

Your Ultimate
Health & Wellness Coaching
Careers Guide

Welcome to the world of professional Health & Wellness Coaching. Your guide to the exciting career paths & earning potential for qualified Health Coaches.

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Join the *fastest growing* and *most rewarding* profession in the health & wellness space

Health coaching is one of the fastest-growing wellness professions worldwide,

GLOBAL HEALTH COACHING MARKET PROJECTED TO REACH OVER £22 BILLION WITHIN THE NEXT FIVE YEARS¹.

This surge reflects a growing demand for personalised, preventative health support, particularly in managing chronic conditions, promoting overall wellbeing, and supporting behaviour change².

Beyond the numbers, what makes health coaching so rewarding is the opportunity to make a tangible difference in people's lives - helping them embrace holistic health, make informed choices, and lead healthier, happier lives.



HCA Students at 3-Day Live Training Event

In the UK, the need for health coaching is growing rapidly as the population ages and more people live with multiple long-term conditions.

68% OF ADULTS OVER 65 PROJECTED TO HAVE MULTIMORBIDITY BY 2035³

Health coaching is emerging as a vital way to help people make lasting lifestyle changes, offering personalised guidance and support that can improve wellbeing and quality of life. It's more than a career - it's a chance to make a real impact, helping others feel healthier, stronger, and more in control of their lives.



HCA Students at 3-Day Live Training Event



HCA Students with Senior Health Coach Trainer, Marcelle Dubruel at 3-Day Live Training Event

Opportunities for Health Coaches are expanding across both public & private sectors^{4,5}

HCA ARE A GLOBALLY ACCREDITED, WORLD LEADING AND INDUSTRY-RECOGNISED HEALTH COACH SPECIALIST ACADEMY

This includes structured NHS roles⁶, alongside private practices, employer programmes, and digital platforms⁷. Globally, coaching is evolving with new models including app-based, AI-assisted, and telehealth approaches⁸ - creating exciting prospects for Health Coaches with skills in remote support and digital tools.

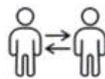
At Health Coaches Academy (HCA), we provide globally accredited and industry-recognised training to help you confidently step into this rewarding career. In this guide, you'll meet HCA Health & Wellness Coaches who have built successful, life-changing careers in this field, explore the many different career pathways available, discover the potential earnings, and pick up practical tips to help you get started.



The Many Ways Health Coaches Work

Health Coaches can work in a variety of ways, depending on their skills, interests, and the clients they support. Many coaches combine several approaches to create a flexible, fulfilling practice.

Common ways Health Coaches work include:



1:1 COACHING SESSIONS

Work with clients individually, either online or in person, providing tailored guidance and support.



GROUP COACHING PROGRAMMES

Run structured programmes for small groups, creating shared accountability and peer support.



WORKSHOPS & TALKS

Deliver educational sessions on topics such as nutrition, stress management, or lifestyle habits.



WELLNESS RETREATS

Organise immersive experiences that focus on holistic health, wellness, and personal growth.



COLLABORATING WITH OTHER PROFESSIONALS

Work with clients individually, either online or in person, providing tailored guidance and support.



SPEAKING ENGAGEMENTS

Present at events, conferences, or corporate wellbeing programmes. Inspire and educate larger audiences.



WRITING FOR COURSES & PROGRAMMES, MAGAZINES, BOOKS & PUBLICATIONS

Contribute to magazines, online publications and blogs, as well as course and programme materials, offering valuable insights, practical tools, and inspiring stories to motivate and educate audiences towards healthier lifestyles.

Many Health Coaches combine these approaches, giving them freedom to design a career that fits their passions, supports their clients, and maximizes their impact.



Everyone's journey into health coaching is unique

If you're feeling inspired, let's take the next step together. We're here to help you find your path in health coaching. Book a call with our team to explore your options, ask questions, and see how health coaching could open new doors in your life and career.



BOOK A CALL



Career Pathways for Health & Wellness Coaches

A Health Coach qualification opens doors to a world of exciting career possibilities where your skills can make a real impact. Whether you want to build your own private practice, specialise in a particular niche, collaborate with other professionals, bring health coaching into your healthcare role, support corporate wellbeing programmes or forge your own unique path, there are so many options and opportunities available.

In this section, we explore some of the different career pathways available to Health Coaches, along with some real-life examples from HCA Health & Wellness Coaches who have turned their training into successful, fulfilling careers.

1. PRIVATE PRACTICE

Many Health Coaches choose to set up their own private practice, giving them the freedom to work the hours they want and create a schedule that fits their lifestyle. You can focus on the areas you're most passionate about - that may be gut health, chronic disease management, weight loss, menopause support, healthy ageing, or heart health - or explore any other niche that inspires you, tailoring your practice to your own interests and the clients you most want to support.

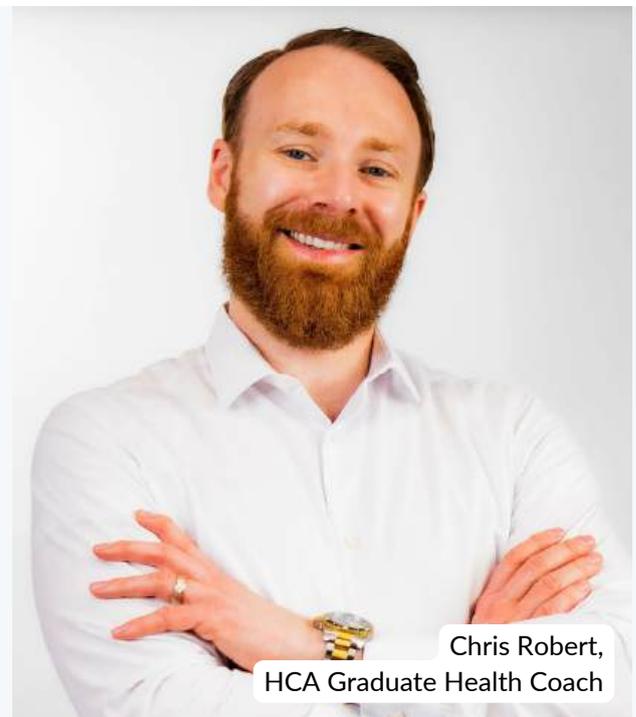
This flexibility allows you to build a practice that reflects your values, your interests, and the way you want to work, all while supporting others to live healthier, happier lives.

I'm a Health Coach and founder of The Gut Coach. I specialise in working one-to-one with people living with inflammatory bowel disease (IBD), helping them take back control of their health through a personalised, step-by-step approach.

“SEEING CLIENTS REGAIN THEIR ENERGY, CONFIDENCE AND QUALITY OF LIFE IS THE MOST REWARDING PART OF WHAT I DO.”

I created my programme based on what worked in my own recovery from IBD. After improving my own health, people started coming to me for advice, and I realised I could turn that into a way to support others.

Now, I guide clients through a structured but flexible process that includes tailored nutrition (based on principles like blood sugar balancing and the autoimmune paleo protocol), stress reduction strategies, sleep and movement support, and practical mindset tools.



We work together weekly, adjusting things as we go, and I've recently partnered with a Nutritional Therapist to add extra support around supplementation where needed.

It's not about quick fixes – it's about building a lifestyle that actually works for you. Seeing clients regain their energy, confidence, and quality of life is the most rewarding part of what I do.”

- Chris Robert, HCA Graduate

"I qualified as a Health Coach with HCA in September 2024 and I now run my own practice called Cambridge Health Coach, which I set up just a few months after graduating. I work mainly with individuals on a one-to-one basis, and am expanding into group coaching and corporate work. I've also launched some health and wellbeing talks. I mainly support busy professionals, mostly midlife clients - people who want to improve their energy and find some balance in their lives. I specialise mainly in gut health and life transitions in both the body and life especially around menopause and other transitional phases. Balance is a big word I use in my business to support people! I'm working with clients - most of whom have stayed with me beyond their initial packages by taking on maintenance plans, which has been really lovely.

I've just launched my first group coaching programme for the autumn. It's focussed on helping people reset and refocus after the summer - finding clarity on their wellbeing and priorities. Food is always involved in what I do, but this is more of a general reset.



“BALANCE IS A BIG WORD... MOST OF MY CLIENTS STAY WITH ME BEYOND THEIR INITIAL PACKAGES, TAKING ON MAINTENANCE PLANS”

I've also launched health and wellbeing talks. I'll be bringing these into the corporate space, but also into the community. One collaboration came from reconnecting on LinkedIn with a former colleague - we started meeting for coffee, sharing ideas, and now we're doing events together.

I wouldn't have thought of doing that six months ago, but things have shifted. Social media has also become part of my work. I've been working with brands on reels and posts for the last six months, and I get paid for it, which feels quite surreal, but it's something I enjoy.

*I've stayed flexible and open. I have a plan, but I haven't been rigid with it. I've allowed myself to go at my own pace - doing one-to-one work, group coaching, corporate talks, and social media.” - **Niki Stephenson-Agnes, HCA Graduate***

Building My Health Coaching Business: Elsa Wye Wellbeing



“I run my own one-to-one health coaching business which encompasses several strands. I work both in person and online via Zoom. I also have a corporate wellness portfolio, delivering talks and workshops on various wellbeing topics. This includes training for leaders, managers, and C-suite professionals. As well as that,

“I’M HELPING PEOPLE IMPROVE THEIR HEALTH AND WELLNESS, AND THAT’S WHAT DRIVES ME”

I’m a senior associate for a local coaching business, offering wellbeing services to their clients, and I volunteer with a natural health centre, running a menopause support group. It’s an exciting variety and I know that whatever setting I’m working in, I’m helping people to improve their health and wellbeing - that’s what really drives me.



Elsa Wye,
HCA Graduate Health Coach

Building my business all started with conversations - talking about what I was doing and sharing my background has really opened doors. My first corporate wellness talk came from a chat with another mum at a cricket match about the menopause while we were watching our children. Some of my case study clients from the HCA course have also continued working with me and introduced me to people within their organisations.

I am quite tenacious and persistent but I also really focus on building trust and relationships. One key thing for me was not getting stuck in perfection paralysis. I didn’t wait until everything was "just right" before I started - I just got going, and I think that’s crucial.

