TRANSFORMATION
Coaching Academy®
leaders in transforming lives

YOUR GUIDE TO THE TRAINING

The Life Transformation Coaching Course

Learn to help people transform their lives
while experiencing your own growth and change.



Two connected levels • Six certifications • Twelve bonuses • Internationally Accredited

A practical learning journey with scripted processes,
real-life coaching demonstrations and ongoing support.

Explore your enrolment options

Burk & Isobel Esterhuyse

You Want to Coach People and Transform Their Lives? Here's How to Get Certified and Coach Them All the Way Through It

Discover a complete life coaching method that helps clients work through their problems, get unstuck, and find a deeper sense of purpose by changing the inner programming behind their struggles, with guided processes, word-for-word scripts, real-life coaching demos, and six internationally accredited certifications to back your skills

Perhaps you have always been the person others turn to. You listen, you care, and you want to help them see a way forward. Maybe you have experienced meaningful change in your own life and would love to help someone else experience it too. Or perhaps you are ready for work that feels more connected to who you are and what matters to you.

Whatever has brought you here, caring about people is a valuable beginning. The next step is learning how to coach them when encouragement and good advice are no longer enough.

When someone says, "I know what I should do, but I just cannot seem to do it," you need more than another action plan. You need a way to explore the limiting beliefs, emotional patterns, unwanted habits and behaviours, and inner conflicts that keep pulling them back. You need to understand what to listen for, what to ask and how to guide the next part of the conversation.



That is why I created the Life Transformation Coaching Course. It gives you a connected learning journey: practical coaching skills, a scripted Transformation Coaching System™, real-life coaching demonstrations in front of a live audience with Q&A explanations afterwards, six internationally accredited certifications upon successful completion, and support as you learn to use the work.

And your own transformation is part of that journey. You will have opportunities to work with your confidence, goals, limiting beliefs, emotional patterns, unwanted habits and the emotional impact of past experiences while developing the skills to support others.

> "Having been involved in the field of psychology and human behaviour for the past decade, I found this course from the Transformational Coaching Academy to be both a valuable professional experience and a meaningful personal journey.
>
> The course goes beyond theory, providing practical, step-by-step systems and techniques to address real-life challenges and behavioural patterns, including issues rooted within the subconscious mind. What makes the programme particularly valuable is the balance between theory and practical application, with a strong focus on creating real and meaningful transformation."
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> — **Louis van den Berg**

Why wanting change is not always enough

Think about someone who wants to start a business but keeps postponing the first step. They may have a clear plan and a genuine desire to succeed. Yet being visible might feel unsafe, asking for payment might bring up guilt, or the thought of failing might trigger the belief, “I am not good enough,” or “What if I fail again?”

The same tension can appear in relationships, career decisions, health habits and personal goals. A person wants closeness but expects rejection. They want to move forward but keep questioning themselves. They set a goal, begin with enthusiasm and then return to a familiar pattern.

When you learn to recognise what is happening beneath the old patterns and behaviour, you have something specific to work with. You can help the person understand their experience and begin changing the inner patterns that make progress difficult.

Why I Began Developing a Different Unique Coaching System

I’m Burk Esterhuyse, founder of Transformation Coaching Academy®. For years, I looked successful from the outside while feeling stuck and unfulfilled on the inside.



After my father died in my final year of school, I took over our family farm and built it into a highly successful, profitable operation. On paper, things were going well. Inside, I felt exhausted and empty. Working harder, starting new ventures and making more money did not resolve what I was carrying.

I had grown up feeling not good enough, especially around my father. Fear and anxiety became anger and self-doubt. I kept trying to improve the outside of my life without understanding the beliefs and emotions shaping how I experienced it.

Books, seminars and courses gave me pieces of understanding, but I wanted something I could actually use. Eventually, I left farming, moved my family to the capital city and committed myself to coaching. I studied like a machine, applied what I learned and worked with people who wanted real change.

What my clients helped me see

The ICF-based conversational coaching methods I first learned helped clients gain insight and experience small breakthroughs during our sessions. Yet by the next session, I found they had slipped back into familiar reactions and limiting patterns. My mission became to understand what kept pulling them back and find a way to help them overcome those patterns at their roots, so they could leave those struggles behind and experience lasting change in their everyday lives.

I began looking more closely at the limiting beliefs, emotional patterns and inner conflicts behind their struggles. Alongside my coaching background, I drew on NLP, Gestalt Therapy, systemic pattern recognition, mind-science, neuroscience, neuroplasticity, success mindset strategies and personal development. I applied and refined the work through my own experience, my clients and our students.

Over time, these elements became the Transformation Coaching System™: an organised, practical, step-by-step way to guide someone through the inner changes connected with the problems and goals they bring to coaching.

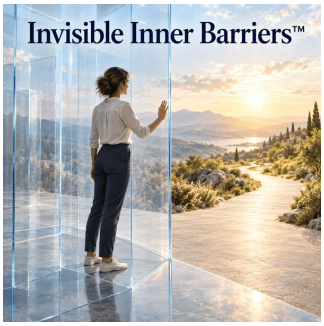
As Isobel and I used this new coaching system with our clients, we saw people release decades of trauma, dissolve anger, anxiety, fear, guilt, shame, and depression, and reconnect with who they truly are, while unlocking more of their true potential. They described greater confidence, emotional freedom and a stronger connection with themselves.

