

Aromatherapy and Wellness Coach

LEARNING OBJECTIVES



Healthy habits don't come easy—particularly when our news feeds are flooded with conflicting information and half-baked products designed to target the less-informed. Even widely accepted ideas are often met with a certain level of suspicion, and when we stumble upon a meal plan or workout routine that looks legit (backed by science, tested by real people), the first step forward can be a daunting task. Wellness coaches help folks sift through all that paradoxical info and find personalized (trusted) solutions to improve both physically and mentally.

This course teaches skills and strategies specific to the wellness industry so you can empower others to sharpen their mental acuity, meet their weight-loss or fitness goals, and feed their souls. We'll even walk you through the process of starting your own business as a professional aromatherapy and wellness coach.

Aromatherapy Curriculum:

Course Introduction

- Discuss and outline course expectations.

Foundations of Aromatherapy

- Discuss the history of aromatherapy and its modern development.
- Compare and contrast a true essential oil with a fragrance oil.

Creating Essential Oil Synergies - Aromatic Blending

- Learn to blend two separate oils to create a more-effective product.

Approaches to Aromatherapy

- Discover different ways to utilize essential oils: massage, compress, footbaths, diffusers, etc.

Botanical Principles of Aromatherapy

- Explore general nomenclature and botanical codes.

Essential Oils of Angiospermae & Gymnospermae

- Learn how the past still influences current trends in the industry.

Absolutes & Resinoids in Aromatherapy

- Define and identify concrete, absolute, and resinoid plant extracts.

Final Exam

Become an Entrepreneur Curriculum:

Course Introduction

- Discuss and outline course expectations.

Entrepreneurial Pathways

- Learn how starting your own business gives you the chance to express your creativity and explore your specific passion.

Who are Your Customers?

- Review audience segments and discuss what makes customers tick.

Integrated Marketing

- Learn what you need to do to provide a seamless, consistent customer experience across multiple marketing channels.

Show Me the Money: Finding, Securing, and Managing It

- Learn how to make, manage, and maintain a steady stream of income.

Leadership, Ethics, and Exits

- Learn how to hire and train employees, and lead your business with integrity.

Final Exam

Aromatherapy and Wellness Coach

LEARNING OBJECTIVES

Wellness Coach Curriculum:

Course Introduction

- Discuss and outline course expectations.

Overview of Wellness Coaching

- Define the role and objective of a wellness coach.

Coaching Models and Paths of Change

- Explore ways to elevate awareness, assess roadblocks, set goals, and track progress.

Establishing an Effective Coaching Relationship

- Learn to build relationships through empathy and trust.

Listening & Asking Questions

- Learn the art of active listening and review specific questions you can ask each client to help smash roadblocks and establish goals.

Direct Communication

- Learn how to talk to clients and provide motivation based on specific personality types.

Awareness, Action, and Future Growth

- Learn how to teach others to turn knowledge into effective action and create a roadmap to success.

Coaching as a Path of Change

- Discuss how coaching helps people develop healthy habits that last a lifetime.

Final Exam