



# COVENANT COACH *Academy*

# Covenant Coach Manifesto

I am a **Covenant Coach**.

I help people discover **the truth of who they are** so they can live it out to the **fullest** in their lives.

I see what is wrong so **I can make it right**.

I hear the problem so I **can find the solution**.

I feel the hurt so **I can heal the pain**.

I have access to **wisdom and power** because of **who I am and Whose I am**, and because of the **Covenant Power** at work within me.

I have been **chosen, anointed, and empowered** for this position.

I am compassionate.

I am loving.

I am strong.

And **I coach my clients with everything in me**.

I believe in serving my clients to my **highest ability** and helping them **transform their lives** by the **renewing of their minds**.

I coach them with proven **strategies**, learned **skills**, divine **insight**, and the eternal **wisdom** that can only be found in the **Word of God**.



I coach hard. I coach relentlessly. I coach passionately.

And I do not give up on my client because

**God never gives up on me.**

was made for this. **I am a Covenant Coach.**

# COVENANT COACH ACADEMY

## *What is Life Coaching?*

Just like you would hire a basketball coach to help you improve your game on the court, life coaching helps individuals improve the game of life. The quality of life is determined by the quality of thoughts and the decision-making process. Good coaches help people get good results in their lives. Covenant Coach Academy doesn't train good coaches. We train excellent coaches who know how to use therapeutic strategies, coaching tools, and the Truth of God's Word to help people live abundant lives.

## *The Coaching Trend*

There was a time, back in the 1970s, when having a personal trainer or going to a gym was a pretty crazy thought. It was a luxury reserved for professional athletes. Today, almost every person you meet is a member of a gym (if not 2 or 3), and most have a trainer they work with if they are serious about getting results. Why the change? Because people realized the importance of their physical health. The way you feel determines how you live.



Today, life coaching is on a rapid upward trend. Just a few years ago, people thought—and most still do—that having a personal life coach was a luxury reserved for CEOs and TED talkers. However, the population is beginning to understand the importance of mental health, and realizing that life coaching is a vital part of that. Life coaching as a market is growing at an astonishing rate of 6.7% yearly and is quickly becoming one of the top three fastest growing career niches in the world. Research is also predicting that this trend in life coaching is not slowing down, but instead just a sign of what will eventually become the norm.

Pretty soon, “who’s your life coach?” will be as mainstream as, “who’s your dentist?” And those who are trained to be coaches will be on the receiving end.



# COVENANT COACH ACADEMY

## *Why Christian Life Coaching?*

Anyone can train to be a life coach. You can drop some money on a PayPal link and get a two-week program and a sheet of paper that says you're a life coach. But are you ready to hold someone's mind in your hands and lead them to breakthroughs? There is a reason that the Bible has been a #1 bestseller each year, every year, throughout time and throughout this planet. God's Word works! And when you have His life-altering strategies, you can truly facilitate lasting change. All truly effective coaching strategies have their roots in biblical wisdom. Why don't we just cut out the middle-man and go straight to the King of kings?

## *Why Covenant Coach Academy?*

Covenant Coach Academy is a unique blend of psychological strategies, scientific knowledge, and faith implementation. Unfortunately, most Christian programs leave out scientific strategies, and most secular programs leave out faith principles. Imagine what would happen if you merged these together? What happens is profound.

We are taught in 2 Corinthians 10:5 to "take every thought captive." Using the power of science and faith, the program within CCA teaches exactly how to do that. Because if you can change your thoughts, you can change your life.

Covenant Coach Academy (CCA) is an intense training program that provides coaches with every tool and strategy they would need to carry the immense responsibility and privilege

of coaching clients to create abundant, joyful, and successful lives. We operate by the principle that you cannot lead people where you are unwilling to go. So we make dramatic decisions to create dramatic results. We're not for everyone. In fact, 1 Peter 2:9 calls us "peculiar people" and we're pretty proud of that!





# COVENANT COACH ACADEMY

## *Wealth Creation as a Coach*

CCA has a unique method to help all of our trained coaches begin creating a stream of income before they have even exited out of the training program. Unfortunately, most life coach training programs leave out the essential aspect of making money, which puts the burden of sales and monetization on the coach. We believe life coaching training should cover everything required for you to achieve absolute and unlimited success, and we take care of that. Life coaching as an industry exceeded 1 billion in 2022. Although the average income of an active life coach is \$46,678, we believe there is enormous potential to eclipse the average, and we provide the training to do just that. After all, we don't believe in average.