Those experiences deepened my commitment to teaching this work and to share it with as many people as possible.

Since 2010, Transformation Coaching Academy® has trained thousands of coaches. My purpose remains personal: to make this knowledge understandable and practical, so you can use it in your own life and learn to facilitate it with others.

Understanding Invisible Inner Barriers™

I use the term Invisible Inner Barriers™ to describe the internal patterns that can quietly work against the transformation, success and fulfilment someone consciously wants. They are often so familiar that a person experiences them as "just the way I am."



They can include limiting beliefs, negative self-talk, unresolved emotional responses, inner conflict, the emotional charge of past trauma, fear, self-doubt and conditioning learned through family, relationships and life experiences.

These patterns influence how a person interprets events, what feels possible, the decisions they make and the actions they avoid. Someone can be capable and committed, yet still find themselves hesitating, procrastinating or repeating behaviour they would like to change.

Learning to recognise what is underneath

Limiting Beliefs and Self-Image: Beliefs such as "I always fail," "I do not deserve success," "I am not good enough," or "I am undeserving" can shape a person's expectations and limit what they believe is possible. You learn to identify the beliefs that negatively influence their self-image and potential, then guide them through processes designed to address the root causes and replace limiting beliefs with empowering ones. This helps clients develop a more supportive view of themselves, recognise their potential and respond to challenges with greater confidence and resourcefulness.

Emotional Patterns and Triggers: An everyday disagreement may bring up a reaction that feels much larger than the present situation. You learn to work with recurring emotional responses, their triggers, and the meanings connected with them by uprooting them at the root causes with the Negative Emotional Therapy™ technique, helping a client gain awareness and choice.

Inner Conflict. One part of a person may want a relationship, a new career or greater visibility, while another part associates that change with danger or loss. Understanding both sides and resolving the inner conflict at its roots with the Inner Conflict Therapy™ technique gives you a way to work with the conflict instead of simply telling the person to push harder.

Past Experiences and Trauma-Related Emotions: Painful experiences can continue to affect present-day confidence, intellect, trust and behaviour. The training includes two powerful techniques for working with the emotional impact of the past by releasing all the negative emotional charges and triggers connected to them, with the aim of helping people move forward with greater inner freedom.

Behaviours, Unwanted Habits and Resistance: Overthinking, avoidance and self-sabotage can make more sense when you understand the beliefs and emotions connected with them. You learn the Bang Pattern™ technique and Sub-Coding™ technique to explore those connections and then rewire the person's patterns towards a better and more resourceful response.

Why this matters for goals and everyday life

Imagine setting a meaningful goal **while quietly believing it is impossible for someone like you**. An action plan may tell you what to do, but that limiting belief can influence every attempt to follow it. Exploring the barrier alongside the goal creates a more complete coaching experience and will lead to totally different results.

The same principle applies when working on relationships, money decisions, career direction or health habits. You are learning to connect what someone wants with what is happening inside them, rather than treating each repeated setback as a lack of effort.

This understanding can also change the way you relate to yourself. Instead of judging yourself for feeling stuck, you begin to notice the pattern, understand what needs attention and apply the processes and techniques you are learning.

A Practical System for Guiding Inner Change

The Transformation Coaching System™ brings the techniques and processes together in a structured and practical step-by-step sequence. You learn how to move through a coaching journey, how the different parts fit and how to facilitate the work step by step.

> "What makes this programme exceptional is that it goes far beyond teaching you how to become a coach. It teaches you to become more conscious of the beliefs, choices and patterns shaping your life, and provides powerful, practical tools to create meaningful, lasting change.
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> Having completed several other coaching courses, I can genuinely appreciate the depth, integrity and carefully developed methodology behind this training. It bridges the gap between understanding transformation and having the confidence and skills to facilitate it.
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> As I take this knowledge into my own coaching practice, I do so with a renewed sense of purpose and confidence. Perhaps the greatest gift is that I am not simply taking the knowledge forward. I am taking the experience of having lived the transformation myself."
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> — **Carol Rickards**

This matters when you are new. You do not have to invent a process while a client is waiting for you to respond. You have instructions, word-for-word scripts and demonstrations that show you how to use them.

Scripts that support your coaching

All our techniques and therapies are scripted. *(In our coaching system, "therapies" are practical, step-by-step techniques designed to help people identify and address the underlying causes of an issue.)* Your training explains how to facilitate the scripts, what the process is intended to achieve and how to stay attentive to the person in front of you. The step-by-step coaching manual becomes a practical working resource you can return to during preparation and coaching.



You also have access to multiple real-life coaching demonstrations of each process, so you can see how different people respond to the same processes and model us. Seeing a process unfold helps you connect the written instructions with timing, communication and the way a client responds. You can revisit the video and the manual as your understanding develops.

