



CASE STUDY

VITA™ Coaching

How This Business Can Work for You

\$1.4 billion

LIFE COACHING
INDUSTRY

96%

“AGREE THE PROGRAM
CHANGED THEIR LIFE”

2,000+

TOTAL GRADUATES

What happens when you stop questioning your purpose - and start owning it.

Many VITA™ Coaching graduates came to the program wondering if they're really a coach, feeling stuck in a job that doesn't reflect their purpose or having taken other certifications but still not feeling ready to charge for, market or claim their work as a coach.

But inside VITA™, something shifts.

What happens inside this container is more than just confidence-building - it's *career-defining*.

Graduates go from "Am I really a coach?" and "Can I actually make this work?" to "I own this."

VITA™ builds their capacity to lead, earn and serve by giving them the tools and structure to *finally* go all in.



From hitting their first 6- or 7-figure year to booking out 1:1 spots and group programs, VITA™ graduates complete the certification with a coaching business grounded in real transformation and measurable in data.

How personal and professional transformation happen inside VITA™ Coaching.

VITA™ Coaching creates such life-changing levels of personal and professional success because its approach is vastly different from most coaching certifications.

The program trains you to coach others to their highest level of transformation... when you become the most grounded, masterful version of yourself first.



- ➔ Research from the University of Wisconsin-Madison identifies four core skills that support long-term wellbeing: awareness, connection, insight and purpose.
- ➔ And Positive Psychology research shows that cultivating emotional clarity boosts both resilience and innovation - two of the most critical traits for entrepreneurs.

VITA™ Coaching actively trains you in each one of these areas through a holistic lens of embodied leadership, nervous system regulation and powerful tools that create lasting breakthroughs - in your own life *and* the lives of others.

VITA™ Coaching Graduate Case Study

Dr. Kimberly Pendleton: Claiming Her Voice and Building a 7-Figure Empire

VITA™ Coaching 2020 Graduate

When Kimberly first came to VITA™ Coaching, she wasn't sure she could *actually* be a coach.

She was working on a PhD to become a professor, came from a conservative church background and had spent most of her life in academic and professional settings where talking about intimacy felt taboo.

So the idea of building an entire business around it? *Unheard of.*

But Kimberly couldn't ignore the pull. Something in her body said, "This is the next right step."

So she said yes, and that one decision would change *everything*.

Inside the VITA™ container, Kimberly found something she had never truly experienced in her professional life: permission to lead from her deepest truth.

Through the methodology, she didn't just gain techniques and tools – she also found a place where she could claim her identity as an intimacy coach. She stopped asking... *"Am I allowed to do this?"*

**And instead, started saying, "This is who I am."
That same year, her business exploded.**



VITA™ Coaching Graduate Case Study

Her brand, UNCOVER, which was a 6-figure business in its first year, began doubling in revenue year after year - and has now scaled to a 7-figure company.

And today, Kimberly knows it wasn't a coincidence that stepping into VITA™ Coaching was followed by this level of success:

“I know it's not an accident that I stepped into that container. It lit a fire under me, and we're now in our 4th million dollar year. It was saying yes to VITA that let me claim what I was really meant to do.”

Kimberly credits the VITA™ framework not only with her personal healing, but with giving her the exact foundation required to build a coaching business in full integrity.

Having a business rooted in embodiment, emotional mastery and tools that create real results and profound transformation was essential to her success. Years later, she still draws on what she learned inside the program.

In her coaching practice, she uses the methodology to help women overcome religious trauma, reclaim

their bodies and create lives filled with love, intimacy, purpose and pleasure.

Kimberly did the work *herself* first inside VITA™, and it unlocked the confidence she needed to step into her role as a thought leader in intimacy coaching - despite the taboo - and her message is clear:

“If even I can thrive in this, there's room for everybody.”

Learn more about Kimberly on her [website](https://www.kimberlyrosendleton.com/).
<https://www.kimberlyrosendleton.com/>

VITA™ Coaching Graduate Case Study

Jacki Carlson: Turning Her Calling into a Confidence Movement

VITA™ Coaching 2021 Graduate

Before VITA™ Coaching, Jacki was a teacher - one who saw *firsthand* the cracks in the educational system when it came to supporting young girls.

Year after year, she watched her third-grade students lose their sparkle by the time they reached sixth grade, only to watch their light dim even more once they hit high school.

She saw their confidence drop and self-doubt creep in. Her heart broke as she witnessed the pressure to conform begin to change the girls she once watched light up a classroom.

She didn't know how to help - until she realized:

Maybe she was meant to be the one to change it.



VITA™ Coaching Graduate Case Study

When Jacki found VITA™ Coaching, something clicked.

Inside the program, she didn't just learn how to coach – she learned how to own her power. The profound personal transformation students experience inside VITA™ was a key factor in Jacki building her own confidence...

Which allows her to build her clients' confidence from a place of deep integrity and authenticity.

“You can't be a confidence coach if you're not confident yourself. VITA™ taught me how to become that coach.”

VITA™ Coaching gave Jacki the embodiment, tools and structure to do what no one else was doing – bring these transformational teachings to the next generation of girls.

In less than six months after graduating, Jacki launched Confident Girl Hotline, a coaching business built specifically for teen girls. She was able to buy her first house with the income she earned.

With the skills she learned inside the program, she turned her passion into a profitable, thriving business.



VITA™ Coaching Graduate Case Study

Jacki took the VITA™ tools and adapted them for her exact audience – and now creates *measurable* impact and *real* income.

Her success proves that this powerful methodology works, no matter what kind of coaching practice you dream of building.