“IT’S IMPORTANT TO ME THAT PEOPLE KNOW THEY’RE WORKING WITH AN ACCREDITED HEALTH COACH”

The Health Coaches Hub, which is for HCA graduates, were great at encouraging that mindset. They helped me see the value in simply having conversations and getting started. I also take great pride in the quality of what I deliver, whether it’s one-to-one coaching or corporate work. It’s important to me that people know they’re working with a properly trained, accredited Health Coach, which is what you will be when you complete the HCA Level 5 Diploma!”



Ann-Marie Goodbody,
HCA Graduate Health Coach

3 QUALITIES THAT HAVE HELPED ME BUILD AND GROW MY HEALTH COACHING BUSINESS

RESILIENCE

The drive to find solutions and keep moving forward has been key - not just in creating this new chapter of my life, but also in supporting my clients as they navigate their own challenges.

DISCIPLINE

Growing a business doesn't happen overnight. It takes patience, persistence, and trust in the process. People need time to get to know you, see your expertise, and build confidence in what you offer.

CONSISTENCY

I've found great value in consistently sharing insights on health and wellness through social media, primarily LinkedIn and Instagram. So many people out there need and want help but it's just a matter of recognising the problem that they have and showing them that you have the solution.

"6 MONTHS ON, I'M A FULL-TIME HEALTH COACH WITH PAYING CLIENTS!"

"I'm a Health & Wellness Coach with my own full-time private practice where I work with one-to-one clients, groups, and speak at different businesses and events - it's quite the variety!"

I graduated from HCA in Summer 2024 and my initial plan was to drop one day a week of my recruitment job to focus on health coaching. But life didn't have that plan in store for me.

Due to family responsibilities, I took time off work, and my employer was incredibly supportive. However, I realised I couldn't return to a corporate role while my family needed me, so, in a bittersweet decision, I left and pursued health coaching full time. It was a bit of a baptism of fire, but it's been the best thing that ever happened.

Six months on from making that decision, I'm a full-time Health Coach with paying clients. The learning journey and trying to win clients doesn't stop but I am loving having the freedom that being self-employed is giving me and the flexibility to work when I want, how I want, and take time off when I need to."

Ann-Marie Goodbody, HCA Graduate



2. GROUP HEALTH COACHING

Rather than working with one client at a time, group coaching allows you to reach multiple people simultaneously, spreading your knowledge and guidance far and wide. It's not just about efficiency - group coaching creates a sense of community, helping participants learn from each other, share experiences, and feel supported as they work towards their health goals.



HCA Students at
3-Day Live Training Event



HCA Students Practising Coaching at
3-Day Live Training Event

Group programmes can cover a wide range of topics, for example one of our graduates focuses on weight loss, while another focuses on energy management. Health Coaches often combine educational sessions with practical exercises, accountability check-ins, and peer support, giving participants real tools they can use every day.

At HCA, we support this journey with our CPD Group Coaching Certificate, designed for qualified Health Coaches who want to develop the skills to run engaging, effective group programmes. It's a chance to scale your impact, create a supportive community, and build a sustainable business model that balances flexibility with meaningful results.



HCA Students at
3-Day Live Training Event



Lisa Glaister,
HCA Graduate Health Coach

“I qualified as a Health Coach with HCA in December 2023, and I started my practice in January 2024. At the moment, I have a mix of one-to-one clients, which I do both in person and online. I also run group coaching sessions, as well as an ongoing corporate contract where I deliver monthly training for a national organisation. I was fortunate enough to convert a couple of the case study clients that I worked with during my HCA Health Coach training into paying clients and began with one-to-one coaching.

I then partnered with another HCA Health Coach who was looking to grow her business. Together we advertised group coaching sessions and ran several of these throughout the year.

“I have just created my first 8-week group coaching programme having completed the HCA Group Coaching Certificate course, which was brilliant!”

It took me from having a vague idea to knowing exactly how to structure a group programme. I put it out into the world on my website and social media and got my first 10 clients, including women from the UK, Canada, Australia, and the US. I offered a discounted rate since it's my pilot, and they're helping me shape the programme for future cohorts.” - **Ruth Machin, HCA Graduate**

“I STARTED OUT BY DOING 4 WORKSHOPS IN 2 MONTHS, AND GOT LOTS OF LEADS FROM THOSE, WHO TURNED INTO 1-2-1 CLIENTS”

“It was a lovely, low-pressure way to get started. We'd take turns each week picking a topic, then do some group coaching. Group coaching gave us consistency, but I also looked for any opportunity to network. I went to events, talked about health coaching, and even hosted my own workshops. I ran vision board workshops from my home - those were so popular that I ended up doing four in a couple of months, and I got a lot of leads from those that turned into one-on-one clients.” - **Lisa Glaister, HCA Graduate**



Ruth Machin,
HCA Graduate Health Coach

“I qualified as a Health Coach with HCA in August 2024 and now have my own practice working predominantly with women over 50, helping them navigate the challenges of postmenopausal health, with a particular focus on energy levels and healthy ageing.

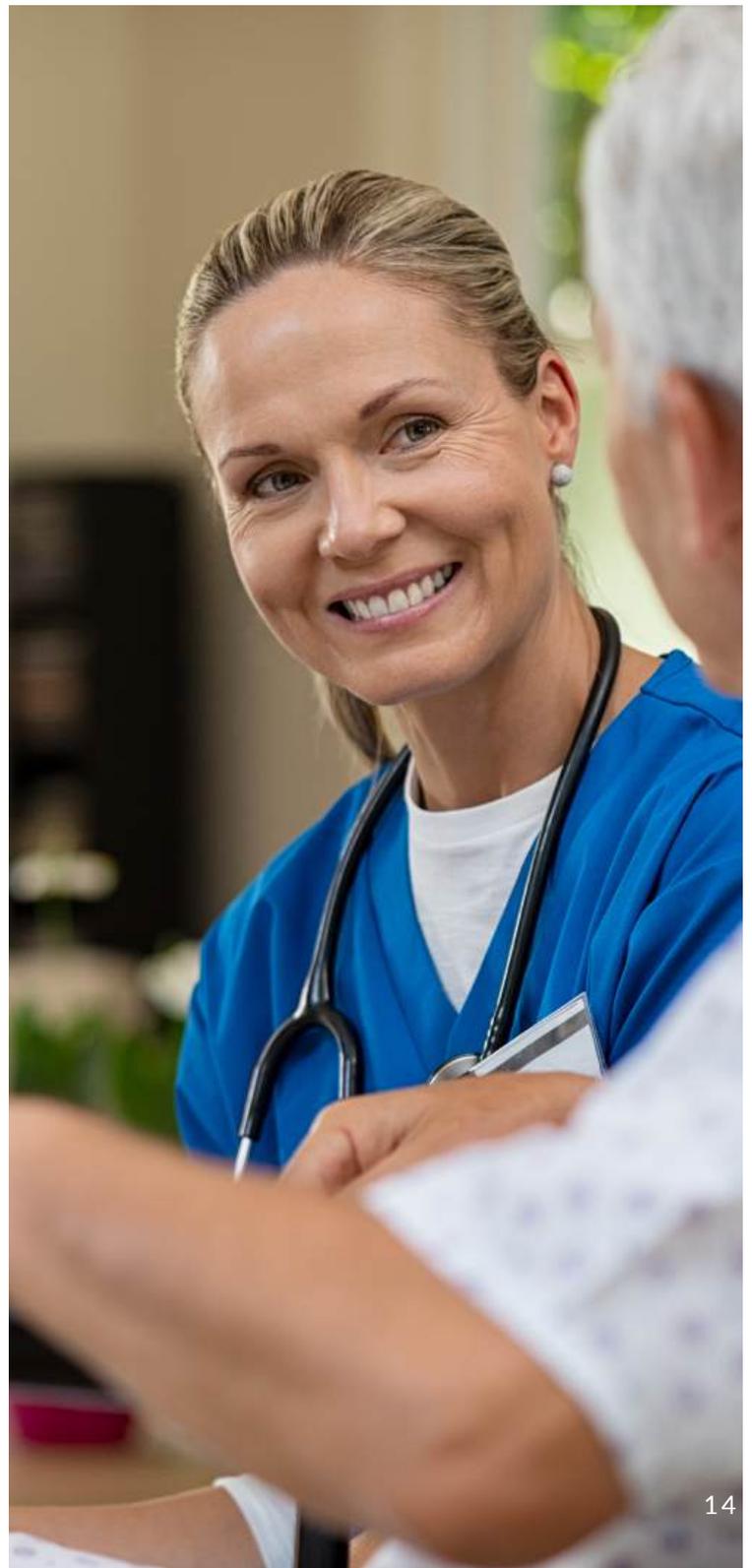
3. HEALTHCARE SETTINGS

Health coaching in healthcare can take many forms. Some professionals work as certified Health Coaches within GP surgeries, specialist clinics, or NHS services, helping patients make meaningful lifestyle changes. Others, such as GPs, nurses, allied health professionals, and Nutritional Therapists, integrate health coaching skills directly into their daily practice or private clinics to better support patients. In private healthcare settings, this approach allows practitioners to provide personalised guidance on nutrition, lifestyle, and behaviour change, helping clients achieve sustainable results while complementing medical care.

NHS strategies are increasingly focussing on community-based care, digital support, and proactive prevention⁴. Health coaching is well-positioned to meet these needs by providing personalised, evidence-based support, promoting sustainable behaviour change, and enabling self-management benefiting both individuals and the wider healthcare system⁵.

Patients are increasingly referred to Health Coaches for support with long-term conditions such as obesity, diabetes, and heart disease⁶. These roles are expanding quickly: Primary Care Network (PCN) Health & Wellbeing Coach posts, funded through the Additional Roles Reimbursement Scheme, provide structured pathways and clear salary benchmarks⁶.

No matter the setting, the approach is the same: empowering patients, focussing on what matters most to them, and helping them build the confidence and habits needed for better long-term health.





Penny Saich
HCA Graduate Health Coach & Nurse

***“I integrate health coaching into my work as a nurse, as well as in my own private practice. In my nursing role, I blend health coaching into daily patient care wherever possible, though I’m mindful of what’s feasible within a GP setting.*”**

***“I qualified as a Health Coach with HCA in October 2024 and now work with my own private clients around my existing part-time job in medical education. I mainly work with women over 40 who are tired of feeling tired, struggling to eat well, can’t seem to shift that stubborn weight, and often don’t prioritise themselves.*”**

“I QUALIFIED IN OCTOBER AND NOW WORK WITH PRIVATE CLIENTS AROUND MY EXISTING PART-TIME JOB”

I’ve also secured a role within the NHS at my local surgery as a Health Coach. Patients are referred to me on a case-by-case basis, and they each receive a six-week coaching programme to focus on what’s most important to them right now with their health. When the practice manager secured a transformation fund that they wanted to use for health coaching, she thought of me straight away and got in touch. I honestly never imagined that sharing a bit about my work online would lead to something like this, but it did!”