The aim is to build confidence through understanding and application. You learn what to ask, what to listen for and how to guide the next step, while developing the presence and communication skills that make a coaching relationship supportive.

What you learn to work with

You learn processes for exploring and changing limiting beliefs, working with negative emotional patterns, resolving inner conflict and addressing the emotional impact of past experiences. The system also

supports upgrading the self-image, achieving goals, and transforming unwanted behaviours and habits into new, positive, successful ones.

For example, you may help a client explore the belief behind avoiding an important conversation, work with the emotions linked to an old disappointment, or understand why taking a step towards their goal brings up resistance. The process gives the conversation direction and helps connect insight with change.

The Negative Emotional Therapy™ technique is one of the approaches included in the training. It is designed to help people work through emotional charges connected to past experiences, creating more room for clarity, presence and a different response in the present.

Experience the work for yourself

As you learn, **you are encouraged to apply the work to your own Invisible Inner Barriers™**. This is an opportunity to notice the beliefs, reactions and habits that influence your own choices, and to experience the processes from the inside.



That personal understanding can enrich your coaching, including your personal and professional life. You know what it is like to reflect honestly, to recognise a pattern and to take a step towards change. You can bring that understanding into your work with clients, while continuing your own growth.

How Your Training Fits Together

The course has two connected levels across six modules. Each module and level builds on the previous learning, taking you from foundational understanding (even if you already have experience in this field) to the practical application of the Transformation Coaching System™.

Level 1 — Foundation Training

Modules 1–3 build your foundation in coaching, communication and the way people think and respond. You develop rapport-building skills, learn to listen and communicate more effectively, and explore mindset, goals, self-image and the relationship between conscious and subconscious patterns.

NLP communication skills form part of this foundation. Their purpose here is to help you understand people, build trust and communicate clearly. These are skills you can use in coaching, relationships, parenting, leadership, business and everyday conversations.



To support your learning, you receive **two professionally prepared training manuals covering Foundation Training and Coaching Fundamentals**. These give you a clear, structured reference to follow alongside the video lessons, revisit important concepts and deepen your understanding at your own pace. You can return to the explanations you need without having to replay an entire lesson.

You do not have to wait until certification to begin applying what you understand in your own life. As you learn, you can notice your self-talk, practise better listening, set clearer intentions to achieve desirable outcomes every day, and explore how your beliefs influence your actions.

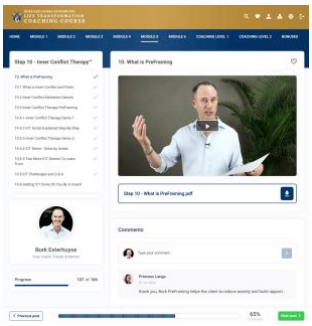
Level 2 — Practical Coaching and Certification

Modules 4–6 take you through the Transformation Coaching System™ and show you how to facilitate its techniques and processes. You learn the sequence, follow the scripts and watch practical real-life coaching demonstrations of the work done by Isobel and me.

Your Level 2 step-by-step coaching manual brings the system together as a working guide. You can refer to it as you prepare, practise and begin coaching, so your learning remains connected with what you actually do in a session.

Together, the two levels give you a foundation for understanding people and a structured approach for working with the inner patterns connected with their challenges and goals.

Learn online with ongoing guidance and support



The training is delivered through a secure, interactive online membership area. Lessons are pre-recorded and arranged in sequence, with each completed lesson unlocking the next. A progress tracker helps you see where you are in the course.

Lessons are presented in manageable segments, generally 30 minutes or less. You can fit your learning around work and family, revisit material when you need to and make time to apply what you have learned. The platform is mobile-friendly, so you can also study on your smartphone.

Professionally crafted PDF manuals accompany the training. These help you review key ideas without always having to replay a video, while the Level 2 manual supports your practical use of the system.

Under each video, you can ask questions and read questions and discussions from other students. Our team aims to respond within 24 hours. Regular live Zoom coaching calls and Q&A sessions give you opportunities to talk to us directly, ask questions about the course, client situations and your coaching business.

You receive **lifetime access** to the training included in your enrolment. There is no fixed completion deadline. **Many students finish in three to four months** while working full time; others take six months or longer. You can choose a pace that gives you time to understand and apply the work.

Your Path to Certification

On successful completion of the full course and its requirements, you earn six internationally accredited certifications. Each recognises a different area of the training you have completed.

Life Coach	**Life Transformation Coach**
Mental Performance Coach	**Emotional Wellbeing Coach**
Negative Emotional Therapy™ Practitioner	**NLP Practitioner**

Our course is Internationally Accredited by the International Coaches Register and the Association for Neuro-Linguistic Programming. Once certified by us, you can apply to register with the International Coaches Register without an additional evaluation from them.

How assessment works

You complete the lessons in order. When you finish a level, contact us to request your assessment link. We check your lesson completion and provide preparation guidance before the online knowledge test.

The assessments are open-book, multiple-choice tests. You can refer to your learning materials and retake a test if needed. The purpose is to check your understanding and application of the training, rather than

expecting you to memorise everything under pressure. Your assessment results also serve as evidence of your knowledge and understanding for the International Coaches Register.