Deuteronomy 8:18 tells us "you shall [earnestly] remember the Lord your God, for it is He Who gives you power to get wealth, that He may establish His covenant which He swore to your fathers, as it is this day." Creating wealth as a Covenant Coach not only means you are impacting lives by helping people invest in their future, but wealth in the hands of Covenant Coaches truly change the world. We are funding the gospel, feeding the hungry, and building God's kingdom here on earth with the wealth we create.



## *The CCA Advantage*

As you glance through the extensive training, opportunities, and bonuses inside the CCA program, you will see we left nothing out. From your training, to your client roster, to your continued growth, we took care of it all. Want to be an author? You got it. Want to write a book? You got it. Want to be a speaker? Want to be an online celebrity? You got it. We believe in options because everyone has a different way to show up in this world. We want to get behind you and help you excel in your God-given anointing. CCA is truly your "one-stop shop" in life and business mastery.

# COVENANT COACH ACADEMY

## *The CCA Training Program*

Covenant Coach Academy is a 3-month training program consisting of 10 Modules to ensure you have the best Christian life coach training in the world. That's not an exaggeration. It's a claim, and we live by it.

### ***Module 1: Coach Basics***

- Historical Development of Coaching
- Requirements for Life Coach Certification
- The 3 Covenants of the Faith-Based Life Coach
- Ethics and Best Practices of Coaching
- Establishing the Coach/Client Relationship
- Prep Skills for Coaching

### ***Module 2: The Faith Formula***

- Tantrum Therapy
- Basic Cognitive Behavioral Therapy
- Downward vs Upward Spirals
- Fact vs Fiction in Self-Awareness
- Sunshine and Cave Brain
- Critic Mode
- Creator Mode

### ***Module 3: The Mental Ecosystem***

- Law of Sowing and Reaping
- Seed Thoughts
- Four Types of Clients
- The Flow of the Coaching Session
- The First Session
- Diving into the Core Four
- Wrapping up the Coaching Session

### ***Module 4: Believing a Belief***

- Experience and Exposure
- Belief and Behavior
- Extrinsic vs Intrinsic Knowledge
- Breaking a Belief Block
- Active Listening
- Powerful Questions
- Ten Belief Exercises



*"It has been a year since I became a Covenant Coach and it has been the most transformational thing in my entire life. It changed my faith in God. It's changed my relationship with my husband. I have also increased my income ridiculously. Last year I was making \$250 a month and I just had a \$8,000 week. My husband just retired because he felt like it. If you're considering Covenant Coach academy, consider the cost of NOT doing it. It will cost you more." - Rachel Pops*

# COVENANT COACH ACADEMY

## ***Module 5: Human Needs***

- Hierarchy of Needs
- Deficiency Needs vs Growth Needs
- Six Human Needs
- Reptilian Brain
- Limbic Brain
- Pre-Frontal Cortex
- Control vs Freedom
- Voice Dialogue

## ***Module 6: Life Purpose***

- Two-Part Process
- Flow State
- Neurochemical changes
- Neuroelectrical changes
- Neuroanatomical changes
- Joy Origins
- Client Strategy Sessions

## ***Module 7: Neuro-Linguistic Prog.***

- Biblical Implications of NLP
- Presuppositions of NLP
- The Map vs The Territory
- Distortions, Deletions, and Generalizations
- Powerful Questions of NLP
- State vs Goal
- NLP Strategies

## ***Module 8: Faith Strategies***

- Old vs New Covenant
- Deficiency vs Growth
- The Two Sides of the Law
- 4 Beliefs that Block God's Promises
- Intrinsic vs Extrinsic
- Internal Conflicts
- Sledgehammer Strategies

## ***Module 9: Leadership & Group Co.***

- The 3 C's of Executive Coaching
- Breaking the Ego Block
- Setting the New S.M.A.R.T. Goals
- Overcoming Mental Myopia
- The 2-Chair Strategy
- Leadership Personality Styles
- RASA Listening Model
- 7-38-55 Rule of Communication

## ***Module 10: Sales & Marketing***

- Avenue Analysis of Marketing
- The K-L-T Formula
- The 10 Commandments of Marketing
- The Consultation Formula
- Sales Thoughts in the Faith Formula
- Brain Efficiency in Marketing
- Belief Triad in Sales Success
- The 3 E's of Marketing

Covenant Coaches don't just change *lives*  
They change *legacies*



# COVENANT BUSINESS SCHOOL

## *Semester 1: PLATFORM*

Students spend the first semester learning to become a life coach, implementing coaching strategies, launching their practices, and executing wisdom.



