

Coaching Industry Is Booming—Here's What New Coaches Need Most, According to Transformation Academy

With over 1 million students, Transformation Academy shares the most in-demand skills new life coaches need to thrive in today's competitive marketplace.

FL, UNITED STATES, July 31, 2025 /EINPresswire.com/ -- As the life coaching industry continues to

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Joeel Rivera, Co-Founder of Transformation Academy

explode—with an estimated global value exceeding \$20 billion by 2030—one thing is clear: more people than ever are stepping into the role of coach. But what separates successful coaches from those who struggle to get started?

According to Transformation Academy, one of the world's leading [life coach certification](#) platforms with over 1 million students worldwide, the answer isn't just mindset—it's practical business tools, niche positioning, and personal development mastery.

“We've seen firsthand what it takes to build a thriving coaching business,” says Joeel Rivera, co-founder of Transformation Academy. “Coaches don't just need motivation—they need clarity, structure, and real-world strategies for attracting clients and delivering value.”

Based on insights from thousands of student success stories, Transformation Academy outlines the top 3 things new coaches need most in 2025:

1. Niche Clarity and Confidence

General life coaching is saturated—but niche coaching is booming. Coaches who specialize (e.g., mindset, career, trauma recovery, relationships) build stronger brands and faster trust. Transformation Academy recommends new coaches take time to explore their passion, story, and target audience before branding themselves.

2. Done-for-You Business Tools

New coaches often feel overwhelmed by the “business” side of coaching. From setting up packages to designing a website or writing a bio, having plug-and-play templates makes all the difference. Transformation Academy students get access to ready-made tools like coaching agreements, intake forms, and marketing scripts.

3. Ongoing Personal Growth

Clients can only go as far as their coach has gone. That’s why the most effective coaches invest heavily in their own self-mastery. Whether it’s emotional intelligence, trauma recovery, or mindset training, coaches who “walk the talk” inspire deeper transformation in others.



Joeel and Natalie

“Being a coach isn’t about being perfect—it’s about being real,” says Natalie Rivera, co-founder and curriculum developer. “Your growth fuels your clients’ growth.”

To make coaching more accessible, Transformation Academy offers a Master Life Coach Certification bundle that includes multiple niche certifications, business training, and downloadable coaching tools. The platform also supports its global community with peer support, ongoing training, and real-world implementation strategies.

□ For a limited time, readers can use code PRESS to get 20% off any certification. This offer is available at: <https://store.transformationacademy.com/discount/PRESS>

With the coaching industry expanding rapidly, the message from Transformation Academy is clear: Coaching isn’t just a career—it’s a calling. But it works best when it’s grounded in both purpose and strategy.

□ About Transformation Academy

Transformation Academy is a global leader in online life coach certification and personal development training. With over 1 million students in 200+ countries, the platform empowers aspiring coaches with niche-specific training, ready-to-use business tools, and a community of mission-driven change-makers.

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