If you would like to gain practical experience after certification, you can ask us to pair you with another newly certified coach. Using an online platform such as Zoom or Microsoft Teams, you can take turns guiding each other through the Transformation Coaching System™. This gives you an opportunity to practise, build confidence and receive constructive feedback from someone who also understands the system. Any questions that arise can be brought to our live coaching calls for further guidance and clarification.

Level 1 and Level 2 each have an assessment stage. Completing the full pathway gives you access to the full set of six certifications listed above.

Click the links below for the Full Course Structure and the Course Features

View the full course structure

Explore the course features

You Can Begin Before You Feel Completely Ready

You may be wondering whether you will understand the training, whether you have enough confidence or whether you could really become a coach. These are understandable questions when something matters to you.

You do not need prior coaching experience or a university qualification to enrol. **You do need a willingness to learn, reflect, practise and apply the work**. We break the concepts down into an easy-to-understand, easy-to-apply format and show you how the processes are used, so you can build your understanding step by step.

Make room for the life you want to build

You can study while keeping your current job. You can use the training for personal development before deciding whether to start a practice. You can also bring those communication and coaching skills into an existing role where you support people, including in parenting.

And you do not have to be an extrovert. Listening, thoughtful questions and a genuine interest in people are valuable qualities. Isobel and I are both introverts. Your confidence can grow as your understanding and experience grow.

Age does not disqualify you either. Students in their seventies have completed our training and gone on to coach. Your life experience can become part of the understanding you bring to your work.

Preparing for the business side

Being able to coach and being able to explain your coaching offer are connected skills. That is why the course includes business and marketing resources alongside your professional training.



You learn about setting up a coaching business, understanding your market, presenting your services and connecting with potential clients. Our Client Signup System™ gives you a structured approach to conversations that build trust and help people decide whether to work with you.

Additional resources include business documents such as coaching contracts and client intake forms.

The additional marketing bundles (described in the bonus segment) help you develop your website, niche, brand, content and communication channels. You can work through the resources relevant to your next step instead of trying to figure out every part of a new business alone.

Our Certified Coaches Share Their Experiences

Students come to us with different backgrounds, challenges and hopes. Their experiences offer a personal view of the training and how they have used it. These are selected excerpts from the testimonials on our Info-Pack web page.

Ursula van Graan shared, "The Transformational Life Coaching Academy program with Burke and Isabel has changed my life. My perspective on myself, my abilities, and my confidence has shifted. Since completing the program, I've travelled, expanded my business, and made significant life changes. It supported me through a difficult mental and emotional period and helped me overcome limiting beliefs. My relationship with money transformed, allowing me to value my services more. This program isn't just about becoming a coach; it's about mastering your life. It teaches awareness of beliefs, choices, and patterns, giving you tools to design the life you desire. I've applied these lessons in my coaching practice, witnessing profound shifts in my clients. If you're considering this program for personal transformation or to become a coach, I highly recommend it. The methodology supports both personal and professional development. I'm grateful to Burk and Isobel for their investment in this work. I wish I'd known about it in my 20s. This was about mastering myself and creating the life I want, and for that, I'll always be grateful."

Transforming your relationship with money using the course's structured processes means you raise your rates, feel comfortable receiving more, travel, and expand your business. These are real-world shifts created by applying the Transformation Coaching System™ to your limiting beliefs.

Cheryl Myburgh reflected, "In my 8-year journey as a certified coach, my life and my family's have changed. Burk's training methods are high-quality, allowing me to transform clients quickly. Buddying up with fellow students provided support. Burk prioritises emotional well-being, showing genuine care for humanity. His training is structured for easy understanding and application. I've become part of a community of lifelong friends. The Transformation Coaching Academy is results-driven and evidence-based. Clients express gratitude for their transformations. I'm deeply thankful to Burk and Isobel."

Transforming clients quickly with training manuals and exact processes shows the coaching competence built through the certification program's scripted techniques.

Segomotso Banda expressed, "I recently completed their course... The insights gained have not only broadened my skill set but have also positively impacted my professional and personal life." When one course upgrades both your career and your soul—those are results worth pursuing.

Ansie Guyt expressed, "As an established Transformation Life Coach, I've experienced the lasting transformation Burk and Isobel's techniques create. This training gives me confidence and resources to make a difference. I recommend TCA to anyone seeking coach certification and transformation. The ongoing support and community make the journey valuable. Thank you, Burk and Isobel."

Ongoing support through coaching calls and continued learning keeps building capabilities. Being part of a community connects you with like-minded people while providing guidance.

Lizél de Lange expressed, "This life transformation coaching course changed my life! It provided the knowledge and skills to transform myself from the inside out. Burk's easy-to-follow guide makes it accessible to new coaches and personal growth enthusiasts. I recommend this course to anyone serious about transformation. It healed my trauma and chronic anxiety, which psychology couldn't do for 30 years! Thank you, Burk and Isobel!"

