicate value, handle objections, and guide potential clients toward a decision. You'll build confidence in sales as a natural extension of service—not pressure. Your residency coach will be evaluating your proposals and offering specific teaching and coaching to help you improve.

Client Success Tracker

Create systems that support client results and retention

Develop a simple, effective way to track client progress, engagement, and outcomes. This ensures your clients are supported, your sessions stay focused, and you can clearly see the impact of your work. Strong client success systems lead to better results, testimonials, and long-term growth. This is where nurse coaches really start to feel the excitement and containment of their practice!

First \$10K Earned

Prove your business model and build financial confidence.

Reach your first \$10K in revenue as a nurse coach. This milestone represents more than income it validates your offer, your systems, and your ability to consistently enroll clients. It's a powerful shift from "trying" to build a business to knowing that you can generate real results. This prepares you to make any decisions about cutting down on work, or creating more time to spend in your practice. This is how we mitigate any financial risk, through a proven track record.

“ The Nurse Coach Residency is an incredibly supportive way to get started. The coaching support and road map to create a successful business is invaluable. I generated 5 paid clients during the first 12 weeks. Worth every penny of the investment.

-Colleen Rosenberg



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Trimester III: Scale & Lead

Scale your brand, assets, and leadership through advanced marketing, systems, and a capstone project.

CEU's 40+ TBD - Customized
10-20 Hours/Week
Outcome: Scalable Business + Capstone Completion

Core Activations:

1. Capstone Project Defined
2. Website Completed
3. Freebie Creation
4. Advanced Marketing Systems + Templates
5. Individualized Community Project
6. Capstone Completion



Capstone Project Defined

Design a project aligned with your long-term vision.

Define a capstone project that reflects where you are going as a nurse coach. Whether you are building a private practice asset or developing a program within an organization, this project becomes the culmination of your work in the Residency. You'll clarify your focus, scope, and desired outcomes to ensure your efforts are strategic and aligned.

Website Completed

Establish a professional and credible online presence.

Create a website that clearly communicates who you are, who you serve, and how clients can work with you. This activation ensures you have a centralized, professional platform that builds trust, supports your marketing efforts, and makes it easy for potential clients or organizations to engage with your work. This replaces your first landing page with the new version of you and your business.

Advanced Marketing Systems + Templates

Create scalable systems that support consistent growth.

Implement more advanced marketing strategies and templates to streamline your visibility and outreach. You'll move beyond manual efforts into systems that can be repeated, optimized, and scaled. This activation helps you create efficiency in your business while maintaining consistency in how you attract clients.

Individualized Community Project

Expand your impact through leadership and service.

Design and execute a project that brings coaching into a broader community or organizational setting. This activation encourages you to step into leadership by applying your skills in a way that creates meaningful impact beyond individual clients—whether through groups, partnerships, or healthcare environments.

Capstone Completion

Bring your vision to life and integrate your full skillset.

Complete and present your capstone project as the final integration of your work in the Residency. This milestone represents your growth as both a coach and a professional. You'll leave with a tangible asset, a clear direction forward, and the confidence to continue building and scaling your impact.

Organizational Track Option

If your goal is to build a nurse coaching program within a healthcare organization, your Capstone Project can be fully tailored to that vision.

We still recommend completing Trimester I and II to:

- Build 150+ cumulative coaching hours
- Develop real client experience
- Generate income while refining your skills

This ensures your organizational program is built on real-world coaching mastery not theory.

Out of all of the active organizational contracts in the country, all of the nurse coaches that started them had started a part-time private practice first. We use this model to create the confidence and competence needed.

To be a leader and innovator in your hospital or community, you need to master the art of enrollment first.

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Prior to The Residency program, I had no paid coaching clients and doubted whether I should continue pursuing private practice. Now I have 3 paid clients, several potential clients on my schedule, and I'm no longer questioning my ability to do this.