- Kelly Leigh, HCA Graduate & NHS Health Coach

Health coaching and nursing complement each other perfectly. It keeps me up to date with the latest research, adds credibility, and often reduces the number of follow-up appointments because patients receive the guidance they need upfront.

I also recently volunteered through HCA’s Project RIO initiative, delivering group sessions for Reading Primary Care Network (PCN) members. These sessions were mostly focussed on type 2 diabetes and covered topics such as nutrition, blood sugar balancing, sleep, and stress.

“THE GROUP COACHING EXPERIENCE WAS INCREDIBLY REWARDING, IT’S A POWERFUL APPROACH THAT HAS OPENED DOORS FOR ME”

The group coaching experience was incredibly rewarding; over four weeks, participants have already started changing habits and realised they’re not alone. It’s a powerful approach that complements medical care and has opened doors for me within primary care.”

- Penny Saich, HCA Graduate & Nurse



Kelly Leigh,
HCA Graduate Health Coach

Health Coaching & Nutritional Therapy: A Powerful Combination

Many Nutritional Therapists are now adding Health Coach training to their clinical skillset, combining their knowledge of nutrition with practical coaching skills. This allows them to go beyond simply giving dietary advice by working alongside clients to stay motivated, stay accountable, and make long-term changes in their daily habits. The result is clients who feel supported, able to stick to their plans, and see lasting improvements in how they eat and live.



“What really drew me to health coaching was the focus on behaviour change and being able to support my clients in discovering what truly matters to them. It’s about helping them uncover their ‘why’ so the changes they make aren’t just a list of actions I give them, but something they genuinely want to do and commit to from the heart.

If you want to be really effective as a Nutritionist, add health coaching. It gives clients the chance to learn more about themselves, form habits that actually stick, and achieve results while allowing you to support them in a much deeper, more meaningful way than as a Nutritional therapist alone.” – **Sarah Tomlin, Nutritional Therapist and HCA Student**



“So many Nutritional Therapists qualify and then struggle to turn what they’ve learned into something sustainable in the real world, because supporting clients is a whole new ball game. I used to reflect on a client’s journey and feel like I hadn’t taken them to where I knew they wanted to go - working hard to solve their challenges, only to see nothing implemented, and feeling like something just wasn’t clicking. Experiencing coaching for myself gave me light-bulb moments that transformed my practice and truly revolutionised my results. Suddenly, it didn’t feel hard anymore. I stopped fearing difficult conversations, because coaching isn’t about giving advice, it’s about holding space so clients can find their own solutions. And when they do, they’re so invested that they can’t wait to take action!

Before this, I regularly struggled with imposter syndrome, going home drained and questioning whether I should continue. But as the results changed, so did my confidence. Now I have complete self-belief that no matter how tricky a client is, I can guide them through their barriers, because I’ve done it, and I’ve proved I can.” – **Julie Gough, Nutritional Therapist and HCA Graduate**



3 Pieces of Advice for Healthcare Professionals

1. EXPAND YOUR IMPACT WITHOUT LEAVING CLINICAL PRACTICE

Health coaching builds on your existing knowledge and skills. You don't need to leave nursing, medicine, or allied health work - health coaching gives you tools to help patients make lasting lifestyle changes and elevate the care you already provide.

2. RECONNECT WITH WHY YOU BECAME A HEALTHCARE PROFESSIONAL

Training as a Health Coach allows you to go deeper with patients, moving beyond short, reactive consultations. It's a way to see people fully, support behaviour change, and feel renewed purpose in your work.

3. YOU ALREADY HAVE WHAT IT TAKES - JUST ADD THE COACHING SKILLS

Your clinical experience, listening skills, and ability to care for others are the foundation. Health coaching adds structured, evidence-based approaches to help patients achieve meaningful, long-term results and can open up so many new career opportunities along the way.

Penny Saich,
HCA Graduate Health Coach & Nurse

4. CORPORATE SETTING

The corporate world is recognising the benefits of health coaching, creating more opportunities than ever for trained coaches to make a real difference. More companies are seeing that supporting their employees' wellbeing isn't just good for morale - it's good for business too.

**POOR MENTAL HEALTH
COSTING UK EMPLOYERS
AROUND £51 BILLION
EACH YEAR¹⁰**

Forward-thinking organisations are investing in health coaching to help reduce stress, boost engagement, and create healthier, happier teams.

For Health Coaches, that means plenty of exciting ways to work with HR teams, wellbeing providers, and business leaders to support lasting lifestyle change in the workplace.

**THE CORPORATE
WELLNESS MARKET IS
NOW WORTH AROUND
£2.9 BILLION AND IS
EXPECTED TO GROW
TO OVER £3.6 BILLION
BY 2030^{8,9}.**



Keketso Mothibi,
HCA Graduate Health Coach

"I was made redundant from my corporate role in 2018, and it really shook my sense of identity. Corporate had been such a big part of who I was, and suddenly it was gone.

That period was tough, but it ultimately led me to health coaching. I graduated from HCA in 2021 and now specialise in working with organisations to support employees recovering from burnout, building resilience, and creating high-performance cultures."

**"I LOVE WORKING WITH
TYPICAL CORPORATES, BUT
ALSO ORGANISATIONS IN
INDUSTRIES TOO!"**

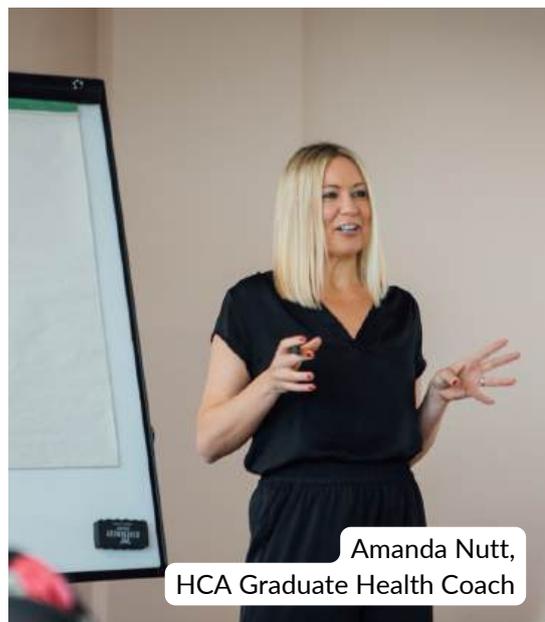
"I now work as an Integrative Wellbeing Coach in South Africa. What I love about my work is that it's not just with the typical corporates like banks, I also partner with organisations in industries like mining. For example, in one mining company, I started by coaching just ten employees, and now I've worked with over 30. I also run workshops, help teams reconnect with their values, and focus on leadership alignment, stress regulation, and practical strategies for resilience."

- Keketso Mothibi, HCA Graduate

“I’VE BEEN REALLY LUCKY TO WORK WITH SOME HUGE BRANDS”

“I am the Chief Operating Officer and Director of Coaching at a company called Elevo. We specialise in workplace wellbeing, covering everything from holistic wellbeing, habits, and lifestyle right through to mental health and suicide prevention, and everything in between.

Since graduating from HCA in July 2024, I’ve been doing lots of work with corporates, workplaces, SMEs, charities - loads of different organisations. I’ve been really lucky to work with some huge brands in my health coaching career already including Nando’s and McDonald’s! Part of my role is very much focussed on strategy: what organisations should do to support their people from a wellbeing and health perspective, right the way through to coaching, training, and upskilling, really bringing people on that coaching journey. I talk about loads of different topics in my work, and that’s the beauty of health coaching.



Amanda Nutt,
HCA Graduate Health Coach

Anything from energy management to resilience, coping with change and lifestyle. I spend a lot of time developing, delivering, and working with clients, really trying to make workplaces a healthier place to be using the tools, models and frameworks that were taught at HCA, they really work and people love them!”

- **Amanda Nutt, HCA Graduate**

And it’s not just big corporates - small business owners are also investing in their own wellbeing, creating more balanced, resilient teams while looking after themselves.



Rebecca Wiggans,
HCA Graduate Health Coach

“I run my own health coaching business, alongside another business and a family with two small boys! I love the flexibility of a health coaching career and being able to choose my own hours - I usually work three mornings a week and one evening with clients.

I mainly work with small business owners, who struggle to prioritise themselves. Being a small business owner myself, I know what it’s like when you’re busy running the business and managing a family too! I help people to look after their energy and boost their focus and confidence in their business.

It’s been less than a year and I’ve helped so many people already. Within just four months of graduating, I pretty much had a full calendar!” -

- **Rebecca Wiggans, HCA Graduate**



Graduates at HCA
Graduation Ceremony

Would you love to work with corporates or local businesses as a Health Coach?

HERE'S SOME ADVICE FROM HCA GRADUATES:

"Be really clear about what you can offer. It's vital to understand the pressures that professionals face in the workplace, and to learn what matters to the organisation you're speaking with. When you approach them, be confident about the value you bring and how they'll benefit from working with a Health Coach." - **Elsa Wye**

"When finding corporate clients it's all about networks, proactively building relationships, and putting yourself out there. Opportunities come from myself or someone in our small team at Elevo building relationships, talking about what we're passionate about and the difference we make."

Gaining visibility on social channels can be difficult - I focus on LinkedIn and stay away from AI-generated content. Instead I write about what's important to me - people want to hear your story and connect with you as a human. You don't have to be perfect or polished, just real and authentic."

As LinkedIn is a community, you need to give back as much as you take. Interact with other people's posts, find people who share your passions, and support them. Often, that support comes back to you. That's worked for me." - **Amanda Nutt**



Amanda Nutt,
HCA Graduate Health Coach

5. EDUCATIONAL INSTITUTIONS

Health coaching is increasingly being recognised as a vital resource in education, opening doors for coaches to support wellbeing and make a meaningful difference in students' lives.

Health Coaches can implement health education programmes, lead public health workshops, and support student wellness at schools, colleges, and universities. Beyond traditional settings, there is also increasing demand in alternative education environments and community programmes, ensuring that health coaching reaches young people and adults who aren't in formal education.

This expanding landscape allows Health Coaches to combine their passion for health and education, create meaningful change, and develop a career that is both flexible and highly rewarding.