Releasing trauma and anxiety that traditional therapy couldn't touch for decades is what the Negative Emotional Therapy™ technique achieves, eliminating emotional blocks at their root.

Kedumetse Mvula reflected, *"I have just completed the Transformational Life Coaching Course and got certified! This course is truly a game-changer!... You get more value out of this course by working on yourself in the process."* Becoming a certified coach is one thing. Becoming your best version while doing it? That's what makes this powerful. And now life is no longer just happening to her... she's happening to life.

This Isn't Just a Coaching Course—It's the Start of Your Legacy



Now, I know you are here because you're not interested in staying stuck where you are...



You want more... More impact... More purpose... More freedom...

And most of all... the ability to guide others through life-changing breakthroughs, freeing them from imposter syndrome, inferiority complex, self-doubt, fears, insecurities, limiting beliefs, traumas, unprocessed negative emotional patterns, inner conflict and Invisible Inner Barriers™, because you've done the work first.

I didn't build this just for people who want another certification to add to their email signature...

No...

I built this for future leaders... People with fire in their hearts and vision in their blood, who are ready to inspire change... elevate others and claim a life where they don't just talk about fulfilment… they live it!

So, if you've read this far... I already know something about you. You're not the average person scrolling for another freebie. You're not here to "figure it out later". You're here now because you're serious about becoming a Certified Life Transformation Coach...

You want to stand out... You want to be the kind of coach people rave about, because your breakthroughs are fast... real... and lasting. And you are ready to master the skills that create transformation and empowerment in others—starting with your own...

That is exactly why I created the Life Transformation Coaching Course. It is not "just another certification." It is a complete, internationally accredited pathway for future leaders who feel called to do deep, meaningful work… and want a proven framework, not years of trial and error.

Inside, you master practical, industry-defining tools like our proprietary Transformation Coaching System™, clear your own emotional blocks with Negative Emotional Therapy™ technique, and plug into a proven Client Signup System™ refined over 15 years. You do real practice, real methodology, real transformation… for your clients and for you.

You earn international credentials in life coaching, mental performance and emotional well-being that actually mean something, and you learn how to coach from anywhere in the world, on your terms, without offices, gatekeepers, or glass ceilings.

Access to this level of training and accreditation typically costs R80,000 or more. Many coaches who paid over R100,000 elsewhere have told us that, after completing our training, they found this course far more valuable, practical, and actionable. At that price, it would still be a bargain.

Consider what you are investing in: the opportunity to work on the patterns affecting your own life, combined with professional preparation you can use to help others.

The personal value may be felt in greater self-understanding, a more supportive relationship with yourself, clearer communication and the courage to pursue something meaningful. Those are changes that can reach into the way you experience family, work and everyday decisions.

The practical value is in learning a complete coaching system you can return to throughout your work. You receive the teaching, word-for-word scripts, manuals and demonstrations, together with a pathway to six certifications and access to guidance.

I value the core Life Transformation Coaching training at R80,000. This reflects my valuation of the training and its resources, based on my investment of over $15,000 in my coaching education, after which I still had to reinvent everything from the theory that got me nowhere back then to create real results and lasting change.

I invite you to consider both what you want to experience personally and what you want to become capable of doing professionally. Then look at the training, the student experiences and the support available during and after certification as you decide whether this is the right next step for you.

The current full price for the course is R24,997, which most people have paid before.

Yet today, you are getting a **Limited-Time Special:** full certification, full business setup support, full mentorship, plus all 12 bonuses (worth R85,000 when purchased separately) **for only R12,997**… or you can choose one of the other two flexible payment options:

Option 1: One payment of R12,997 (saving R12,000 off the full price of R24,997)

Option 2: Start with Level 1 for R4,997, then Level 2 later for R8,997

Option 3: Pay per module at R2,500 each across six modules, with no contract

No matter which option you choose, you get lifetime access to the training and bonuses. Your investment is covered by a **14-day money-back guarantee**. If you do not resonate with the training, email us to request a refund within that period.

Right now, you are at a crossroads.

You can close this page and let “maybe later” quietly turn into “never.” You can try to piece everything together alone through random courses and free content, staying stuck in doubt and overwhelm. Or you can choose the one path that gives you a complete coaching framework, internationally accredited credentials, ongoing support, and a container for your own growth and your clients’ success.

That path starts with enrolling in the Life Transformation Coaching Course today.

Six months from now, you could still be in the loop of information overload… or you could be standing tall as a fully certified, internationally accredited life coach, with clients you love, results you are proud of, and a business built from your soul.

Join us inside the Online Life Transformation Coaching Course Membership Area, become part of a community of aspiring coaches transforming the world from the inside out, and step into the life and legacy that has been waiting for you.

And when you do... you’re also going to unlock a set of exclusive bonuses that will blow your mind… (and fast-track your business success).

Stay with me... They're next after the price structure on the next page...

Three Payment Options For The Limited-Time Special

Choose your payment option below. Normal full course price: R24,997.