How did VITA Coaching help build her business?

Business Bootcamp, the last Trimester of VITA Coaching, is where Jacki learned how to market her business clearly.

“*When I walk into a room introducing myself as a Confidence Coach for Teen Girls, I feel comfortable taking up space and because of that, my business has blown up.*”

When you learn how to embody your message, hold space in integrity and lead from your deepest lived truth – you don’t just build a business.

You build a movement.

Learn more about Jacki on her [website](https://confidentgirlhotline.com/).

<https://confidentgirlhotline.com/>

The Coaching Industry by Numbers

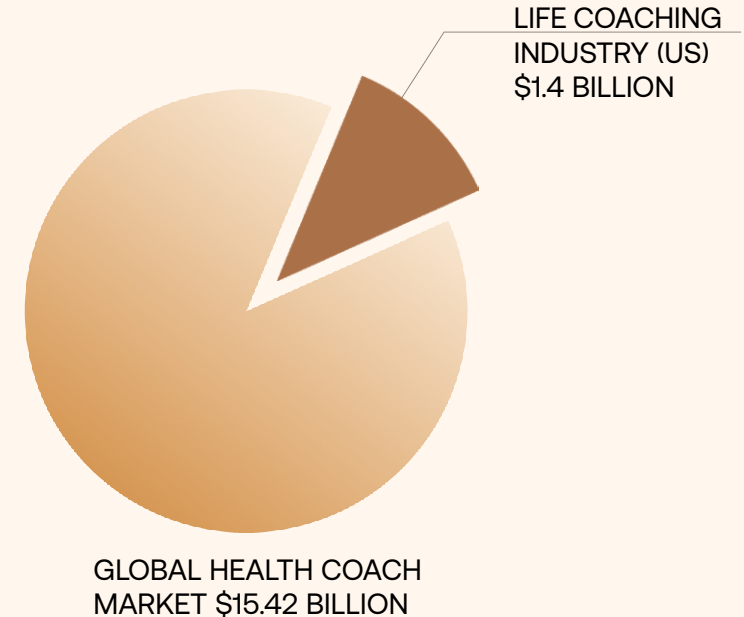
The coaching industry isn't just growing - it's exploding.

Global Health Coach Market: (US) \$15.42 billion

According to Precedence Research, the global health coach market was valued at \$15.42 billion in 2022 and is projected to reach \$25.95 billion by 2030, with an annual growth rate of 6.7%.

Life Coaching Industry (US) \$1.4 billion

The US life coaching industry accounts for \$1.4 billion, and that's just the beginning. There's a rising global demand for coaching in health, intimacy, relationships and empowerment.



VITA™ Coaching sits directly at the intersection of multiple high-growth niches, like wellness, sexuality, women's empowerment and trauma-informed transformation.

Your Place in a Rapidly Growing Field

According to Forbes, both women's empowerment and sex and relationships are among the top 5 fastest-growing coaching niches.

What does this mean for you?

There's not only *room* for you in this industry – there's a massive wave of coaches and thought-leaders building who will lead us into the next

The VITA™ Coaching Certification will prepare you to join this wave with the deepest integrity, lived embodiment and mastery beyond your years.



Whether you're launching your first practice or expanding your current one, consider VITA™ Coaching your exclusive invitation into a worldwide moment of extraordinary opportunity.

Proof That Speaks for Itself

VITA™ Coaching isn't just powerful - it's proven:



92% of graduates experience more self-love

96% feel a deeper connection to their body

94% say the investment was completely worth it

96% agree the program changed their life

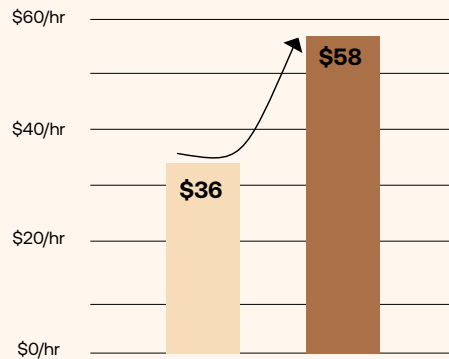
92% say VITA™ made them a better coach

The Results You Can Expect

VITA™ students don't just graduate with a certificate - but with the confidence to coach with excellence and the skills to charge accordingly:

COACHING REVENUE

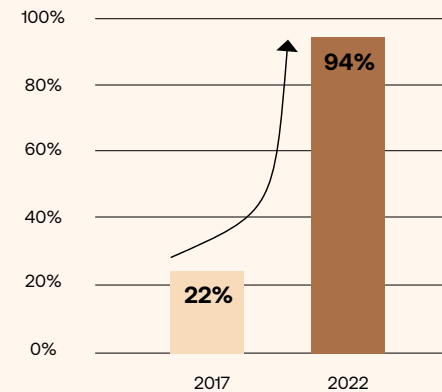
61% increase!



● Before VITA™ Coaching Certification

SELF-CONFIDENCE IN COACHING BUSINESS

72% increase!



● After VITA™ Coaching Certification

“As a result of my strengthened coaching skills and confidence and my signature pussy-based business approach I created in the 18 months following VITA™ Coaching, I have grown my company to consistent recurring \$50,000 months where I rarely work more than 40 hour weeks (often way less), have more pleasure in business than anyone I know and serve the coolest humans in a delicious way!”

Julia Wells, VITA™ Coaching Graduate



**Are you ready to step into
the level of impact and
income you desire?**

**Apply to join VITA™ Coaching and get access
to exclusive bonuses when you enroll**

APPLY NOW