Rikke Askew,
HCA Graduate Health Coach

"I'm the founder of Wellbeing Boxing - A boxing coaching business that focusses on mental and emotional wellbeing as well as physical fitness for kids and young students.

Since qualifying as a Health Coach in November 2024, I've opened up a unit in Cornwall called the NextGen Coaching Hub working with children in alternative education and those that aren't in education at all, as well as adults.

"SINCE QUALIFYING, I'VE OPENED A UNIT CALLED 'NEXTGEN COACHING HUB' WORKING WITH CHILDREN IN ALTERNATIVE EDUCATION"

Within the hub we offer a range of activities including woodland walks, fitness activities, or even just a sit and talk in a little chill-out corner. I've employed other coaches too!"

- Rikke Askew, HCA Graduate



“I’m a certified Health & Wellness Coach based in Cape Town, South Africa. It feels like people here are really focused on health and wellness, which is exciting.

I’m still working in HR as Head of People for a small accounting consultancy, but I’ve moved to part-time so I can dedicate Mondays and Tuesdays to my health coaching business, Goodness Me.

“I’VE TAKEN THE TIME TO SET UP MY BUSINESS PROPERLY, GETTING THE WEBSITE, ACCOUNTS AND EVERYTHING IN PLACE”

Working part-time still gives me some financial security, and I’d definitely recommend speaking to your employer if it feels right - letting them know you’re training as a Health Coach can sometimes open up unexpected opportunities.

I’ve taken my time setting up my business properly, getting the website, accounts, and everything else in place. I’m currently working with a local high school to support their staff. I used my network to secure this opportunity - I know the headteacher - and it’s proving to be really valuable.



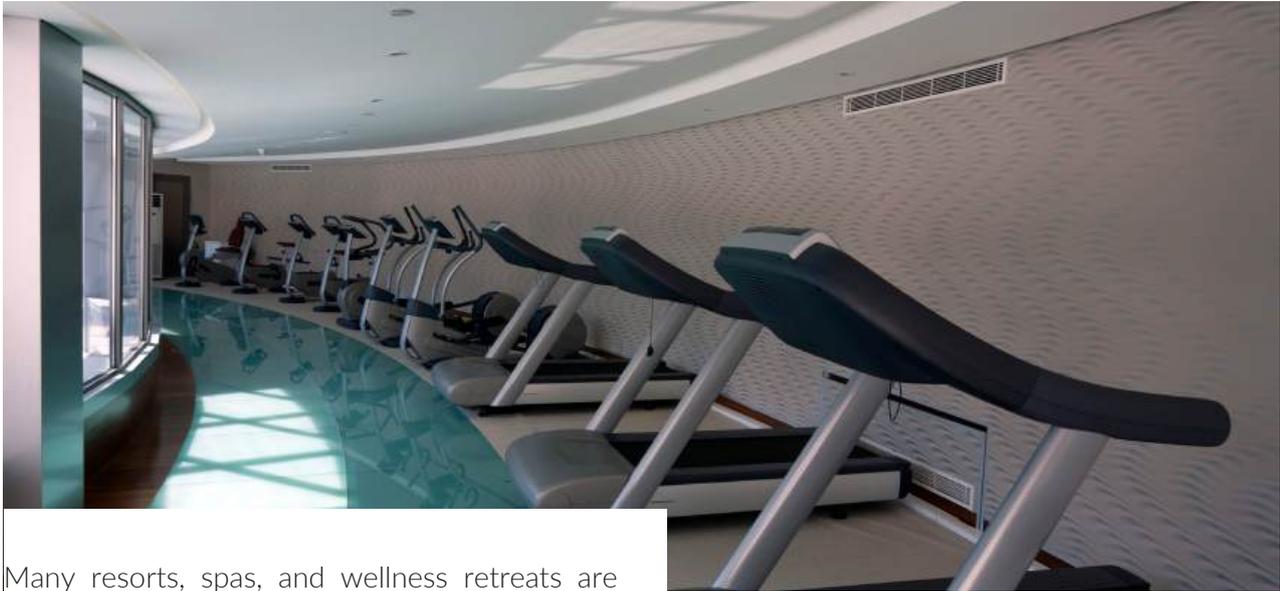
**Jacobie Serfontein,
HCA Graduate Health Coach**

It’s so encouraging to see the different ways people are benefitting. I run two group workshops each term with around 35-40 participants in each, and every session has a different theme.

Last term we focussed on stress, and next term is all about balance. Every Wednesday, I send out a “wellness weekly reminder” too and offer 1-to-1 calls to anyone who wants extra support.”

- Jacobie Serfontein, HCA Graduate

6. SPORTS, FITNESS & LEISURE CENTRES



Many resorts, spas, and wellness retreats are also recognising the value of health coaching, integrating it into their offerings to deliver deeper, more personalised guest experiences alongside treatments and programmes. By combining health coaching with personal training or partnering with gyms, studios, and wellness centres, coaches can provide clients with a more holistic approach to wellbeing that not only helps clients to improve their fitness but also to make lasting changes to nutrition, sleep, stress management, and overall lifestyle.

MORE THAN HALF OF BRITS USE GYMS TO MANAGE A HEALTH CONDITION

The UK leisure sector alone has over 2,500 facilities nationwide, and approximately 15% of the UK population use the available public leisure centres, gyms, and swimming pools¹². A survey of 10,000 people in the UK revealed that those taking out gym memberships and accessing facilities do so not only to improve or maintain physical strength and fitness (82%) but also enhance their mental health and wellbeing,

LEISURE CENTRES ARE EXPANDING PARTNERSHIPS WITH SOCIAL PRESCRIBING

including managing anxiety or depression (79%), boost overall confidence (75%), and improve sleep (67%)¹². These figures highlight a huge opportunity for Health Coaches to meet growing demand.

As leisure centres expand partnerships with social prescribing networks and create new roles such as Health & Wellbeing Leads, Health Coaches are uniquely positioned to fill a critical gap. While facilities provide the infrastructure, equipment, and reach, they often lack the human expertise to drive long-term behaviour change - this is where Health Coaches can step in. With member retention rates around 35–40% after six months, there is a strong business case for coaches who can enhance the customer journey, support lasting lifestyle change, and build trust through personalised coaching.

7. HEALTH & WELLNESS RETREATS

More and more Health Coaches are turning their passion for wellbeing into immersive experiences by designing their own health and wellness retreats.

They put together retreats that reflect their own expertise and interests, deciding on everything from the location and daily activities to key themes like stress reduction, gut health, or mindfulness, all aimed at giving participants meaningful, real-world takeaways.

These retreats often blend elements of nutrition, movement, lifestyle coaching, and personal development, giving participants practical tools they can take home and integrate into everyday life. This entrepreneurial approach lets Health Coaches build a business that aligns with their values, showcases their skills, and delivers transformative, lasting results for clients, all while enjoying the freedom to choose when, where, and how they work.



Sheree-Ann,
Professional Health & Wellness Coach

“After 15 years in the pharmaceutical industry, I realised I wasn’t living up to my full potential. I loved supporting people, but I wanted to do it in a more personal, sustainable way. Discovering health coaching completely changed my direction - it helped me find my own health again, and from that, my purpose. I now run luxury health and wellness retreats across the globe - from Jamaica and Cape Town to Milan and Bali - creating beautiful spaces where women can pause, reconnect, and truly prioritise themselves.

*Watching those moments of transformation, especially in the unplanned conversations, is the most rewarding part of what I do. For anyone thinking about running retreats or becoming a Health Coach, my advice is simple: make the decision and start. Connect with people who’ve done it before, plan your budget carefully, and allow your offering to grow with you. There’s someone out there who needs exactly what you have to offer.”- **Sheree-Ann, Functional Medicine Health Coach & Founder of Health In Her Retreats***



8. NON-PROFIT ORGANISATIONS

Health Coaches have a unique opportunity to create meaningful change by partnering with non-profit and community organisations. By working with charities, public health teams, and grassroots initiatives, coaches can help bring health education, lifestyle support, and wellbeing programmes to communities that need them most.



AT HCA, WE'RE DEEPLY COMMITTED TO THIS MISSION THROUGH OUR INITIATIVE, PROJECT RIO - WHICH STANDS FOR RESEARCH & DEVELOPMENT, INNOVATION, AND OUTREACH.

Through the Outreach element, we connect student and graduate Health Coaches with non-profit organisations across the globe, helping them gain hands-on experience while supporting underserved communities. It's a powerful way to apply coaching skills in real-world settings, build confidence, and contribute to lasting, positive change.



Laura Devaney & Penny Saich,
HCA Graduate Health Coaches

9. COLLABORATIVE PARTNERSHIPS

Many Health Coaches choose to partner with other professionals in the health and wellness space like nutritionists, psychologists, medical practitioners and fitness trainers to deliver talks, workshops, and events that inspire positive lifestyle change.

These collaborations can happen anywhere - from local community spaces and corporate wellness events to international retreats and global conferences. By combining expertise and perspectives, Health Coaches can help audiences see the bigger picture of wellbeing, bringing energy, education, and motivation to people wherever they are in the world.



Jane Newall,
HCA Graduate Health Coach

CO-FOUNDER OF INFINITE8LIFE TALKS OF THEIR COLLABORATION SUCCESS

"I'm the co-founder of Infinite8Life which specialises in working with emergency services personnel, particularly police officers, helping them to thrive and not just survive in what is a very testing, stressful occupation. My co-founder and I were both police officers before forming the company and are passionate about helping others based on our own experiences. We primarily work with frontline officers working 24/7 shifts, helping them with nutrition, education, and coaching on a whole range of issues. We also work with middle managers and senior executives in policing. It's quite a unique blend.