**Social Media 101:** Discover key strategies on how to grow your impact and influence on social media platforms - in an authentic way that is not time-consuming or stressful.



**CCA Paint-by-Number Kit:** The entire kit - at your fingertips - to help you launch your Covenant Coach career. Templates, copy, forms, proven scripts, and other essential tools to keep on hand.



**CCA Resource Library:** Hannah's personal resource library of books, videos, podcasts, and other resources to help you understand the nuances and strategies of coaching.



**Coach Accountability System:** The CCA website contains an entire accountability system, built in to your profile. You set your client goals and income goals and our system tracks your progress for you.



**The Coach Contract:** You don't have to work about the legalities of coaching. We've supplied you with a coaching template that you can rebrand as your own.



**365 Flight Plan:** In your CCA box (you will receive this after enrollment), you will have a complete flight plan to track your progress throughout your year inside Covenant Business School, your all-in-one calendar.

# COVENANT BUSINESS SCHOOL

## *Semester 2: PERSUASION*

Students spend the second semester completing written exams, session evaluations, practice hours, buddy coaching sessions, and mastering sales.



**4-Hour Business Plan:** The complete start-to-finish guide to create your business with zero confusion. Set up your corporation, file accounts, get legal work complete--all within four hours by using post-it notes!



**Tax Template:** The downloadable template to simply "check boxes and hand to your accountant." Make sure you are claiming all of the valuable deductions that are available to you as a Covenant Coach.



**90 Days to \$21K:** The step-by-step strategy plan on how to make \$21K In 90 days of less through templated posts, unique response system, and signing your first clients.



**Consultation Codex:** This unique pictorial representation of the CCA Consultation serves as a handy guide to walk you through you coach consultations. No words, just symbols to allow ease of communication.



**Consultation Script Kit:** This unique script takes all the guess work out of your consultations. Just follow the script and sign the client. No frustration at all, and proven to work.



**Sales and Marketing Toolkit:** Every single thing you need to be able to sell coaching like a pro and market yourself like a celebrity. Also contains the "ASK Campaign" technique to launch your expertise online.

# COVENANT BUSINESS SCHOOL

## *Semester 3: PROMOTION*

Students spend the third semester learning how to broadcast their message and expand their coaching skills through organic strategies.



**Bottoms-Up Book Program:** The complete start-to-finish system to write, market, and sell your book. You've got a book in you. Get it in people's hands in less than 3 months with our proprietary "upside down" method.



**Easy Email Method:** Building your email list is essential to operate a thriving online coaching practice. Hannah shows you exactly what to say and how to say it through this templated email system.



**Podcast Launch Kit:** The complete program to prep, publish, and promote your podcast. Also contains resource links for everything you need to create a professional home recording studio to match your budget.



**M-7-7 Invite Method:** The "copy and paste" Invite method to make sure you get high-level celebrity guests on your podcast, or as Interviews for your platform. Best way to make sure your Invite gets noticed!



**Media Kit Template:** The complete "drag and drop" template to create your perfect celebrity-status media kit. This is an essential tool to get booked on television shows, podcasts.



**YouTube Domination:** Every single thing you need to be able to sell coaching like a pro and market yourself like a celebrity. Also contains the "ASK Campaign" technique to launch your expertise online.



# COVENANT BUSINESS SCHOOL

## *Semester 4: POSITION*

Students spend the fourth semester scaling their coaching business and mastering techniques on marketing, selling, coaching, and building relationships.



**Publicity Playbook:** Hannah reveals her secret strategies on getting booked on some of the biggest platforms in the world--from Today show to Wall Street Journal. Easy to do when you follow the steps In this playbook.



**Keynote Creation System:** Use this proprietary system to develop your signature keynote presentation that is guaranteed to keep people hanging on your every word and clamor to be your clients when you're done.



**Coach Funnel Blueprint:** The complete program to prep, publish, and promote your podcast. Also contains resource links for everything you need to create a professional home recording studio to match your budget.



**Connections Creator Course:** What if you had private access to the rooms where all the winners hung out? This course breaks down the exact steps to connect with the most successful people in the Industry.



**Preferred Coach Listing:** Upon certification, you get listed as a "Preferred Coach" inside the CCA website. We get unlimited access to potential clients through our marketing efforts.



