



Make**Him**Yours

MHY 'Real World' Dating/Relationship Coach Certification

2023/24 Training Structure

Certification

Each week will contain ONE lesson and a choice of TWO practical classes where you will be held accountable to learn the skills of coaching with my and my coach's tutelage.

Your attendance is required in only ONE of the two practical classes per week (90 minutes per week). You must always watch the weekly lesson (live or recorded, 60 minutes).

The 33 learning weeks are broken into modules of 5, 7, 13, 3, and 5 weeks respectively (see below)

You must attend 30/33 learning weeks and complete ALL of week 36 to be certified.

Estimated Time Investment

90 minutes per week (practical)

60 minutes per week (learning)

30 minutes per week (homework)



MakeHimYours

A photograph of Mark Rosenfeld, a man with long hair tied back, wearing a blue and red floral short-sleeved shirt, sitting outdoors in a garden with green foliage and purple flowers in the background. He is smiling warmly at the camera.

Mark Rosenfeld 'Real World' Coaching Certification – Learning Modules

Module-1: **How To Coach Clients At A World Class Level**

Week 1 (October 16th – 20th, 2023)

- Welcome & Introductions
- Introduction To Coaching & Core Coaching Competencies
- What To Expect From The Course
- What You Can and Can't Promise Clients
- The Difference Between Healthy And Damaging Coaches
- Why Most Coaches Fail & How To Avoid It

Week 2

- Your Client's Path To Change
- Writing Client Agreements
- How To Avoid The Wrong Clients
- Overcoming Imposter Syndrome



Week 3

- The Art Of Questions - How To Ask Your Clients Great Questions That Transform Their Lives
- The Differences Between Coaching, Consulting & Therapy

Week 4

- How To Structure A Coaching Call
- Your Pre-Call Routine
- Reflective Listening with Clients

Week 5

- Why Clients Struggle In Their Dating/Relationships
- The Nuances of Dating/Relationship Coaching
- Attachment Styles + Survival Adaptions
- Working With Anxious Clients
- Working With Avoidant Clients
- How To Take A Clients History\
- Comprehending Your Clients Trauma

Week 6

- Break Week. Thanksgiving Week. November 19-25.



Module-2:

How To Coach Dating At A World-Class Level

Week 7

- How To Help Your Clients Enjoy The Online Dating Process

Week 8

- How To Ensure Your Clients Succeed Online

Week 9

- Teaching Your Clients Successful Texting

Week 10

- The Road To Permanent Transformation – Identity, Beliefs, Actions & Necessity

Weeks 11

- Break Week. Christmas Holidays. December 24-30

Week 12

- How To Teach Flirting, Attraction + Feminine Energy
- How To Move Your Clients Past Their Insecurities
- Emotional Unavailability In Your Clients
- Teaching Emotional Expression

Week 13

- Why Relationships Fail – Helping Clients Upskill
- Dating Boundaries #1 - Helping Your Clients Discover Their Boundaries

Week 14

- Dating Boundaries #2 - Helping Your Clients DELIVER Their Boundaries

Module-3:

How To Coach Relationships At A World-Class Level

Week 15

- Self-Awareness – Helping Your Clients Discover Their Patterns & Past

Week 16

- Helping Your Clients Build Their Healthy Relationship Vision

Week 17

- How To Empower A Client Through Visualisation – Golden Door Process

Week 18

- How To Help A Client Succeed Using Role Plays

Week 19

- How To Help A Client Make Through The Sage Advice & Aspecting Processes

Week 20

- How To Hold Space For Extreme Emotions – The Anxiety/Self-Soothing Process

Week 21

- How To Release Trauma & Heal A Client Through The Inner Child Process

Week 22

- How To Release Trauma & Heal A Client Through The Universal Freedom Technique



Calls With Real Work Clients Begin!