"COLLABORATION IS DEFINITELY A FOCUS OF MY PRACTICE"

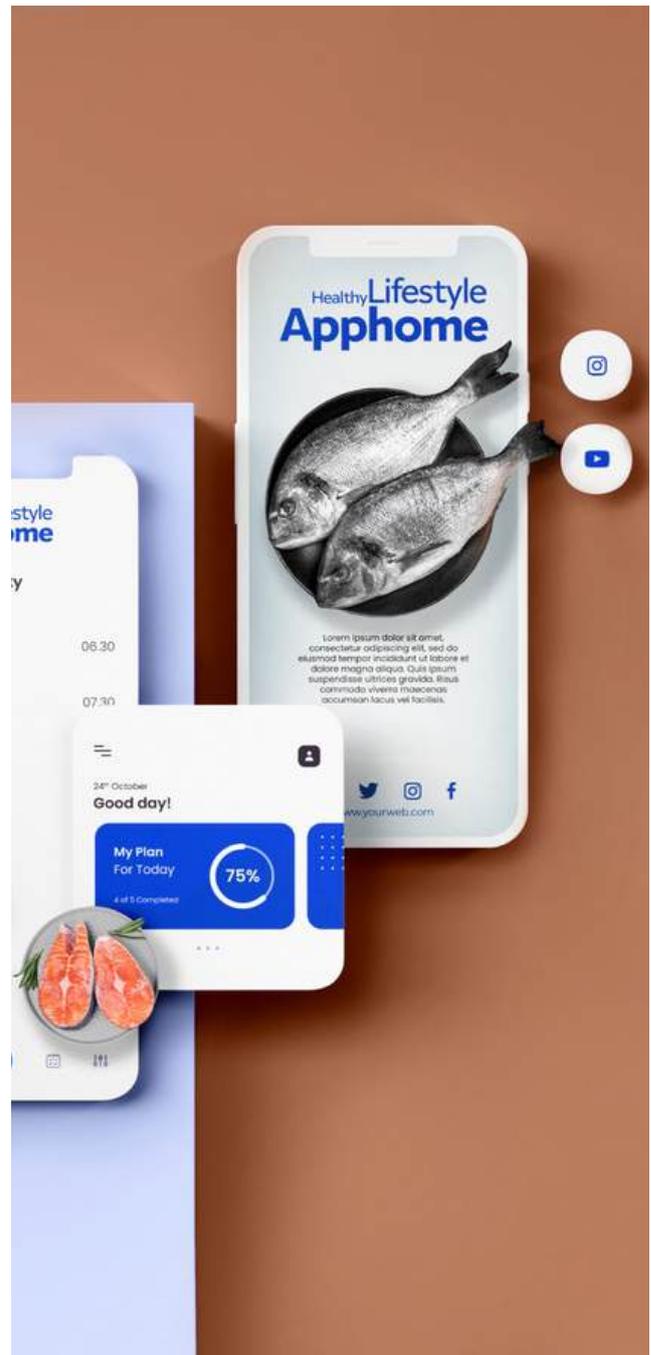
Instead of purely being involved in coaching right from the start, we've sought to expand the scope of practice we have through collaborations. My partner is a naturopathic nutritionist, and we work with geneticists, chefs, exercise professionals - lots of different people. We've expanded our skills and do heart rate variability coaching and many other modalities." - Jane Newall, HCA Graduate

10. BUILDING YOUR OWN HEALTH COACH APP

Technology is opening up a whole new world of opportunity for Health Coaches. The digital health coaching market is growing fast (worth an estimated £470 million in the UK in 2024 and projected to more than double by 2030^{7,9)} highlighting the demand for accessible, tech-enabled wellbeing support.

Many Health Coaches are collaborating with developers and other wellness professionals to create their own apps which enables them to reach more people and extend their impact beyond traditional sessions.

Whether it's a simple habit tracker, a nutrition or sleep-support app, or a full lifestyle change programme, digital platforms make it possible to provide personalised guidance anytime, anywhere. It's an exciting and creative way to build your brand, share your approach with a global audience, and be part of shaping the future of health and wellbeing.



“MY APP IS DESIGNED TO MAKE HEALTHY LIVING PRACTICAL AND SUSTAINABLE”

“I’m developing my own holistic health app for my health coaching practice Optiwellth in South Africa. Many existing apps focus narrowly on food or exercise, but my app tracks food, movement, mood, water intake, habits, and SMART goals, with an optional accountability partner. It’s designed to make healthy living simple, practical, and sustainable - reflecting my philosophy that health is about consistent, balanced habits, not extreme measures.”

- Bobby Hamman, HCA Graduate



Bobby Hamman,
HCA Graduate Health Coach

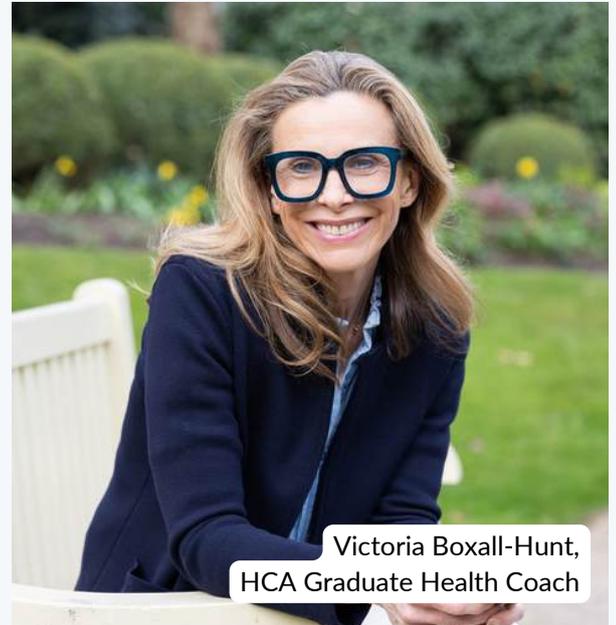
11. CONTENT CREATION OPPORTUNITIES

Many Health Coaches go on to share their expertise beyond one-to-one sessions - writing content for short courses and programmes, books, contributing to magazines and online publications, or building inspiring social media platforms. From offering practical tips and sharing client success stories to exploring specific topics like stress, nutrition, or mindset, these platforms allow Health Coaches to educate, empower, and reach thousands of people they might never meet in person.

BECOME A TRUSTED VOICE IN THE WORLD THAT'S HUNGRY FOR CREDIBLE, RELATABLE GUIDANCE

Some create newsletters or blogs, while others collaborate with wellness brands or host podcasts, using their authentic voice to cut through the noise and make healthy living feel achievable.

Whether it's in print, online, or on screen, Health Coaches have the opportunity to become trusted voices in a world that's hungry for credible, relatable health guidance.



"Training as a Health Coach has given me the tools and confidence to turn my personal journey into something that can truly help others. While I've already lost 60kg and more, it was the coaching skills, behaviour-change knowledge, and structured approach I gained during my Health Coach training that are helping me write a book and design a programme.

"MY HCA TRAINING HAS HELPED ME WRITE A BOOK

I'm focussing on supporting individuals living with obesity, whether they're considering GLP-1s or similar medications, using them, or concerned about coming off them. This training has allowed me to combine my lived experience with evidence-based guidance to create practical, sustainable support for others."

- Victoria Boxall-Hunt, HCA Graduate



How to beat EVENING SNACK CRAVINGS - 6 simple tips

298 views • 1 day ago



What is the MENOPAUSE GOLDRUSH - and why it matters

1.3K views • 2 weeks ago



“I’ve become a micro-influencer on YouTube with my own channel ‘Wise Women’s Wellbeing’ focussed on healthy habits for women over 50 including all of the pillars of health coaching such as behaviour change, nutrition, exercise, sleep, and stress.

“IT TOOK JUST ONE OF MY VIDEOS TO TAKE OFF”

I was in a business coaching group for female doctors, and during a masterclass, someone mentioned YouTube. I typed in the chat, “I’d love to start a YouTube channel,” and a GP who runs one said, “I dare you.” That was all I needed. I filmed a video on my iPhone and uploaded it without overthinking. It was a slow start, you put your heart into a video and get 45 views – it’s demoralising, but you keep going. Then one video – a review of weighted vests – suddenly took off.

I looked into the evidence behind them and tried one for 30 days. It gave me back pain, which is something also noted in some studies. The video wasn’t even my best, but it went viral – at one point, I was getting 1,000 views an hour. That video took me from 97 subscribers to over 1,000 and allowed me to monetise the channel. It now has over 263,000 views, and I’ve hit 14,200 subscribers. I’ve even had a couple of brand deals – officially a micro-influencer now!

“I’VE GOT A SMALL BUT ENGAGED COMMUNITY”

I’ve now got a small but engaged community on the channel. Some of them have even become clients, and it’s been a brilliant way to grow my email list – it went from 107 to nearly 900. The channel really is a core part of my business.” -

Ruth Machin, HCA Graduate

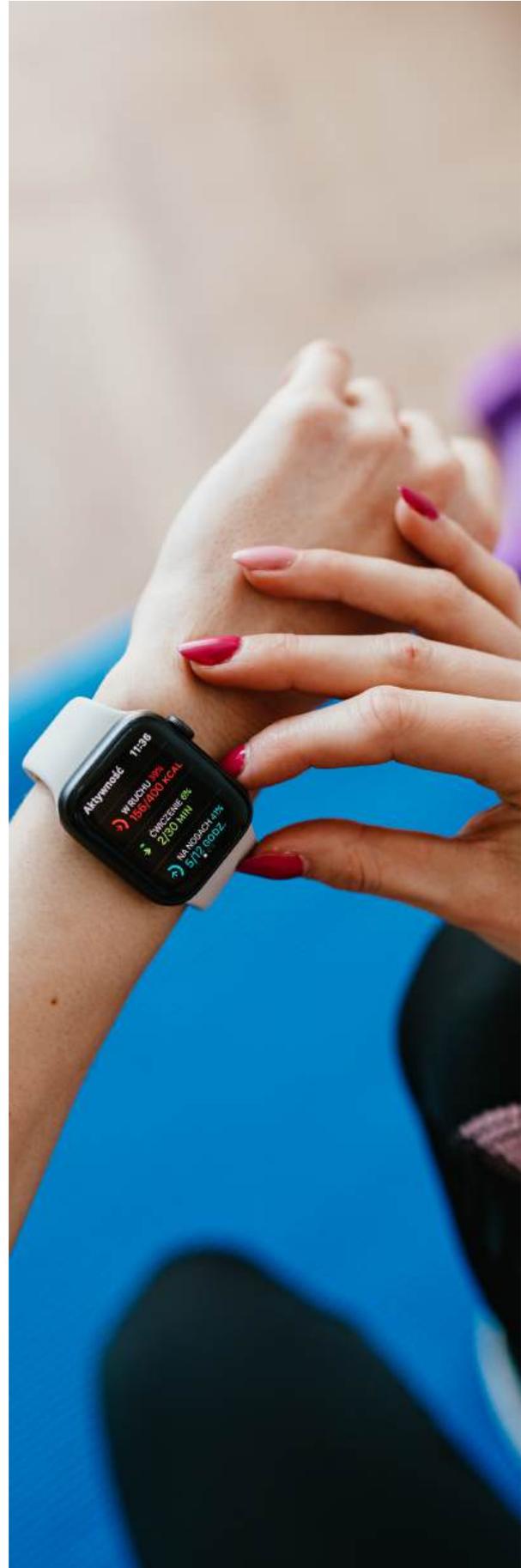
12. DATA DRIVEN HEALTH COACHING OPPORTUNITIES

The future for Health Coaches is looking more exciting than ever, thanks to rapid advances in technology, AI, and data-driven health tools. From wearable devices and continuous glucose monitors to smart apps that track sleep, nutrition, and stress, there's a growing demand for Health Coaches who can interpret data and translate it into personalised, actionable guidance. AI-powered platforms are starting to support behaviour change at scale, offering clients reminders, nudges, and insights, while human coaches provide the essential empathy, accountability, and human touch that technology alone can't replicate.