-Jaime Pittman



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A Structured, Supported Experience

- Comprehensive Live Orientation for each group starting
- Live Trimester Specific Integration Coaching Calls
- Pod-Based Support - Small Group 10 or less all starting in the same month
- Small monthly Pod coaching calls for personalized supervision
- Multiple Coaching Labs every month - Client Creation Labs, Sales Labs, Mindset Labs
- Weekly required progress form - all benchmarks must be met to advance
- Flexible Participation - designed for any schedule and pace allowing 4-6 months in each Trimester

Why This Residency Works

- Execution over education
- Built for real nurse schedules
- Coaching + business training combined
- Clear milestones and accountability
- Designed for income + impact



How the Residency Works

Live Coaching Calls

Choose the support you need, when you need it.

Each month, you'll have access to a variety of live calls designed to support different areas of your growth—including Trimester-Specific Integration Calls, Client Creation Labs, Sales Coaching Labs, and Mindset Coaching Labs. You'll also participate in small group Pod Calls for deeper connection and support. Students can review the monthly schedule and choose the calls that align with their goals, availability, and current focus.

Pod-Based Support

Grow within a small, supportive coaching community.

You'll be placed in a small pod led by a dedicated Residency Coach, along with a private group space for ongoing connection. This structure provides real-time support, accountability, and a sense of community as you move through the program alongside other coaches on a similar path.

Supervision & Feedback

Refine your skills through real-time evaluation and guidance.

Receive structured feedback on both your coaching and sales conversations using a combination of AI-supported tools and human mentorship. Through transcript review and guided evaluation, you'll learn how to assess and improve your performance helping you develop the awareness and skillset required for world-class coaching.

Implementation-Focused Assignments

Take action—not just notes.

This Residency is built on execution. The actions required to build a successful coaching practice are not optional, they are essential to progressing through each trimester. This structure reduces the overwhelm of entrepreneurship by giving you clear, actionable steps to follow, ensuring you consistently move forward with confidence.

Flexible Participation

Designed for real nurses with real schedules.

We understand that every nurse coach has a different pace, capacity, and lifestyle. The Residency is intentionally designed to be flexible—allowing those who are ready to move quickly to do so, while also supporting full-time working nurses who need a more balanced approach. This creates a sustainable path forward without unnecessary pressure or burnout.

What You Walk Away With

After mentoring 800+ nurse coaches in the last six years, we have helped nurses create part-time and full-time profitable practices based on evidence based actions, skills, and frameworks. This is NOT a get rich overnight program, but a beautifully supportive environment to learn the necessary skills to not only be an incredible nurse coach, but a savvy business owner.

While every student's results will vary based on their level of engagement and action, the Nurse Coach Residency is designed to support you in building the following:

- A functioning private coaching practice with the structure and systems to support real clients
- Paying clients, gained through consistent outreach and application of the process
- A defined niche and offer that clearly communicates the transformation you provide
- Marketing and sales systems to support ongoing visibility and client enrollment
- Confidence as a professional coach, developed through repetition, feedback, and real-world experience
- A scalable foundation for growth, whether in private practice or within an organization

Results are not guaranteed and are directly tied to your level of participation, consistency, and willingness to take action. This Residency is designed to provide the structure, tools, and support—but your outcomes will reflect how fully you engage with the process.

Residency Investment & Enrollment Options

Flexible Pathways Based on Your Goals

The Nurse Coach Residency is designed to meet you where you are. You may enroll in a single trimester or commit to the full 3-trimester experience for the greatest transformation and results.

Standard Enrollment For All Nurse Coaches
Trimester I: \$6,000
Trimester II: \$6,000
Trimester III: \$6,000
Full Residency (All 3): \$15,000

NLCA Graduate Rate Exclusive Alumni Pricing
Trimester I: \$5,000
Trimester II: \$5,000
Trimester III: \$5,000
Full Residency (All 3): \$12,000



Schedule a fit call with our Residency Advisor Team so that we can help you decide which path fits best for you, your budget, and your goal.

Which Option Is Right for You?

- Start with one trimester if you want to focus on a specific stage of growth or need flexibility with time and investment.
- Choose the full Residency if you are committed to building a sustainable, profitable coaching practice with structured support from start to scale.

Most students who are serious about building a business choose the full track for continuity, accountability, and long-term results.

Your Path, Your Pace

You can enroll one trimester at a time or commit to the full Residency upfront—depending on your goals, timeline, and level of commitment.





Ready to Step Into Your Next Level?

Click **HERE** to see if Nurse Coach Residency is your next right step



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