

CCA

COVENANT COACH ACADEMY



CHRISTIAN LIFE COACH CERTIFICATION SYLLABUS

THE ULTIMATE LIFE COACH TRAINING & CERTIFICATION
PROGRAM. EQUIPPING, TRAINING & BUILDING CHRISTIAN LIFE
COACHES. GIVE US ONE YEAR, WE WILL GIVE YOU THE REST OF
YOUR LIFE.

THE 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.

I was made for this.

I am a Covenant Coach.



LIFE COACH CERTIFICATION

Instructor: Hannah Keeley
Contact: projects@teamkeeley.com
Text: +1 (804) 259-2032
Concierge Hours: M-F, 8:30am-4:30pm

Emails and texts are responded to as quickly as possible, however, please give us 24 hours to respond to an email before following up. If your email is sent outside of business hours it will not be checked until the following business day.

COURSE DESCRIPTION

The Covenant Coach Academy (CCA) Life Coach Certification is a 4 semester, year-long program designed to equip, train and build Christian Life Coaches. It consists of the following instructional sections:

Modules - these are found at covenantcoachacademy.com and watched on your own time. All Modules should be completed before attending the corresponding Live Dive (for instance, the first module should be completed before attending the first live dive).

Live Dives - this live session reviews important topics from the module, gives students time to ask questions and includes a practice coaching session. These sessions are held via Zoom.

Final Exams - all students must complete the Final Coaching Oral Evaluation and the Final Coaching Written Exam. For more information see the Grading & Attendance Policy.

Practicum Hours - to become a certified coach, all students must complete Buddy Coaching & coaching of 3 Practice Clients. For more information see the Certification Requirements.

Covenant Coach Business School - this is a collection of tools proven to help coaches start and build their business. It has been broken down on the CCA website across the semesters for ease of implementation. See Resources for a full list.

Royal Family Mastermind - Each month, Hannah and her husband, Blair, provide live Marriage and Family coaching where you can come get answers to your questions and solutions to your problems. In addition, each month Hannah also brings in one of her personal live advisors for instruction and Q&A.



LIFE COACH CERTIFICATION

COURSE PREREQUISITES

While there are no scholastic prerequisites, a successful CCA student will:

Be highly motivated and ready to learn.

Understand that self-coaching is an important part of life coaching.

Take advantage of opportunities provided in the Covenant Business School and Covenant Mastermind.

Have a reliable way to access the internet and a back up plan.

Find joy in seeing people become who they were truly born to be.

LEARNING OUTCOMES

- Covenant Coaches will be able to examine, predict and change their own state through self-coaching strategies.
- Covenant Coaches will be able to effectively implement the Faith Formula tool to help clients. The coaches will have evidence of success when clients are able to create new thoughts and initiate change in circumstances.
- Covenant Coaches will be able to successfully recall important information from all modules at a 76% or higher success rate on the Final Coaching Written Exam.
- Covenant Coaches will be able to apply the course information in a way that mitigates positive change in client's thoughts, behavior and circumstance. This will be evaluated during Live Dive practice sessions, the Final Coaching Oral Evaluation, Buddy Coaching and client sessions.
- Covenant Coaches will be able to plan and complete a consultation with a potential client that results in acquiring a new life coaching client.

REQUIRED MATERIALS

- Covenant Coach Academy Life Coach Certification Manual (hard copy or digital)
- Access to the Course Website - covenantcoachacademy.com
- Device with audio and video capabilities to attend Live Dives (via Zoom)
- Stable, high speed internet connection for attending Live Dives (via Zoom)

GRADING & ATTENDANCE POLICY

Testing:

Final Coaching Oral Evaluation - The evaluation will be held live via zoom. Students will coach each other 1:1 while being observed by their trainer and other testing participants. They will be given a 5 minute critique of their performance. This will be graded as pass/fail according to the trainer. Should a student fail this exam they are allowed 1 additional opportunity to test. The student will contact projects@teamkeeley.com to schedule a make up exam. You must wait one week before retesting.



LIFE COACH CERTIFICATION

Final Coaching Written Exam - The exam will be taken online upon completion of all 10 Modules. Students will have 1 hour to complete 50 multiple choice questions. They must correctly answer 76% of the questions to pass the exam. Should a student fail the exam they are allowed additional opportunities to test. The student will contact projects@teamkeeley.com to schedule a make up exam. They must wait 2 weeks before retesting.