HEALTH COACHES CAN OFFER PROGRAMMES THAT COMBINE PERSONALISED SUPPORT WITH HELPFUL TECH INSIGHTS

By using these tools, Health Coaches can offer programmes that combine personalised support with helpful tech insights, like wearable trackers or glucose monitors. It's a way to make coaching more practical and measurable for clients, while also opening up opportunities to work with digital platforms, corporate programmes, or even people around the world.

Embracing technology doesn't replace the human connection, it just gives Health Coaches more ways to make a real difference.



Mix It Up: A Career With Variety



It also gives you the flexibility to tailor your career to your strengths and passions, whether that's individual coaching, group education, or community-based initiatives. By working across different settings and with diverse populations, Health Coaches can reach more people, adapt to changing needs, and build a career that feels both dynamic and fulfilling.

Health coaching isn't limited to one type of work. In fact, many Health Coaches enjoy blending different roles and responsibilities throughout their week. You might spend one morning coaching a client one-on-one, lead an online workshop in the afternoon, and support a local community project later in the week.

This variety keeps your work interesting and allows you to make a meaningful impact in multiple ways.



Niki Stephenson-Agnes,
HCA Graduate Health Coach

"I started out as a teacher, then married a farmer and became involved in both farming and running the business side of things. I'd always been interested in health, so I decided to do the HCA Health Coaching course, not knowing it would completely change my life and career.

"THE HCA COACHING HAS COMPLETELY CHANGED MY LIFE"

During the course, we practised with case studies and soon after, people began referring clients to me. Before I knew it, I was practising as a Health Coach and running my own business, and it all happened quite naturally.

I live on a remote farm in South Africa, and when I started, I was the first and only Health Coach in the Free State. Now I run my business fully online, which allows me to work with clients all over the world. One of the things I love most is the flexibility

"NOW I RUN MY BUSINESS FULLY ONLINE, WHICH ALLOWS ME TO WORK WITH CLIENTS ALL OVER THE WORLD"



- I can be out on the farm early in the morning, then spend the day coaching clients. I work with one-on-one clients, offer couples coaching, run workshops and talks, and even support a local feeding scheme where we teach children about healthy eating. Most of the adults I coach are looking to regain energy, reach a healthy weight, and feel more confident in their bodies – physically, emotionally, and mentally.

"WITHIN A FEW MONTHS OF GRADUATING, I'D FILLED MY PRACTICE AND EVEN PAID OFF MY COURSE FEES"

Within just a few months of graduating, I had filled my practice and even paid off my course fees. Health coaching has given me a renewed sense of purpose, a career I love, and the freedom to work in a way that suits my lifestyle. I genuinely look forward to what I do every single day." - **Vicky Barnard, HCA Graduate**

FOR HEALTHCARE PROFESSIONALS, HEALTH COACHING OFFERS THE PERFECT OPPORTUNITY TO CREATE A “PORTFOLIO CAREER.”

This means you can continue working in your clinical role, whether in the NHS or private practice, while also dedicating part of your week to health coaching. By combining these roles, you gain flexibility, expand your skillset, and explore new ways to support patients' wellbeing without leaving your primary career behind. It's a way to diversify your work, prevent burnout, and bring your clinical expertise into a coaching context.

“I'm a GP that has spent years caring for others, often at the expense of my own health and wellbeing. Like many in the medical profession, I felt the pressure of back-to-back consultations, mountains of paperwork, and very little time to pause, reflect, or recover.

“I NOW COMBINE MY LOCUM GP WORK WITH PRIVATE HEALTH COACHING”

Everything started to shift when I trained as a Health Coach with HCA. Since graduating in December 2024, I have launched my own health coaching business, Better Health With Dr Jane and I now combine my locum GP work with private health coaching. Currently, I dedicate two to three days a week to health coaching, supporting a mix of one-to-one clients and small group programmes. Recently, I have been focussing on people using weight loss medications such as GLP-1 receptor agonists, helping those considering coming off them, or supporting clients early on to build sustainable lifestyle habits. I also continue locum work one or two days a week.



Rahul Shah,
HCA Graduate Health Coach

During my role as a homeopathic pharmacist, I'm already bringing some of the health coaching elements in to empower patients to take more responsibility for their health and look at their wider life rather than just focussing on a particular symptom. Homoeopathically we always go back to the cause and health coaching really complements that.” - Rahul Shah - HCA Graduate



Dr Jane Sehgal,
HCA Graduate Health Coach

For the first time in years, I feel I have found a balance that works not just professionally, but personally too. I now choose my working hours and how I divide my time between coaching and GP sessions. Most of my coaching work is done online, which means I can work from home, avoid the commute, and create a rhythm that suits my health, my energy, and my family. This flexibility has been life changing.” - Dr Jane Sehgal, HCA Graduate

Meet Lyn Hatch, HCA's Head of Student Experience

A HEALTH COACH WHO HAS TRANSITIONED FROM CORPORATE INTO THE WORLD OF COACHING AND NEVER LOOKED BACK.



Lyn Hatch,
HCA Head of Student Experience

Lyn's journey from a high-pressure corporate role to a successful and rewarding career in health coaching began with a simple question: "Is this really where I'm meant to be?" Now, she helps others make that same leap with confidence, compassion, and a clear sense of purpose.

"Before becoming a Health Coach, I spent many years in the corporate world, working in various commercial management roles within the chemical manufacturing sector. My last role was as Head of Marketing for Europe, the Middle East and Africa. Whilst I enjoyed my career, there was always a niggles that it wasn't quite where I was meant to be.

I'd grown up in a family business, so hard work was second nature. I certainly did my fair share of that – juggling a young family, regular work travel, the ever-present pressure to do more with less, headcount challenges, and all the complexities that come with leading teams.

There were perks too – great investment in personal development (that's where my coaching journey really began), and sales conferences in some beautiful cities around the world.

Then life changed direction completely. When my mum was diagnosed with an incurable cancer, we went through five long years of treatment and care together, and finally her last days in a hospice. That experience changed everything for me. I saw first-hand the incredible difference that compassionate care, time and quality support can make – not only to patients, but also to their families and friends. I knew then that I wanted to be part of that world.

So, in 2018, I moved out of industry and into palliative care. At the same time, I retrained as a Health Coach. I'd explored lots of different disciplines – personal training, nutritional therapy and so on – but Health Coaching was the one that really resonated.



It offered the opportunity to make a direct impact, to support people in a way that truly made a difference, and the training meant I could be up and running within a year. It just felt right.

“MY WORK HAS EVOLVED A LOT, I’VE DONE 1-2-1 COACHING, GROUP SESSIONS AND CORPORATE WELLBEING WORK”

Since then, my work has evolved a lot. I’ve done 1-1 coaching, group sessions, and corporate wellbeing work. Alongside my private practice, I’m also the Head of Operations & Student Experience at HCA, which I absolutely love. Because of that, I keep my 1-1 client list intentionally small – never more than six at a time – so I can give each client the focus and support they deserve. Most of my group coaching now happens through HCA’s Mentor sessions, and I still do some corporate wellbeing work on a regular basis.



I’m also an associate for a couple of other organisations – an Occupational Health company and a Project Consultancy business – so I often receive referrals from them too. My specialisms have shifted over time. I originally thought I’d focus on Type 2 diabetes, but as it turned out, my work has led me elsewhere. I’ve gone on to train in functional medicine, trauma-informed coaching, and neurodiversity – and these areas now underpin much of what I do.

“MANY OF MY CLIENTS ARE LATE-DIAGNOSED NEURODIVERGENT ADULTS”

Many of my clients are late-diagnosed neurodivergent adults, and I work with people ranging in age from their 20s right through to their 70s. Every person’s story is unique, and it’s a privilege to walk alongside them as they rediscover their strengths, build self-awareness, and create a life that truly fits who they are.”



Lyn Speaking at the HCA 3-Day Live Event about Functional Medicine

One of the most exciting things about becoming a Health Coach is the flexibility to design a career and income that works for you. Whether you choose to work one-to-one with clients, deliver group coaching programmes, partner with organisations, run employee wellbeing initiatives or something completely different, there are so many ways to build a rewarding, successful career as a Health Coach.

As the leading Health Coach training academy in the UK, Health Coaches Academy has trained thousands of coaches who are now working successfully in a wide range of settings. And although our roots are in the UK, health coaching is a global profession - we have students and graduates based around the world, including Europe, the Middle East, South Africa and beyond.

In the next section, you'll find real examples of what some of our HCA Graduate Health Coaches are earning today on average, based on their location and chosen style of work.

EARNING POTENTIALS VARY

Earnings vary widely depending on experience, niche, client base, and offerings. While some Health Coaches earn at the higher end, individual results depend on various factors, including marketing, location, and commitment, length, participant number, language requirements, resources, follow up included/excluded, travel time, audience type, company budget, ongoing work requirements, etc.

Earning Potential as a Health Coach



United Kingdom

Private 1:1 Coaching Sessions: £60-£120 p/hour

(Experienced coaches may charge up to £150+, while top executive coaching can reach £700/hour.)

6-Week Coaching Programme (Individual): £295-£595 per person

6-Week Coaching Programme (Groups): £150-£260 per person

Corporate Talks: £250-£850 per event

Wellness Retreats: £1,250-£4,500 per retreat



Europe

Private 1:1 Coaching Sessions: From €90 per session

6-Week Coaching Programme (Individual): From €590 per person

6-Week Coaching Programme (Groups): From €200 per person

Corporate Talks & Workshops: From €250 to €2000 per event



South Africa

Private 1:1 Coaching Sessions: R500-R1,000 p/hour

6-Week Coaching Programme (Individual): R3,000-R6,000 per person

6-Week Coaching Programme (Groups): R1,200-R6,000 per person

Corporate Talks: R3,000 per event

Top Tips on Getting Started as a Professional Health Coach

CHOOSE THE RIGHT HEALTH COACHING TRAINING COURSE FOR YOU

Choosing the right health coaching training provider is one of the most important decisions you'll make on your journey to becoming a Health Coach.