March 10th-16th 2024

Week 23

How To Release Trauma
& Heal A Client Through
The Soul Retrieval
Process

Week 24

How To Work With
Self-Sabotage & Trauma
– Introduction &
Fundamentals

Week 25

How To Work With
Self-Sabotage & Trauma
– Finding Self

Week 26

How To Work With
Self-Sabotage & Trauma
– Working With
Protectors

Week 27

How To Work With
Self-Sabotage & Trauma
– Deep Parts Work
Advanced Strategies

Module-4: How To Coach Clients At A World Class Level

Week 28

- The Buying Process A à Z
- Profiling Your Ideal Client(s)
- Content Creation Basics

Week 29

- Content Creation – Going Viral
- How To Become A Featured Expert
- Branding & Creating A Community

Week 30

- Creating An Irresistible Offer
- Setting Calls





Module 5

How To Make High-Value Sales

Week 31

- How To Sign High Value Clients – The Discovery Call Structure

Week 32

- How To Sign High-Value Clients – Pitching A Life-Changing Program Prospects Want To Buy

Week 33

- How To Sign High-Value Clients – Understanding Uncertainty Objections

Week 34

- How To Sign High-Value Clients – Understanding Financial Objections

Week 35

- Finalising Business Action Plan(s), Gratitude's, Next Steps

Week 36

- Examinations, Presentations + Graduation! (June 16th – 22nd, 2024)

In the final week of the program, each student will...

1. Run a 40-minute workshop for a small audience
2. Be examined with a client on a randomly chosen technique from the course
3. Become fully certified upon passing the two criteria above and attend a small graduation and farewell



FAQ

Do I really coach real clients during this course?

Absolutely! Not only that, my coaches and I will PERSONALLY review your calls, meaning you'll graduate not just with the theory, but with real-world experience and practice transforming lives!

What skills will I graduate with?

You will literally graduate with scripts and confidence using ALL 20 of my most used coaching techniques, full access to every worksheet and exercise I use with clients, sales and marketing skills to find clients, and the inner confidence to know you can change lives and some of your own clients already.

Will this course register me as an ICF coach?

No, it won't. There are two important reasons for this.

1. The first is that I've never been asked for it in seven years as a coach by my clients, so I no longer keep up my own registration. I used to think accreditation was useful for credibility, but working in the real world as a full-time coach taught me it simply is not. Your clients care about their results and your integrity, but not your credentials. I do far more 1-1 than almost every big-name coach, and I know that in the real world, this accreditation won't help you

2. The second, and by far most important reason this is NOT an ICF-accredited course is because International Coaching Federation techniques are often different from what we do and how we work with clients as dating/relationship coaches. This is why so few courses have this accreditation and those that do need to charge upwards of \$15,000. Worse, accredited courses have to **significantly water down their** content to get the ICF 'tick'. In other words, I'd have to charge you 2-3x the price and remove 75% of the content because so much of what we do and what I teach as a dating/relationship coach is NOT ICF-compatible. Many of our clients come to us with trauma, need specific strategic advice, or want a plan in advance, **none of which the ICF supports.** ICF coaching is powerful but only accounts for 30-35% of what we do as dating/relationship coaches. I'm not willing to sacrifice the other 65% to register this course with the ICF. All this is to say that if ICF is your primary goal, this course may not be for you.



Will there be a certification of any kind?

Yes, I'll be certifying you in my methods! I'll be reviewing your client calls and techniques personally on a weekly basis, meaning I will know exactly what skills you might need to work on before I certify you. I'll need to be satisfied with your skills (via the end examination) and you'll need to have attended a minimum of 30 of the 33 learning weeks completely and well as log a minimum of 20 hours with real clients to receive your certificate.

What is the typical wage or salary of a dating/relationship coach?

In truth, it's everything from \$0 to millions. Personally, I've been doing a 6-figure income for the last five of my seven years in practice, but I've been a slow builder compared to some, and with hindsight, my income could have grown much, MUCH faster. This is why I include the business, marketing, and sales portions of the course because no one ever taught me these pieces and it's been a SLOW burn to figure them out, time I can now save you. These skills are essential because I know that a coach who graduates without them will be closer to the \$0 end of the spectrum!

Can I use YOUR worksheets and exercises with my own clients?

ABSOLUTELY! Every worksheet I've created is yours to use with YOUR own clients in ANY 1-1 setting! This saves you all the work of creating so that you can spend time coaching. It's ALL done for you!