Attendance

Attending live dives is very important. This is where material will be reviewed, questions over module topics will be answered and students will get practice using life coaching techniques. A missed class may fall into one of two categories:

- Excused absences are approved by Team Keeley via email before the live dive class. While there is not a limit on these absences, classes must still be made up - see certification requirements for more information.
- Unexcused absences happen when you "no call/no show" a live dive (meaning there was no email before or after class and you did not show up for the class) or miss for a reason that was avoidable. You must make up missed classes - see certification requirements for more information. You can have a MAXIMUM OF 2 of these absences then you forfeit your certification.

COURSE SCHEDULE

The Life Coach Certification consists of 10 Modules completed at one per week for 10 weeks. Each module has homework and a live dive meeting virtually with your classmates and trainer. This culminates in a 2 Day Intensive that can be attended in-person or virtually. Below is an outline of what you can expect to learn in each module:

MODULE 1: COACH BASICS

Why coaching is important and its impact on you personally and professionally.
Elements that go into a successful coach and coaching session.
What you need to do to complete your certification through CCA.
The importance of the covenant in CCA.
Ethics and best practices for Covenant Coaches.
Specific skills to learn/hone to make you a successful Covenant Coach.

MODULE 2: THE FAITH FORMULA

How basic cognitive behavioral therapy is used in life coaching.
What The Faith Formula is and how to use it.
How to distinguish between Critic and Creator mode.
The brain's different operation modes and how they influence decision making.
Why, when and how to use Tantrum Therapy.



LIFE COACH CERTIFICATION

MODULE 3: THE MENTAL ECOSYSTEM

The 4 Types of Clients:

How to identify them

What they need

What a typical coaching session looks like.

Introduction to the Strategy Session.

The importance of "The Core 4" and its place in a coaching session.

Why, when and how to use Active Listening and Powerful Questions.

MODULE 4: BELIEVING A BELIEF

How a belief is created and what it takes for your client to create a new belief.

How to develop your intrinsic knowledge as a coach.

What a belief block is and 7 specific techniques to use when coaching a client who needs to "break the block".

10 Belief Exercises that can be used on yourself or your client to help ingrain a new belief.

MODULE 5: HUMAN NEEDS

The Hierarchy of Needs (Maslow)

What determines a deficiency need from a growth need

The 6 Basic Human Needs (Robbins)

What determines a personality need from a spirit need.

Anatomy of the brain and its role in our needs.

The 3-Part model and its usefulness to a Covenant Coach.

Why, when and how to use Voice Dialogue and Control vs. Freedom.

MODULE 6: LIFE PURPOSE

Our role, as a Covenant Coach, in helping clients identify life purpose.

What Flow State is and how to identify it for ourselves and our clients.

How Flow State alters our brain in the following categories:

Neurochemically

Neuroelectrically

Neuroanatomically

Why, when and how to use the Strategy Session.

MODULE 7: NEURO-LINGUISTIC PROGRAMMING (NLP)

What Neurolinguistic Programming (NLP) is and how it aligns with biblical principles.

The 12 Presuppositions of NLP.

How to apply the Map vs. Territory presupposition to the Faith Formula and specific coaching strategies to address:

Deletions

Distortions

Generalizations

Why, when and how to use Reframe the Highest Intention, Act as If and Fast Phobia Fix.



LIFE COACH CERTIFICATION

MODULE 8: FAITH STRATEGIES

Strategies unique to Covenant Coaches operating by faith in the covenant of God to help clients operate there as well.

How the Old and New covenants translate to growth and deficiency needs.

4 Beliefs, extrinsic and intrinsic, that "Block the Promise".

Specific strategies to help our faith-based clients navigate their current beliefs.

MODULE 9 OBJECTIVES: LEADERSHIP & GROUP COACHING

How to coach leaders and teams/groups.

The 3 C's of Executive Coaching - traits to develop as a coach to become a successful executive coach.

The H.E.A.R.T. of Executive Coaching - blocks, challenges, strategies and tools to use with executive clients.

MODULE 10 OBJECTIVES: SALES & MARKETING

The link between beliefs and sales (for coaches and clients).

What The Belief Triad is and how it is used in the coaching and sales process.

7 Steps to the perfect consultation.

The 10 Commandments of Marketing.

The faith-based marketing mindset.

2 DAY INTENSIVE: SALES & MARKETING

Book your flight (or plan your road trip).

Reserve your room.

Meet up with your fellow coaches for 2 days of education, practice, strategizing and, of course, fellowship with your cycle!