- Start by checking accreditation: a recognised, professional endorsement ensures the course meets high standards and is respected within the industry.
- Look for a comprehensive, up-to-date curriculum that equips you with the knowledge and practical skills to coach confidently.
- Experienced mentors, hands-on practice, and a supportive student community will further boost your confidence and competence.
- Equally important is post-graduate support - the right provider doesn't just leave you at graduation.

At Health Coaches Academy, our [Level 5 Diploma in Health & Wellness Coaching](#) is fully accredited and includes ongoing guidance, tools, and mentorship to help you successfully launch and grow your Health Coaching business, giving you the confidence and credibility to build a sustainable, rewarding career.



HCA Students at
3-Day Live Training Event

DETERMINE YOUR NICHE (OR LET IT FIND YOU!)

During Pillar 4 of the HCA course, you'll focus on identifying and understanding your ideal client. You'll also work with five different case study clients, which is a great way to explore different areas and refine your niche. And remember, your niche doesn't have to be set in stone. It's perfectly normal for it to evolve as you gain experience and discover what you're most passionate about!

"I didn't have a niche to start with. Coming from a general nursing background, I had experience across a range of areas and didn't want to narrow my focus. There wasn't a single area I loved more than the others. But as I started building my presence on Instagram and connecting with clients, my niche naturally found me. I now work primarily with adults aged 30-60, focusing on supporting energy levels and blood sugar management, including Type 2 diabetes."

- Penny Saich, HCA Graduate

GET A HEAD START

Many successful Health Coaches recommend exploring a head start in ways that feel manageable. Whether it's planning how your social media may look, connecting with potential clients, talking to friends and family about your training, or working in the background on your website, these steps can make the launch of your health coaching business feel much smoother and help you feel more confident.



Keketso Mothibi,
HCA Graduate Health Coach

"When I completed my course in 2021, my initial focus was working with moms. As a mother myself, I could really relate to the challenges of juggling family and life, and it felt like a natural place to start. That whole year, I worked primarily with moms, and it was really effective.

But deep down, I knew I wanted to work in corporate. At the time, though, I was a new coach and it felt daunting - corporate seemed huge. I wasn't sure how to approach it, so I started with moms because it felt manageable and aligned with my experience.

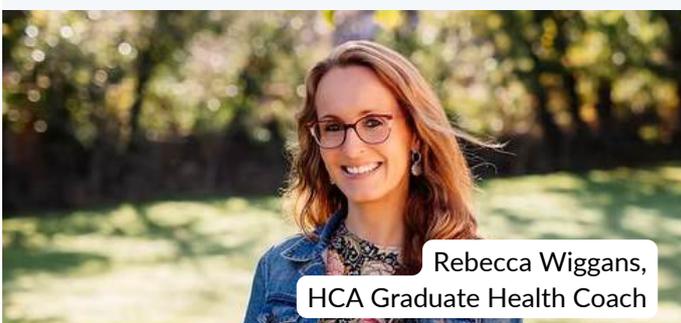
"I COMPLETELY SHIFTED MY BUSINESS STRATEGY TO FOCUS ON CORPORATE"

By the end of 2021, I realised I needed to push myself further. In 2022, I completely shifted my business strategy to focus on corporate clients. It took persistence - my first corporate client came in 2023, and I ended up starting with a pilot of ten employees. That experience marked the beginning of my corporate coaching journey, and it's been an amazing learning curve ever since."

- Keketso Mothibi, HCA Graduate

"As soon as I finished the course with HCA, I was really keen to get going. I started talking to everyone I knew - telling them what I was doing and explaining what a Health Coach actually does. I reached out to my case studies, spoke to people I met... But the most helpful thing was doing HCA's Level Up programme. It really helped me focus on exactly what I needed to do to get started with momentum."

- Rebecca Wiggans, HCA Graduate



Rebecca Wiggans,
HCA Graduate Health Coach



Niki Stephenson-Agnes,
HCA Graduate Health Coach

"While I was still training, I started working on my website. I hired a professional because I knew that building it myself wasn't realistic. That process started around March, and I launched it in December. It takes time to figure out how you want to show up, so I'm glad I started early. I also began my social media during training. I'd always had a food page, but I became more intentional with it. Starting things early helped avoid the overwhelm of launching everything at once."

- Niki Stephenson-Agnes, HCA Graduate

MAKE YOURSELF VISIBLE

Building visibility is key to getting your name out there as a Health Coach and attracting your ideal clients. Share your expertise through social media, write blogs, host talks or workshops, and connect with local or professional networks. The more consistently you show up and share your knowledge, the more people will start to recognise you as a trusted Health Coach and opportunities will naturally follow.



Lisa Glaister (left),
HCA Graduate Health Coach

"I used my phone contacts to get the word out about my health coaching group programmes - I had 3,000 contacts, so I created broadcast groups and sent out flyers. You can add up to 255 names per group. That generated a lot of traction, just from people who knew me."

"IT'S ABOUT FINDING OR CREATING OPPORTUNITIES, TALKS & WORKSHOPS"

I would pitch anywhere - at cycling events, even to the lady doing my mammogram! I'd offer complimentary calls, which often turned into clients. It's about finding or creating opportunities, talks, workshops, events."

- Lisa Glaister, HCA Graduate



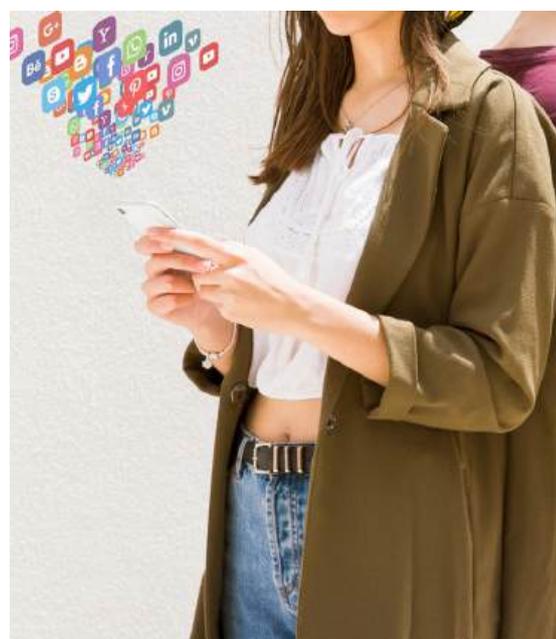
Liz Jones Solano,
HCA Graduate Health Coach

"Even if you're not massively into social media, it can be a powerful tool. My first workshop came through something I saw on Facebook, and my first client came from something I posted there."

"EVEN IF YOU'RE NOT INTO SOCIAL MEDIA, IT'S A POWERFUL TOOL, MY FIRST CLIENT CAME FROM FACEBOOK"

I actually use LinkedIn and Instagram more now, but the point is don't be afraid to share what you're doing and what health coaching is. Help people see what's possible for them."

- Liz Jones Solano, HCA Graduate





HCA Students at
3-Day Live Training Event

“One of the most surprising areas of traction has been LinkedIn. I’d almost overlooked it, but I’ve found a strong response there, especially from professionals. Through networking, I picked up an executive coach as a client. She works with senior managers and needed coaching herself. It’s funny - those people seem like they should have it all together, but they need support too.”

- **Bobby Hamman, HCA Graduate**



HCA Graduates at
In-Person Graduation Ceremony, London

NETWORKING GALORE WAS THE KEY TO ESTABLISHING MY BUSINESS.

“I went to every event online and in person and even created my own health & wellbeing network for health professionals in my town. That soon led to referrals and collaboration which worked a treat!”

- **Lyn Hatch, Professional Health Coach**



Bobby Hamman,
HCA Graduate Health Coach



Ann-Marie Goodbody,
HCA Graduate Health Coach

TEST AND LEARN THEN SCALE

Starting small allows you to test your offers, gather feedback, and refine your approach without pressure. Begin with a manageable pilot whether it's a free workshop, a trial programme, or a small client cohort and use the experience to learn what resonates most.

As you gain confidence and see what works, you can gradually scale up your services, building both credibility and demand in a sustainable way. This approach helps you grow steadily while maintaining quality and ensuring your clients get the best experience.

“Although I had around 3000 people already on my LinkedIn, I knew that not all of them would want a Health Coach so I strategically picked through my warmer contacts and asked who at their law firm would be responsible for health and wellbeing.

I created a slide deck demonstrating the problem, a possible solution and how I could help and sent that into lots of different law firms that I wanted to work with.

“I CREATED A SLIDE DECK AND SENT IT OUT TO LAW FIRMS ON LINKEDIN WHO MIGHT BE INTERESTED IN MY SERVICES”

I also prepared a talk on burnout and optimal health and contacted 5 different law firms offering this for free in order to practise and got taken up on the offer!



They also recorded it and took photographs that I've been able to use in my marketing. After one of the free talks, two lawyers came up to me afterwards and have become individual clients!” -

Ann-Marie, HCA Graduate

CONNECT THROUGH YOUR OWN PERSONAL STORY

Be yourself, share your story, and connect. Authenticity builds trust, and when you show people who you are and why you do what you do, doors naturally open. Partnering with other practitioners or organisations can amplify your impact and reach, helping you grow your health coaching business while staying true to your values. Storytelling plus collaboration = success that feels natural, not forced.



"After qualifying as a Health Coach I had an idea of where I wanted to go, and more importantly, a vision of where I wanted to be in 12 months. That was my touchstone, something I could refer back to when new opportunities came along and decide if they aligned with my values.

"WE'VE BUILT THE BUSINESS BY LEVERAGING OUR CONTACTS IN THE INDUSTRY"

My co-founder and I already had the naturopathic nutrition business up and running and had started making connections. It became clear that collaboration from the beginning was where I wanted to be. We went back to our personal stories - experiencing policing and believing we could help others. We proudly went in and said we could help people and their organisations.

Because we want to move into prevention rather than reactive health, we could also say there are big risks if you don't act. We built the business by leveraging our contacts and talking about our experiences working in the policing industry. Once people started talking to us and seeing benefits, it sold itself.