OPTION 1 Complete course	OPTION 2 One level at a time	OPTION 3 Pay per module
R12,997 once off Levels 1 and 2 Six certifications on successful completion All 12 bonuses Save R12,000	**R4,997 + R8,997** Start with Level 1 for R4,997. Pay R8,997 for Level 2 when ready, with all 12 bonuses. Total: R13,994 Save approximately R11,000	**R2,500 per module** Six modules in total. Modules 1–3: Level 1 Modules 4–6: Level 2 Pay at your own pace, with no contract. Total: R15,000 Save approximately R10,000
ENROL NOW	ENROL NOW	ENROL NOW

International Accreditation & Professional Membership

International Coaches Register • ANLP • COMENSA Coach Training Provider

Your 14-day money-back guarantee

When you invest in yourself today, start the training and see whether it resonates with you. If it does not, email support@transformationcoachingacademy.co.za within 14 days of purchase, using "Refund Request" as your subject line, to request a full refund under our published refund policy.

Need an invoice or a little guidance first

If you would like a quotation or invoice, or have questions about which option suits you, please contact us. We are happy to help you understand the training and your next step.

support@transformationcoachingacademy.co.za | +27 83 609 1976

Your 12 included bonuses

These resources support the personal, practical and business sides of becoming a coach. Their individual listed values total R85,000, and they are included with the complete course offer.

You receive guidance for establishing your practice, connecting with potential clients and continuing your own development. You can return to the resources as your needs evolve.



BONUS 1 • LISTED VALUE R20,000

Regular Live Interactive Coaching Calls and Q&A

With Burk & Isobel Esterhuyse

Join us for mindset guidance, encouragement and practical conversations about your development as a coach. Each call includes live Q&A, so you can ask about the training, coaching techniques, client challenges or establishing your business. You have a place to bring questions as they arise and learn from what other students and coaches are experiencing. These sessions help you stay connected with the work and take your next steps with greater clarity.



BONUS 2 • LISTED VALUE R30,000

The Client Signup System™

By Burk Esterhuyse

Learn a step-by-step approach to connecting with potential clients, building trust and helping them understand the value of working with you. The focus is on coaching and meaningful conversation: understanding what the person wants, demonstrating your approach and supporting an informed decision. You gain a structure to follow when you discuss your coaching offer, so the move from helping someone to inviting them into a paid programme feels clearer and more natural.



BONUS 3 • LISTED VALUE R8,000

How to Become a Successful Entrepreneurial Coach

By Burk Esterhuyse

Build your understanding of the practical and personal sides of running a coaching business. This training covers business setup, understanding your market, protecting your business and developing the mindset needed to move forward. You also learn about attracting and converting clients and using business and marketing automation to work more efficiently. It gives you a connected starting point for building your practice, drawing on my business experience and learning from entrepreneurial coaches.



BONUS 4 • LISTED VALUE R3,000

Creating the Perfect Client Getting Website

By Burk Esterhuyse

Learn how to create an online presence that helps the right people understand your coaching and take the next step. Explore website-building software and ways to use AI for market research and content creation. You can use the training to organise your message, explain your services and develop a website that supports enquiries. This is a practical resource for turning your ideas into a clear online home for your coaching business.



BONUS 5 • LISTED VALUE R2,000

Google Ads Mastery

Learn how Google Ads can help you reach people searching for services related to your coaching niche. The training focuses on directing relevant traffic to your niche webpages, so you can connect your offer with people already looking for help. Use it to understand the role of paid search in your marketing and make more informed decisions about how you attract potential clients.



BONUS 6 • LISTED VALUE R2,000

Find Your Perfect Coaching Niche & Brand Building Bundle

Explore whom you want to help, what matters to that audience and how to communicate your coaching clearly. This bundle supports you in identifying target niche markets, developing your personal coaching brand and writing messages that connect with prospective clients. A clearer niche helps you make more focused choices about your website, content and marketing, while a consistent brand helps people recognise and understand your work.



BONUS 7 • LISTED VALUE R2,000

Sales Copywriting Mastery

Learn to write marketing copy that captures attention, explains value and invites a clear next step. You can apply these skills to your coaching webpages, emails and promotional messages, including invitations to a free coaching session. The aim is to help potential clients understand how your service relates to their needs, so your writing becomes a useful bridge between their interest and a conversation with you.



BONUS 8 • LISTED VALUE R7,000

Social Media Mastery Super Bundle

Develop your use of Facebook, Instagram, LinkedIn and Twitter through the courses included in this bundle. Explore content, community-building, engagement and relevant advertising approaches, including Facebook groups and LinkedIn opportunities. You can apply the learning to create a more consistent online presence and communicate with the people you want to reach. Use the resources to choose suitable channels, share your expertise and build relationships around your coaching.



BONUS 9 • LISTED VALUE R3,000

YouTube Marketing Mastery Bundle

Learn about free YouTube marketing, search engine optimisation and channel optimisation. You can apply the training to organise your channel, improve the way you present your videos and make your expertise easier for interested viewers to discover. Video gives people an opportunity to hear you, understand your approach and become more familiar with your coaching before they contact you.