CERTIFICATION DEADLINE* & REQUIREMENTS

You have one year from your cycle start date to become a CLC (Certified Life Coach). If you do not complete these requirements within 1 year, your progress is nullified and you will have to re-enroll (including paying the enrollment fee) if you would like to obtain your certification.

The certification requirements are as follows:

- Attend all classes. (See Grading & Attendance Policy for more information on absences). If any live class is missed, the class has to be completed (watching the call replay) and a one-page synopsis turned in to your trainer or Team Keeley. You must also make up the practice coaching session for that class on your own time with another student in your cycle.
- Complete all homework assignments.
- Successfully complete the Final Coaching Oral Evaluation (See Grading & Attendance Policy for more information)



LIFE COACH CERTIFICATION

- Successfully complete the Final Coaching Written Exam (See Grading & Attendance Policy for more information)
- Complete 27 Practicum Hours (after completing Module 10) consisting of:
- Buddy Coaching - You will be assigned a buddy coach upon completion of all Modules. You are responsible for COACHING this buddy for 6, 1-hour sessions and completing an Evaluation Form for each session. (note: you will also have to be their practice client for 6 sessions so plan accordingly)
- Practice Clients - You are responsible for conducting a consultation and 6, 1-hour sessions with 3 practice clients. These clients must be outside of CCA. You will complete Evaluation Forms for all sessions.

RESOURCES

All Life Coach Certification students are given many resources to ensure their success as a coach. These resources can be found at covenantcoachacademy.com. CCA is invested in the success of its students and encourages full utilization of the following resources*:

- 2-Day Sales & Marketing Intensive - Two full days of immersive training with Hannah to grow your platform and convert consultations into sales.
- Coach Paint by Numbers Kit - Everything you need to master life coaching in one place. Templates, guides and how-to's.
- Social Media 101 - Are you ready to master social media without the struggle? Dive into our course, Social Media 101.
- Consultation Codex - Complete step-by-step scripts with proven conversions for your client consultations. No worries about what you're going to say to potential clients.
- 4-Hour Business Plan - Your business plan doesn't have to take months. In fact, let's get it together in 4 hours.
- Systems Overhaul - How to set up your filing system for new coaches to stay on track.
- Tax Template - Discover hidden deductions to keep your money as you build your life coaching business.
- 90 Days to \$21K - What if your journey to your first \$21K could be "fast tracked"? Here is the map!
- Media Kit Template - Get ready for exposure like never before! Connecting with influencers, podcasters and television networks? Create the perfect media kit with a simple template.
- Connections Creator Course - If you could have a dream interview with your #1 influencer, what would you do? And what if the M-7-7 could almost guarantee it?
- Bottoms-Up Book Program - Create your best-selling book without the struggle of typing it out. This "upside down" method will help you write your book in less than 12 weeks.
- Podcast Launch Kit - Do you have a podcast inside of you ready to burst? Get the entire launch kit for a successful, new and noteworthy podcast launch.
- YouTube Domination - Get your videos in front of millions with YouTube domination. And just watch views turn into sales within days.
- Mom Coach Certification - Make yourself marketable to target audiences with this masterclass designed to help certified coaches work specifically with moms.



LIFE COACH CERTIFICATION

- M-7-7 Invite Method - Managing an email list and increasing your “open rate” doesn’t have to be difficult with the Easy Email Method! No writing skills? No problem.
- Coach Funnel Blueprint - Complete coach web funnel including professionally filmed testimonial video, drag and drop prewritten copy, and calendarizing link. Have your coach website up in minutes!
- Keynote Creation System - The proven system for developing our signature talk to bring to conferences, small groups and expos. This system is also proven to convert to consultations.
- Publicity Playbook - Ready for celebrity status? The publicity playbook reveals step-by-step how to get interviews, write-ups and media appearances around you book, talk and coaching practice.
- Preferred Coach Listing on CCA Website - After receiving your certification, get listed as a resource on the Covenant Coach website.
- CCA Resource Library - Hannah’s personal library of podcasts, books and more.
- The Covenant Mastermind - “Royal Family” monthly group calls with Hannah
- 12 Elements Vault: Business coaching for Covenant Coaches
- Events & Retreats - Join us live and in person for our certified coach retreat.

*These are broken down into semesters on the CCA website to assist students in deciding when to complete each one so that they are used most effectively.

ACADEMIC INTEGRITY STATEMENT

Covenant Coach Academy was created and founded by Hannah Keeley. The information presented in this course and its components are her intellectual property and may not be used without approval from Hannah Keeley. Certified life coaches may share this information with clients, but may not present this information as their own. Creation of another program that shares this information without approval is strictly prohibited.