Will I be able to work for you after this course?

Right now, this is not the intention of the course. At this time I have enough clients and coaches, and it's not what the course is designed for. This course has been designed as a career success course, not job training. As above, too many courses graduate you with coaching skills and not income-generating skills that matter in the real world. These companies then often hit you with their backend offer, usually \$20,000 to teach you 'The business of coaching' as an addition. This course will give you all that prior to your graduation.

With all that being said, when I do need to hire in the future, course graduates will absolutely be the first place I go.

Are there payment plans available?

Yes, payments can be as low as \$1225 per month with regular payments or as low as \$350 per month if you'd like to apply for our financing option. Please book a call to learn more about payment plans and options.

Will calls be recorded?

Yes, all calls will be recorded. All recordings will be kept strictly private and used only for coaching and training purposes.



THE PREVIOUS GRADUATES EXPERIENCES



**Luisa
Dornian**

This was one of the most challenging, most amazing accomplishments of my life! It met all my expectations on all levels as the content was jam-packed. Well organized and Mark's dedication and delivery was extremely professional. I could tell he was very passionate about what he was doing.

I felt very supported throughout the whole course and safe to ask questions. Mark always went above and beyond to explain in depth and detail making sure I understood the materials and concepts. The practice workshops and feedback discussions were so helpful and I learned a lot.

Even as someone who had done some coaching already, I learned so many valuable new techniques that will be useful with new clients. I've already used a few with great results!

My heart and mind were expanded beyond what I thought was possible. One of the happiest moments in my life was when I got my certificate in the mail! Thank you for taking a chance on me Mark! Forever grateful xo



Taylor Larsen

The coach training program with Mark Rosenfeld exceeded my already high expectations. I knew I would learn a lot, but his level of involvement and the quality of the training itself blew me away. If you are considering doing this training, know that it will be money well spent. Mark gives 110% of his energy to the group.

Our group of coaches bonded very closely with one another as we watched Mark lecture on important material, we participated in role plays and exercises we would be teaching clients, and we processed all the material we were learning. This program covers so many facets of coaching, that I don't know where to begin. We were trained in teaching flirting and dating skills, inner child work, a host of relationship and communication skills, as well as dealing with imposter syndrome as a coach and a host of other issues. Mark was very focused on helping us understand the business side of coaching too, how to work through issues, pitch to clients, and land sales.

There is no better dating and relationship coach than Mark Rosenfeld and no greater teacher. Every week, we met and went to a higher level of existence by having fun, facing our shadow side, and learning the skills needed to change the lives of our clients. We worked directly with clients on a host of dating and relationship issues, and so we got hands-on training.

Mark is a gift to this world. He has developed a specialized system to provide personal transformation and mastery of dating and relationship skills. He has changed my life personally by first coaching me through my divorce, being there to coach me through dating, a new relationship, and an engagement and baby with my fiancé. He has also trained me how to teach other women to get what they want out of dating and not settle.

If you have the chance to work with Mark, seize it! His enthusiasm for his clients is undeniable and his deep understanding of the human mind, heart, and psyche makes him a unique and gifted coach and teacher of coaching.



Shannon O'Neill

This is AWESOME Mark!! Thank you for everything!! I am truly grateful for this experience!! It's absolutely been the best investment I've made in myself and my coaching journey!! WORTH EVERY moment of work and \$\$\$!!!!

Seriously, this has been so amazing to spend all of this time with all of you and learn all of this. I am so grateful because I have so much more confidence in my ability to be in this space with zero imposter syndrome at this time. I feel totally prepared to do this, and I love having the support of each and every one of you. And it's not just the content. I love how so many of the practices also feel really tied into what I was already doing. Things like the soul retrieval and UFT and the meditations like being in the energy healing space. It's so tied. And it just feels like that kind of surprised me the most, that it's so much deeper than I could have ever expected.

Book your discovery
call now or email
mark@makehimyours.com.au
for more information



MakeHimYours

Mark Rosenfeld 'Real World' Coaching Certification