



# VITA™ Coaching

## CASE STUDY

### Can you earn a living as a Sex, Love & Relationship Coach?

Find out what the VITA™ Coaching Certification taught us about  
this whole new segment of Life and Health Coaching

TOTAL GRADUATES  
SO FAR

**1,800+**

“VITA™ COACHING HELPED ME  
BECOME A BETTER COACH”

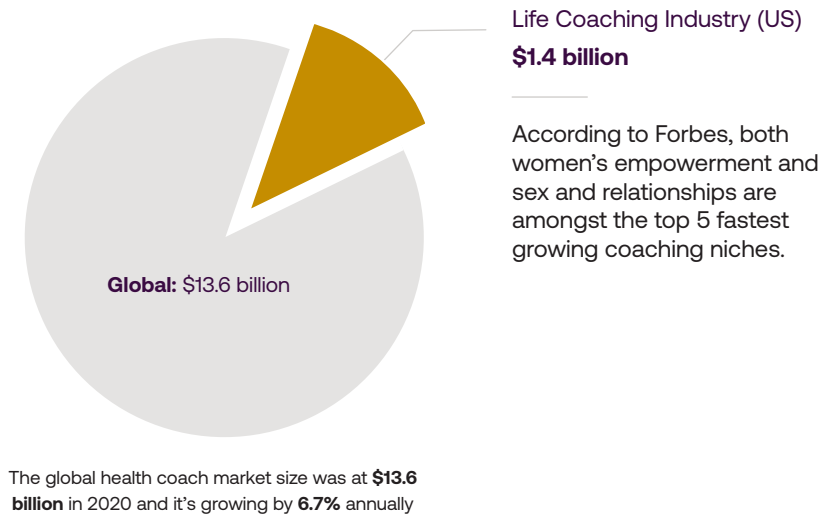
**97%**

“VITA™ COACHING  
CHANGED MY LIFE”

**96%**

# So, how big is the market for coaching?

Marketdata Research estimates that there are **128,000** U.S. health and wellness coaches in the U.S. with average yearly salaries of **\$61,817**. Specialty coaches bring in more than **\$100,000** a year. There is also interest in certification by healthcare professionals such as nurses, psychologists, social workers, chiropractors, nutritionists, massage therapists, and doctors looking to expand their knowledge and offer specialty services.



*I want to be a coach in the future and even if that doesn't work out I just knew that I'd be a better psychologist and overall human after taking the program.*

– Charlotte, Psychologist and VITA™ Coaching Graduate

## Why coach in a niche like Sexual Health?

According to Mayo Clinic, 1 in 4 women report a sexual problem, but only **7%** bring up their sex life with their doctor during the annual checkup. There is a clear unmet need and a sex coach can bridge the gap in care for women.

Dr. Renee Hilliard, an OB/GYN, noticed that so many of her patients had issues with their sex lives and enrolled in VITA™ Coaching to better address their needs. Her coaching business now offers **\$10,000** coaching packages.

Sandra, a former nurse, made over **\$100,000** in her first year after graduating from the VITA™ Coaching Certification. These are just a few examples of how women's health professionals are using the methodology in VITA™ Coaching to enhance their practice.

## THE CHALLENGE

# Can you make a living as a sex coach?

Pre-COVID, it was not unusual to hear stories from executive career coaches and life coaches who spent their days building client lists from in-person sessions at companies, making **600%** ROI on their initial coaching certification investment. And then offices closed, workers went remote, team building went to “Zoom happy hours”, and their active income as a life coach decreased over **50%** virtually overnight.

### So what should coaches do?

Spend hours a day on TikTok? Add a side hustle? It might sound old-fashioned, but finding a niche market is still the most proven method for building your business into a thriving, steady stream of revenue.

And what we identified through our application vetting process, financial technology sector futures research, and just our intuition about what makes people thrive in their personal and professional lives, is that the niche market for Sex, Love, and Relationship Coaching is poised to exponentially grow - especially within the context of Women's Health and Sex-Positive market trends.

Dr. Michael Lloyd of Healthgrades, an online resource for finding providers, highlights 4 of the top 10 health concerns for women: depression, menopause, family planning, and sexual health; all of which benefit significantly from a holistic approach to care.

### So what's the big difference between a broad certification versus niche certification?

**Quality of content,  
Specificity in methodology, and  
Deep knowledge and insight into  
the needs of women**

These are just some of the big differences we found when we dove into the structure and flow of the VITA™ Coaching Certification program offering when compared to general certifications.

### FEEDBACK

*The course had so much content. I loved all the extra workshops. It was so mind-blowing. I was able to make my investment back during my outside practice sessions. This course went above and beyond and totally exceeded all my expectations.*

– Dasha, Certified Life Coach and VITA™ Coaching Graduate

# How is VITA™ Coaching different?

Layla Martin's methodology combines potent spiritual practices with modern science to get the best results for clients.

What's amazing about today's evidence-based approaches to transformation is that they're also found in Classical Tantra.

And the VITA™ Coaching Methodology has taken the best of both worlds to deliver you highly effective tools that maximize results for you and your clients.

I feel that anyone interested in becoming a sex, love, and relationship coach would be smart to consider the VITA™ Coaching certification program.

The amount of content, variety of learning, different teaching styles with the senior teachers, and the sisterhood support is wonderful.