This information is terminology, tools and strategies that includes, but are not limited to, the following:

Covenant Coach
The Faith Formula
Tantrum Therapy Tool
Core 4
Reframe the Highest Intention Strategy
Act as If Strategy
Fast Phobia Fix Strategy
STAR Personalities
The 10 Commandments of Marketing

NON-DISCRIMINATION AND INCLUSION STATEMENT

CCA is committed to providing equitable access to learning opportunities for all students. This means that our virtual spaces, our physical spaces, our practices and our interactions aim to provide a welcoming instructional climate and equal learning opportunities for everyone. If you have an instructional need, please contact us as soon as possible.



LIFE COACH CERTIFICATION

It is the policy of CCA not to discriminate based on gender, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation. Harassment of a student during live dives/retreats/group events, i.e., a pattern of behavior directed against a particular student with the intent of humiliating or intimidating that student will not be tolerated. The mere expression of one's ideas is not harassment and is fully protected by academic freedom, but personal harassment of individual students is not permitted.

STATEMENT ON LIMITS TO CONFIDENTIALITY

In CCA we will be conducting practice coaching sessions during our live dives. Students will practice coaching each other through real issues that are impacting their lives while being observed by a CCA trainer. All communication during these live dives is to be held as strictly confidential between all participants (students and trainers). However, the relationship is not privileged and live dive participants may be required to disclose confidential information in a legal proceeding. In the event there is evidence that a live dive participant is a potential danger to themselves and/or others, or the participant discloses illegal activity, Team Keeley must be made aware and is ethically bound to report this information to the authorities. In such cases, this will be discussed with the participant before taking action.

CCA MONEY BACK GUARANTEE TERMS & CONDITIONS

I understand that in order to receive a refund of \$25,000 (or value paid at time of enrollment) I must complete the following steps within 1 year of my cycle start date:

- Watch all 10 Modules prior to each Live Dive
- Attend all Lives Dives LIVE (no excused or unexcused absences)
- Participate in all Live Dive Breakout Groups LIVE
- Complete all Certification Requirements
- Complete/Utilize the following steps from each semester:
 - 4-Hour Business Plan
 - Social Media 101
 - Systems Overhaul
 - Tax Template
 - 12 Elements Coaching vault
 - Covenant Mastermind
 - The Easy Email Method
 - Coach Funnel Blueprint
 - Consultation Codex
 - 90 Days to \$21K
 - Keynote Creation System
 - M-7-7 Invite Method
 - Bottoms-Up Book Program



LIFE COACH CERTIFICATION

Media Kit Template
Podcast Launch Kit
YouTube Domination
Publicity Playbook
Attend the Sales & Marketing Intensive LIVE
Attend all "12 elements" coachings inside the covenant mastermind LIVE
Complete all Certification Requirements and become a Certified Covenant Coach

I understand that in order to request a refund I must show that I have completed the requirements above and that it is not the responsibility of Team Keeley to provide proof of completion.

I understand that I am only eligible for a refund if I have NOT made \$25,000 by one year after my cycle start date (for example, if your cycle started on October 1st 2021 you would have until October 1st 2022 to make \$25K).

I understand that CCA is a focused and all-inclusive program for life coaches. I agree to NOT attend any challenge, class, program, workshop, etc. online or in-person outside of CCA training (with the exception of programs promoted by CCA/Team Keeley) until I have made a minimum of \$25,000.

SYLLABUS AGREEMENT

I have completely read and understand this syllabus in its entirety.

NAME_____

SIGNATURE_____

DATE _____

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!



The 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



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 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.



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.



12 Elements Coaching: Hannah's success is based upon a 12 Element model of creating life and business success. You get access to the entire vault of all 12 training modules!

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 "checkboxes and hand to your accountant." Make sure you are claiming all of the valuable deductions that are available to you as a Covenant Coach.



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



Consultation Script Kit: This unique script takes all the guesswork 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.



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.

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.



90 Days to \$21K: The step-by-step strategy plan on how to make \$25K In 90 days or less through templated posts, a unique response system, and signing your first clients.



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: Get your videos in front of millions with youtube domination! And just watch views turn in to sales within days.



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 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: Complete Coach web funnel including professionally filmed testimonial videos, drag & drop pre-written copy, and calendarizing link. Have your coach website up in minutes!



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.



Certified Coach Retreat: As an OFFICIAL certified Covenant Coach, you are Invited to the event of the year. Our retreat for all certified coaches!



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

HANNAH KEELEY