We haven't done any marketing or needed to because we wanted personal connection, not a big corporate route. We've developed through personal connection and by building networks with other practitioners. For example, naturopaths send clients off with a protocol, and health coaching fits neatly to help implement it into their lives. Collaboration and building networks are super important." - Jane Newall, HCA Graduate



Nutritional Therapist & HCA Head of Marketing,
Natasha Watkinson

STAY CONNECTED WITH YOUR CASE STUDY CLIENTS AND UTILISE THE ONGOING SUPPORT AVAILABLE THROUGH HCA

The case study clients that you work with as part of your HCA Level 5 Diploma in Health & Wellness Coaching are more than just part of your training - they can become the foundation of your coaching practice. Many graduates find that keeping in touch leads to paid programmes, referrals, and real-world experience that builds confidence. Alongside these connections, HCA's ongoing support, including the Health Coaches Hub and Level Up programme, can give you practical, step-by-step guidance to launch and grow your health coaching business.



CLICK HERE
to find out about
our support
beyond
graduation



Rebecca Wiggins at
HCA Graduation Ceremony

“After I graduated, I joined The Hub’s Level Up programme. It’s a business-focused course that gives you step-by-step projects to help grow your practice. I loved it because I knew I was starting on the right foot. Each week, we had a project - define your ideal client, make your business cards, etc. - and I just got on and did it. Without that, I’d have probably been sitting there thinking, ‘What do I do first?’ ‘Can I even do this?’ But the projects made it easy. I followed the steps and built momentum quickly.



“THE LEVEL UP PROGRAMME HAS REALLY HELPED ME GET THINGS LIKE MY SOCIAL MEDIA DONE!”

*“I was lucky enough to have many of my case studies stay with me on a paid programme after the course. I also picked up some clients through word of mouth. After graduating, I joined the Level Up programme with the Hub to help me accelerate my business, which helped enormously. Having that accountability and the support from my cohort really helped me get things done, such as getting a social media presence, getting clear about my target audience, writing my website copy, and booking in a photo shoot!” - **Kelly Leigh, HCA Graduate***

It’s had a massive impact. I didn’t wait until the end of the course to take action - I just went for it. As we were given the weekly projects, I implemented them straight away. I started booking discovery calls and converting them into clients while I was still doing the course. By the time I finished Level Up, I had a full book of clients and a business that was already thriving. It gave me the confidence, structure, and real-world progress I needed to launch successfully.”

- Rebecca Wiggins, HCA Graduate

Skills & Values That Make a Great Health Coach

Becoming a Health Coach isn't just about qualifications - it's about the qualities you bring to the role and how you connect with people. Some of our HCA graduates and team members share the traits and values they rely on every day:

CONNECTION

"The main thing that makes me a good Health Coach is being able to connect with people. When they talk, I take the time to listen and help carry some of their burden along the way. Life experience is also important - I've been there, walking around at 18, 19 stone, and got myself back to fitness, so I understand what it feels like. Being able to share that experience is invaluable. In terms of business, passion sells itself. If you're passionate about ice, you can sell it to an Eskimo; if you're passionate about health and fitness, it works the same way."

- **Rikke Askew, HCA Graduate**



ORGANISED, OPEN MINDED, RESILIENT AND DETERMINED

"To be a Health Coach, you really need to be organised, open-minded, resilient, and determined. You must be flexible and willing to talk to anyone about your business, what you do, and how you help people."

- **Kelly Leigh, HCA Graduate**



BRAVERY

"Bravery - I've said yes to so many opportunities that initially scared me silly, but I've always figured out how to deliver and ended up feeling accomplished and growing from the experience. Flexibility - this role, especially if you practise alone as a Health Coach, requires you to switch gears constantly: one minute you're creating marketing materials or billing clients, the next you're standing in front of a room delivering health and wellbeing information that may be completely new to the audience.

Other key traits I draw on include compassion, empathy, deep listening, curiosity, and a love of learning!"

- **Lyn Hatch, Professional Health Coach**

You Can Be From Any Background & Become a Health Coach

No matter your background, if you have a genuine interest in helping others live healthier, more fulfilling lives, a career in health coaching could be the perfect fit.

Our graduates come from a wide variety of professions - from corporate roles and teaching to medicine and beyond - yet they all share a common thread: a desire to make a real, positive difference in people's health and wellbeing. Their stories show that it's not your previous career that matters, but your passion for supporting others and the drive to create meaningful change.



HCA Graduates at
In Person Graduation Ceremony



Liz Jones Solano,
HCA Graduate Health Coach

"My path to health coaching has been a winding one. I studied modern languages at university because I've always been fascinated by other cultures and ways of living. I worked in multinational companies in marketing, PR, investment banking, and private equity real estate, in roles ranging from project manager to PA. I enjoyed aspects of that work, but I realised corporate life wasn't for me.

"THE COMBINATION OF COACHING WITH HEALTH AND WELLBEING FELT LIKE A NATURAL FIT, AND IT WAS TIME TO DIVE IN"

I wanted to build my own business and be self-employed. That, and a desire to overhaul my lifestyle, led me to move to Barcelona without contacts or a job - a dive into the unknown that paid off. I initially set up a language business, teaching and consulting, but teaching alone wasn't enough. When I discovered HCA, something clicked; combining coaching with health and wellbeing felt like a natural fit, and I knew it was time to dive in."

- **Liz Jones Solano, HCA Graduate**



**Niki
Stephenson-Agnes**

"Before becoming a Health Coach, I worked in property for a major residential lettings agency in Cambridge, alongside a previous career teaching French, running two small businesses, and working in sales and marketing in London. I loved the fast pace, but over time my health and energy suffered. Personal health challenges, along with seeing my parents' health decline, made me reassess my values and lifestyle. Changing how I ate and cared for myself created a huge shift physically, emotionally, and mentally. When I found HCA, it was an epiphany - I knew it was time to take a deep dive into health coaching and help others make meaningful changes too."



**Hlengiwe
Faku**

"Before becoming a Health Coach, I spent 18 years in the corporate world, working in sales and marketing specifically within the retail, beauty, and fashion industries. Today, I run my own business, EmpowerWell Coaching, providing personalised wellness and mindset coaching that helps women reset their rhythm, reclaim their energy, and lead with clarity and confidence. I recently completed an in-person coaching workshop for an organisation and am now beginning one-on-one coaching with 17 of their team members - continuing my mission to empower individuals to thrive both personally and professionally."



Ruth Machin

"Before training as a Health Coach, I was a medical doctor for 24 years specialising in imaging of the lungs, heart, and post-mortems - I was a post-mortem radiologist. Unfortunately, I had to retire from my medical career at the age of 48 due to a rare eye condition called corneal neuralgia, which causes chronic eye pain. It wasn't compatible with spending long hours in front of a screen, so I had to take ill-health

retirement from the NHS. I got very bored, very quickly - I lasted about two months being retired before I realised I needed something to occupy my brain. I felt like I'd lost my sense of purpose. So I posted in a Facebook group for doctors looking for alternative careers and asked, "What can I do with my life?" and two different people suggested health coaching."

Words of Wisdom:

Hear honest insights and advice from some of our HCA Graduates and team members who have been where you are and are now growing successful health coaching careers:

“JUST DO IT! YOU’RE GOING TO LEARN SO MUCH ABOUT YOURSELF & YOU CAN DEFINITELY MAKE A LIVING OUT OF IT.”

Rikke: *“Just do it! At the end of the day, if you’re not going to use it for other people, you’re going to learn a lot about yourself on the course. In terms of making a living out of it, it’s definitely viable.”*

You can definitely make a living out of it. There are many people out there doing well, including myself, so the proof is in the pudding. Success is on the other side of fear, so just do it.”



Niki: *“When it comes to being a successful Health Coach, it’s easy to fall into comparison, especially on social media. Many think that’s the only measure of success. But it’s not. You’ve got to find what works for you. Being patient with yourself is key. When you give yourself time and space, and apply all the training and balance you’ve learned from HCA, you’ll find your focus. You’ll find your strengths and passion. You just have to trust the process and yourself.”*

Elsa: “The world really needs more Health Coaches. We’re facing growing challenges with chronic disease and obesity, especially here in the UK. One of the things that appealed to me is that you don’t just become a Health Coach – you also qualify as a coach, full stop. That gives you a broad skill set.

It’s also really important to choose the right training provider for you. I was drawn to HCA because of the flexible learning (I’m a busy mum of two teenagers so this was important to me!), the mentor support, and the fact that it’s accredited by the UK & International Health Coaching Association and the Association for Coaching.”

“THE WORLD NEEDS MORE HEALTH COACHES. WE’RE FACING GROWING CHALLENGES WITH CHRONIC DISEASE AND OBESITY, ESPECIALLY HERE IN THE UK.”



Elsa Wye,
HCA Graduate Health Coach

“YOU ARE ALREADY ENOUGH AND WILL MAKE A DIFFERENCE AS YOU ARE RIGHT NOW.”

Lyn: “Don’t delay and overthink it. Just start. There is a book called ‘Feel the Fear and Do it Anyway’ which helped me take that step of faith to leave my corporate career.

It says that there is no right or wrong decision, you simply have to take that first step, see where it leads, who you meet and what unfolds, and it can lead you to places you never even envisaged. Don’t worry about having all your ducks in a row, just get out there, you are already enough and will make a difference as you are right now!”



Kelly: “Some advice I would offer to anyone considering a career in health coaching is that the HCA course is structured in such a brilliant way, but at the start you’re not sure how it’s all going to make sense and fit together, and how you’ll feel confident to be a health coach at the end. Having now qualified, I would say trust the process. It really does work.”



The HCA Senior Team

Start Your Health Coaching Journey



If you've felt inspired by the possibilities of health coaching, now is the perfect time to take the next step. Whether you're curious about building your own practice, supporting clients in corporate wellness, integrating health coaching into your existing career, or pursuing one of the many other exciting pathways available, we can help you explore what's possible.

JOIN A FREE INTRODUCTORY WEBINAR:

Discover what a career in health coaching could look like for you, hear real-life success stories from HCA graduates, and learn how our globally accredited training can help you confidently start your journey.

[Join](#)

BOOK A CALL WITH OUR TEAM:

Speak one-on-one with a member of our team who are all practising Health Coaches themselves! Discuss your goals, explore career pathways, and find out how HCA can support you in creating a fulfilling, flexible, and impactful career in health and wellness.

[Book](#)

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