**Mom Coach Certification:** You get lifetime access to the Mom Coach Certification Program, learning the unique intricacies and most effective strategies to coach the Mom Brain.

# COVENANT COACH ACADEMY

## *Sales & Marketing Intensive*

For two solid days, get immersed in the biblical strategies of sales and marketing. The event kicks off with dinner with Hannah the night before, so you can celebrate the amazing relationships you have built within your Covenant Coach Training cycle. Then for two days, you get premium training and real-live immersive opportunities to master the marketing and sales strategies to ensure rapid growth in your coaching business. It's called "intensive" for a reason!

**Thursday Night:** Dinner at Hannah's house!

**Friday:** Enjoy breakfast together with your fellow coaches before diving in to CCA Marketing training that will beat any marketing degree, hands down. After a "working lunch" we soar into CCA Sales training to nail our niche, create our messaging, and build up massive content to help coach people. The day wraps up with the laying out your start-to-finish 90 plan to create your first \$21K. To celebrate our hard work, we all go out to enjoy a luxury dinner together.

**Saturday:** Breakfast kicks off the day and we spend the morning learning the CCA Signature Consultation. After another "working lunch" we step into our proprietary "Consultations on Fire" exercise that will leave you prepped, ready, and confident to close clients on coaching.

## *Automated Client Bookings*

Mom Mastery University is a private faith-based coaching platform for moms. Hannah began this years ago to help struggling moms and it has since grown to be a global community. Mom Mastery University offers an "Elite Level" of membership in which moms get assigned a Covenant Coach to work with them one-on-one.

This means you will have the option to get automated client bookings following your certification as a Covenant Coach, and your certification as a Mom Coach (free bonus program inside CCA). Our Covenant Coaches inside MMU wake up to brand new clients every day, and we pay you directly!

# COVENANT COACH ACADEMY

## ***Certified Coach Retreat***

Each year, all Certified CCA Coaches get invited to the weekend Certified Coach Retreat. Our retreats take place in some of the most luxurious places in the world--Vail, Palm Beach, Hawaii. This amazing and transformative weekend not only allows our coaches to build relationships and enjoy community with each other, but it also helps us sharpen our skills as high-level coaches.

Training each morning is always followed by an afternoon of fun activity to truly enjoy life at its finest. And our farewell dinner together is quite a treat.

The Certified Coach Retreat is always 100% free to attend for all active, certified CCA coaches--year after year after year. We not only want to invest in our coaches for life, we want that life to be characterized by continual growth and improvement.

## ***CCA Ambassador Program***

All Covenant Coaches get immediate access to our CCA Ambassador Program. In this program, coaches earn 20% affiliate commission on every person they refer to CCA. This means if you refer just one person, you receive over \$4,000. With five referrals, you've already paid for your entire tuition!

We understand that not everyone wants to build a coach practice, but may just want to use their coaching skills with their friends, family, and community. That's why we have created a method by which every single person can create immense wealth, whether they are actively building their coaching practice or not.

Our CCA Ambassador Program functions as a franchise. We create a system by which you can build a business, and you have the freedom to use that system how you choose. For example, we supply ads, copy, tools, and more for you to share with other people--live or virtually. Then from those tools, our team here at CCA HQ does the rest. You simply plug in to the system.

Our Ambassador program has been extraordinarily successful, both for the coaches who are building a coach practice, as well as the coaches who want to partner in business with a spouse or child. They get to coach while their business partner gets to operate the franchise.



# COVENANT COACH ACADEMY

## ***12 Elements Mastermind Coaching***

Hannah studied the biggest businesses, organizations, and empires throughout history and found that all of them had 12 elements in common. She then began focusing on these 12 elements and her life and business exploded to the next level. Hannah holds a personal mastermind throughout the year called "12 Elements" in which she teaches the practice and mastery of these elements.

All CCA Coaches have unlimited access to her 12 Elements Mastermind. Each month, one element is taught within a live group coaching format.

Most success stories happen just by getting in to the right room. The 12 Elements Mastermind puts you in the right room. Proverbs 15:22 tells us that "where there is no counsel, purposes are frustrated, but with many counselors they are accomplished." Getting In the right room with the right wisdom is a critical part of creating a successful life and business. The 12 Elements Mastermind ensures that happens.



## ***Money-Back Guarantee***

You make your money back or we give you your money back. That simple. We stand behind the CCA Training Program 100% and would gladly put it up against any coach training program in the world. It's more robust. It's more strategic. It's more powerful. And it's based on the unfailing truth of God's Word. You do the work in the program, and the program will work for you, guaranteed.