BONUS 10 • LISTED VALUE R3,000

Email Marketing Bundle

Explore email list-building and the creation of email marketing campaigns. Learn how email can help you stay in touch with interested people, share useful content and invite engagement with your coaching business. The bundle also covers promoting other people's products to your list through affiliate marketing. You can use these skills to develop an ongoing connection with your audience and communicate relevant offers thoughtfully.



BONUS 11 • LISTED VALUE R2,000

Webinar & Zoom Marketing

Learn how to plan and present webinars that hold attention, build trust and communicate your expertise. You can use this format to teach a useful idea, introduce your coaching approach and give an audience a clear next step. The training helps you think through both the presentation and marketing sides of a webinar, supporting more engaging online sessions with potential clients.



BONUS 12 • LISTED VALUE R3,000

Personal & Professional Development Super Pack

Continue your development through a collection of courses covering productivity, leadership, habits, time management, brain health and personal growth. You can return to different topics as your needs change, using the resources to strengthen how you work, lead and manage your own development. This pack supports the ongoing learning that accompanies your growth as both a person and a professional coach.

Questions you may still have

How long will it take from start to certification?

You study at your own pace. Many students finish in three to four months while working full-time; some take six months or longer. There is no completion deadline. Your progress depends on the time you choose to put in, and our support stays with you throughout your journey and even after certification.

How is the course structured and presented?

The training follows a practical, pre-recorded curriculum on a secure, interactive online platform. Lessons build on one another, and a progress bar helps you track your learning. Videos are divided into manageable segments, generally 30 minutes or less, and the membership area works on mobile devices. You can study whenever your schedule allows and revisit lessons as needed. We have had single mothers working full-time complete the course in 14 weeks, and a 74-year-old student who described herself as technologically challenged complete it successfully and go on to coach virtually full-time.

Why don't you offer in-person training—and is the online training as effective?

For more than 13 years, until 2023, we offered intensive in-person training, with over 1,000 people attending Level 2 in a live classroom. Working across cultures and backgrounds helped us refine the Transformation Coaching System™. People experienced powerful personal changes, but five days of training, often 11–12 hours a day, could no longer cover the depth of the evolving system or give everyone enough time to develop their coaching skills.

Students also received online access. Over time, we saw that those who completed the deeper online learning were the ones who went on to build coaching practices. This helped us redesign the experience. Today, you learn everything step by step, ask questions under lessons and take time to practise and integrate the work. In our experience, this produces stronger personal and professional outcomes than trying to absorb everything in five intense days.

How will I be assessed for the internationally accredited certification?

Lessons unlock sequentially, so essential learning is not skipped. After completing Level 1, modules 1–3, you can request the NLP Coach knowledge test. After Level 2, modules 4–6, you can request the assessment for the remaining five certifications. We check your lesson completion and provide preparation, including a short pre-work assignment, before sending your test link.

Both assessments are open-book, multiple-choice knowledge tests, with enough time to complete them. You can retake a test if needed. The emphasis is understanding and applying the work rather than memorising it. Once we certify you, you can apply to the International Coaches Register without an additional evaluation from them.

Is there an opportunity for practical experience before I begin coaching clients?

Yes. After certification, you can partner with another newly certified coach and guide each other through the Transformation Coaching System™. Buddy coaching helps you practise, build confidence and explore questions together. Our supporting coaching calls are also available for guidance. Buddy coaching is optional; the detailed scripts and training prepare you to start working with paying clients once certified.

How will students interact with you to address their questions?

Each video lesson has a comment section where you can ask questions about that topic. We aim to respond within 24 hours, and you can also learn from other students' questions and our replies. Regular live Zoom coaching calls with Burk and Isobel provide encouragement, mindset guidance and Q&A about

the training, coaching techniques, client situations and building your practice. You have support throughout your learning journey.

I have never coached anyone before. Will I understand and apply the course content?

Absolutely. The training welcomes beginners and experienced coaches alike. Concepts are explained in manageable steps, with real coaching demonstrations showing how to apply them. You do not need previous coaching experience or higher education. You need to be teachable, able to read and write, and willing to learn, grow and help others.

How do I know this course is legitimate and recognised?

The Life Transformation Coaching Course is internationally accredited by the International Coaches Register and the Association for Neuro-Linguistic Programming. These professional connections support the recognition of your training and credentials.

Can I register with the International Coaches Register once I am certified?

Yes. Our assessment methods are approved by the International Coaches Register, and our standards exceed their recommended requirements. After certification, you can apply for additional international accreditation and registration under the six qualifications listed in this info pack, without an additional evaluation from them.

Can I acquire these unique coaching skills and techniques from other training providers?

Our proprietary techniques and scripted Transformation Coaching System™ are taught through our academy. I developed and refined this work over more than a decade with thousands of people, addressing Invisible Inner Barriers™ such as limiting beliefs, unresolved emotions, inner conflict and the emotional impact of past trauma. The system provides a structured coaching journey of approximately 18 hours. The techniques carry our trademarks, and the scripts are protected by my copyright, Burk Esterhuyse.

How does this course stand out from others available in the market?