The possibility to unlearn societal programming and gain more in-depth sexual and sensual education is so invaluable; and the way it is presented felt quite sacred overall, and also fun at many times... the ability to witness different beings be coached, and to have demos from different teachers available is extremely helpful in learning that there are many valuable ways and approaches to teach the same kind of "material".

It's an overall well-rounded program for SL&R Coaching training!

– Alena, VITA™ Coaching Graduate





# How It Works Within Your Schedule



**Interactive learning and communication portal**,  
optimized for mobile and desktop

**Recorded classes** to watch when it fits your schedule

**Exclusive Facebook community** for support and guidance

**Module-based self-practices and guided meditations** you can do at any time

**Module-based live coaching sessions with Layla** herself and her Master teachers

**Development diary** to use as a coaching log to track your progress

## A Taste of the Program

**TRIMESTER 1**  
EXQUISITE SELF-DISCOVERY

**OPTIONAL**  
LIVE EMBODIMENT RETREAT

**TRIMESTER 2**  
LEARNING THE COACHING PROCESS

TIME TO COMPLETE PRACTICUMS AND  
CORE REQUIREMENTS

**TRIMESTER 3**  
BUSINESS BOOTCAMP

**POST-COURSE COACHING &**  
BUSINESS DEVELOPMENT CALLS

# Why choose VITA™ Sex, Love & Relationship Coaching?

*“Knowing that even with the other training I have taken, which has been significant, there was still something missing, and when I happened across Layla Martin and saw the VITA™ Coaching program, I knew that this was the missing piece to be able to do the deep level of transformational work I wanted in the world.”*

Chandal, an existing Health Coach who recently completed the VITA™ Integrated Sex Love and Relationship Coaching certification, went on to say, when asked in an exit survey about her overall experience:

*It was absolutely worth the investment. The content, the teachers, the growth, the support, the quality of the information and practices were top-notch. I was deeply impressed by the VITA™ Coaching program. I honestly feel so proud to have completed it. I feel like I couldn't have asked for a better program to meet my needs and to do the kind of work I want to do in the world. I deeply celebrate Layla and everyone involved in the creation of this program!”*

## When we looked into the elements of the program, we were most surprised to find out...

Throughout this coaching certification, you are educated in powerful tools sourced from spiritual traditions...

While learning the scientific research that backs up their efficacy.  
This allows you to lean into your coaching even more powerfully...

And sell your coaching with confidence, knowing the “why” behind what makes it so powerful.

This isn't like other educations out there - it is a rigorous training in both  
embodied experience and the science of transformation.

VITA™ Coaching gives you the methodology, tools, confidence, and business training  
to become a brilliantly successful coach.

# The Results You Can Expect

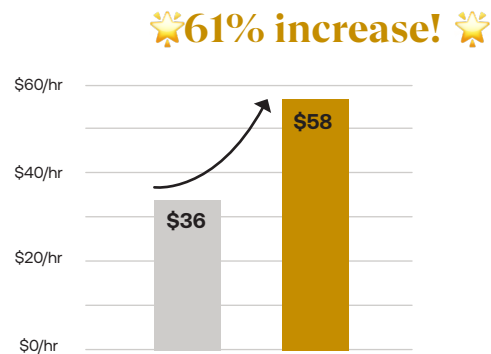
OVER 1,000 GRADUATES RATE US AT 95% OR HIGHER  
FOR “WORTH THE INVESTMENT”



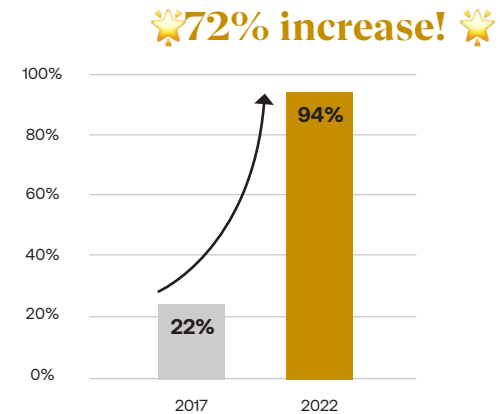
*As a result of my strengthened coaching skills and confidence and my signature pussy-based business approach I created in the 18 months following VITA™ Coaching, I have grown my company to consistent recurring \$50,000 months where I rarely work more than 40 hour weeks (often way less), have more pleasure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

– Julia, VITA™ Coaching Graduate

## COACHING REVENUE



## SELF-CONFIDENCE IN COACHING BUSINESS



- Before VITA™ Coaching Certification
- After VITA™ Coaching Certification

# About Layla Martin



Layla Martin is a **recognized thought leader** in the domain of sex, love, and relationship education. Her innovative and comprehensive teachings have reached a global audience of millions.

Layla brings **20+ years** of Tantra study, along with her studies of human biology and sexuality at Stanford University, to inform the creation of her proprietary VITA™ Methodology.

## Company Bio

Layla Martin is the founder of the Vital and Integrated Tantric Approach (VITA™). Founded in 2014, the VITA™ Sex, Love, and Relationship Coaching Certification is the flagship product of the brand. Other programs include VITA™ Sacred Sexuality Initiation membership, Crystal Pleasure yoni egg course, and other pleasure programs.