You have nothing to lose except the opportunity to advance your income and impact to the next level. Hebrews 10:38-39 tells us, "My righteous one will live by faith; and if he shrinks back, I will take no pleasure in him. But we are not of those who shrink back and are destroyed, but of those who have faith and preserve their souls." Don't shrink back from this opportunity to change your life, and change the world.



# Kairos

the **next** generation  
transforming the  
**next** generation

# COVENANT COACH ACADEMY

## *Kairos*

The future of our world rests on the shoulders of those who will inherit it. Unfortunately, the majority of training that young adults are receiving today through college, the work environment, culture, and media is setting them up for repeated cycles of disappointment, and not the abundant life God designed for them to live.

Covenant Coach Academy offers a complete training program for young adults, ages 18-26, to train and equip them for a career as a Covenant Coach. But that's just where it begins. The training inside CCA will also set them up for success in all areas of their lives - their future relationships, families, finances, and life choices. Within one year, Kairos students could be well on their way to a lucrative career as a coach.



Kairos students not only get the Covenant Coach Certification Training, plus all the bonuses included in the program, but they also get specialized training on coaching teens and executing consultations with parents of children and teens. Graduates of Kairos have gone on to be effective youth leaders at churches and opening up their own practices. Children of CCA Graduates also qualify for the CCA Heritage Scholarship, and can enroll for half-off the standard tuition rate. Imagine what could happen when you begin your adult life with the skills and strategies you learn Inside CCA!



**Amaris Martinson** graduated from Kairos In CCA Cycle 7. Within less than 3 months (while still In the 2nd Semester of Covenant Business School), she was able to quit her job and launch her career as a Covenant Coach. The training also helped her scale her youth leadership position tremendously.



# COVENANT COACH ACADEMY

## CCA Tuition

The tuition of most colleges is in excess of \$200K! And this tuition doesn't even guarantee a job afterward so you can make your money back. And if you do, it's shocking that so many people are willing to pay over \$200K to get a job that earns \$65K! CCA not only ensures you will make your money back, but guarantees you can grow a lucrative career year after year after year - a career doing what you love helping the people you love, owning your freedom and designing your life the way you want it to look. You invest in a lot of things - a house, a car, retirement. What about investing in the best program to not only create the best life, but help people create their best lives, too?

CCA Training and Certification Program	\$21,000
Covenant Business School - 1 year program	<del>\$55,000</del>
Sales and Marketing Intensive	<del>\$40,000</del>
Automated Client Bookings	<del>\$15,000</del>
Certified Coach Retreat	<del>\$20,000</del>
CCA Ambassador Program	<del>\$35,000</del>
12 Elements Mastermind Coaching	<del>\$75,000</del>

**Your enrollment In Covenant Coach Academy Includes everything listed for the price of the Certification Program: ~~\$261,000~~ --> \$21,000.**

## What's Next?

Visit [CovenantCoachAcademy.com](http://CovenantCoachAcademy.com) and set up an appointment to speak with one of our CCA Student Advisors. We can decide together if CCA is a good fit for you and your future goals. We can also help you with financing options and payment plans. We're here to help you succeed--start to finish!

**Go to [www.CovenantCoach.com](http://www.CovenantCoach.com) and apply today!**

# COVENANT COACH ACADEMY

## *About the CCA Founder*

Hannah Keeley was life coaching before “life coaching” was a thing! With a background in behavioral psychology and training as an ordained minister, Hannah combines her knowledge of brain science with her wisdom of God’s Word into a simple, yet profound program—Covenant Coach Academy.

Hannah believes that the vast majority of problems in life are rooted in fear. However, “God does not give us the spirit of fear, but of power, and of love, and of a sound mind” (2 Timothy 1:7). As believers, we have access to a covenant with God that not only eradicates fear from our lives, but also allows for power over our thoughts, love for ourselves and others, and a sound mind to make the best, most profitable decisions for our lives.

Hannah began life coaching in 1998, as a faith ministry toward moms. It has since evolved into Mom Mastery University, an online portal for mom-specific, faith-based life coaching, and

Covenant Coach Academy, to train life coaches, provide life coaches, and equip ministry staff to serve their people at the highest level through life coaching. Hannah and her husband, Blair, have seven kids and enjoy being parents, grandparents, and entrepreneurs in Richmond, Virginia.



The world needs more Covenant Coaches.

The world needs *you*.