You receive a complete Transformation Coaching System™, rather than a collection of disconnected tools. Practical techniques, therapies, scripted processes and real demonstrations show you what to do, in what order, and how to guide a client. Your own growth is part of the learning journey, alongside internationally accredited certification, ongoing support and business training.

Can I really start my own coaching practice or business after completing this course?

Yes. We teach you how to establish and grow a coaching practice, including business setup and marketing. The Client Signup System™, included among your bonuses, shows you how to connect with potential clients, build trust and invite them into your coaching programme. You receive a practical structure for developing your practice and attracting clients who want to invest in themselves.

I'm worried about the cost of the course. Is it really worth it?

Think of the training as an investment in your personal growth and future work. You gain coaching knowledge, practical skills, credentials and business resources you can use in your own life and with clients. The payment choices allow you to choose how to begin. Read the pricing and guarantee terms in this info pack so you can make an informed decision.

What if I struggle with the course content or find it difficult to keep up?

You can slow down, revisit videos and practise until the material feels clearer. Concepts are broken into manageable steps, and real coaching demonstrations help bring them to life. You can ask questions under lessons and bring questions to live Q&A calls. There is no fixed completion deadline, and you have guided support throughout the training.

Will I get certification upon completion of the course?

Yes. On successful completion of the full training and assessments, you receive the six certifications listed in this info pack: Life Coach, Life Transformation Coach, Mental Performance Coach, Emotional Well-Being Coach, Negative Emotional Therapy™ Practitioner and Neuro-Linguistic Programming Practitioner.

What happens if I decide this course isn't for me?

You can request a refund within 14 days of purchasing the complete course or Level 1 if the training does not resonate with you. Please read the linked refund policy: it excludes separately purchased Level 2, subsequent payments and module payments. Contact us if you need clarity before enrolling.

Are there any additional costs apart from the course fee?

The training fee includes the course learning resources and support described here, with the bonus package subject to your payment option's access conditions. The website states that there are no hidden course fees. If you choose additional registration or membership with an external professional body, please ask us to confirm whether that body charges a separate fee.

Can I manage this course with my full-time job?

Yes. The online lessons are available on demand, so you can study in the evenings, over weekends or whenever it fits your schedule. You choose your pace and can build the training around your existing responsibilities.

I'm an introvert. Can I still be a good life coach?

Definitely. Thoughtful listening and communication are valuable coaching strengths. The training gives you skills and processes to build confidence and connect with clients, whatever your personality. Isobel and I are both introverts.

Can this course help me work through limiting beliefs, fears, self-doubt, trauma and inner conflict?

Working with these inner obstacles is central to our methodology. You learn processes for recognising and transforming limiting beliefs, unresolved emotional patterns, inner conflict and the emotional charge of past experiences. As you apply the work to yourself, you also develop an understanding of the processes you will later guide clients through.

I'm not very tech-savvy. Can I manage the online format and use a mobile device?

Yes. The membership area is designed to be easy to navigate and mobile-friendly. You do not need advanced technical skills, and our support team can help if you encounter a problem. Students with limited technical confidence have successfully completed the training.

What if I don't feel ready to start my coaching practice immediately after finishing?

That is completely okay. You can first use the techniques for your own personal and professional development, practise with a buddy and build confidence. You decide when you are ready to begin coaching others.

Are training manuals provided as part of this course?

Yes. Level 1 includes easy-to-read PDF manuals to support the Foundation Training and help you revisit topics without replaying every video. They cover coaching skills, understanding the mind and NLP communication for trust and positive influence.

Level 2 provides your Transformation Coaching System™ manual, with the step-by-step processes and scripts you use with clients. It helps you tailor the coaching journey to the person's needs, including mindset, habits, emotional patterns, confidence and personal growth.

Why is Neuro-Linguistic Programming included in your course?

NLP contributes valuable communication skills and an understanding of how the conscious and subconscious mind work. In Level 1, you learn ways to build rapport, listen and communicate more effectively—skills you can use in coaching, relationships, business, negotiation and everyday life. The focus is ethical communication and positive influence.

Am I too old to venture into Life Transformation Coaching?

No. Your life experience can be a valuable strength. Coaching offers flexibility to choose when and how you work, while doing something meaningful that helps others. Students in their 70s have completed our training and gone on to practise as virtual coaches.

What is the advantage over a cheaper, standard NLP or life coaching course?

NLP can strengthen communication, negotiation and rapport, but communication skills alone do not provide a complete coaching system. Our training combines those foundations with the Transformation Coaching System™, practical demonstrations and scripted processes, giving you a clear structure when a client brings a real challenge. We emphasise ethical communication and do not teach subconscious manipulation. The aim is to help you develop both the skills and the practical framework to guide meaningful change.

Take your next step

If you feel drawn to helping people transform and empower their lives, I would love to welcome you into our training. You will have a structured path to follow, practical resources to work with and support as you develop.

Your own growth belongs in that journey too. As you work with your beliefs, emotions, goals and patterns, you begin building an understanding you can carry into your relationships, your work and your coaching.

Visit our enrolment page to choose your payment option, or contact us if you would like to talk through your questions first.

Choose your option and enrol

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