



SCHOOL OF LIFE
PRESENTS

CERTIFIED IDENTITY COACH™

THE FUTURE OF HUMAN TRANSFORMATION

You cannot build a new life with an old identity.

Most people already know what to do.

Yet they still:

- procrastinate
- self-sabotage
- lose confidence
- react excessively
- make poor lives over and over again.

Why?

Because behavior always returns to identity.

Become the coach who helps people transform from the inside out.



LIVE ONLINE CERTIFICATION



Starts 2 June 2026



Every Tuesday Night



20 Week Certification



Limited to 50 Seats



Founded by
BARRY SCHUTTE
Founder of School of Life



PEOPLE DO NOT NEED MORE INFORMATION.

They need identity transformation.

People already know:

- ✓ how to lose weight
- ✓ how to build habits
- ✓ how to improve their lives
- ✓ how to pursue goals
- ✓ how to stay disciplined

Yet most still stay stuck.
Because information does not create lasting change.

Identity does.



TRADITIONAL COACHING FOCUSES ON:


- goals
- habits
- accountability
- behavior


VS


IDENTITY COACHING FOCUSES ON:

- self-image
- emotional patterns
- identity rewiring
- subconscious behavior
- future self alignment


THIS IS WHY:

 motivation fades

 confidence collapses

 old habits win

 destructive habits return

 self-sabotage repeats itself

BEHAVIOR ALWAYS RETURNS TO IDENTITY.

HELP PEOPLE TRANSFORM AT THE IDENTITY LEVEL

- ✓ Rebuild confidence
- ✓ Break self-sabotage
- ✓ Shift identity patterns
- ✓ Rewire limiting beliefs
- ✓ Create emotional resilience
- ✓ Build aligned habits
- ✓ Increase consistency
- ✓ Create lasting transformation



YOU WILL MASTER:



IDENTITY REWIRING

Help people change the self-image driving their lives.



SELF-SABOTAGE DECONSTRUCTION

Understand why people unconsciously destroy progress.



FUTURE SELF ALIGNMENT

Help clients become the person their future requires.



IDENTITY-BASED HABIT CHANGE

Align behaviors with identity.



EMOTIONAL TRANSFORMATION

Help clients shift emotional states, confidence, and resilience.



THE I AM IDENTITY SHIFT METHOD™

A practical transformation framework for deep personal change.

YOUR COURSE FACILITATOR

Barry Schutte



FOUNDER OF
SCHOOL OF LIFE



GLOBAL TOP 10 COACH

Speaker. Author. Coach. Entrepreneur.



Barry Schutte has trained **35,000+** coaches from 40 countries and changed millions of lives worldwide.

His practical, results-driven approach to coaching and **identity transformation** has made him one of the most respected voices in the personal development and coaching industry.

AS FEATURED IN

**America
Daily Post**

**Time
Business News**

NEW YORK
WEEKLY

**America
Daily Post**

US Business

**US
INSIDER**



GLOBAL IMPACT

Coaches in 40+
countries



**GLOBAL TOP 10
COACH**

Recognized among
the best in the world



**BUILDER OF
COACHES**

Founder of School of
Life



**WORLD-CLASS
SPEAKER**

Inspires audiences to
break through limits



**AUTHOR &
THOUGHT LEADER**

Books and programs that
create transformation

“

My mission is to help you unlock your potential, transform lives, and build a coaching business that creates freedom, impact and legacy.”

Barry Schutte

FOUNDER OF SCHOOL OF LIFE
GLOBAL TOP 10 COACH

THE BUSINESS-IN-A-BOX MOST COACHES NEVER LAUNCH.

Not because they lack passion.
Because they lack systems.

Most certifications leave coaches with:

- ✗ no structure
- ✗ no business
- ✗ no coaching programs
- ✗ no implementation system
- ✗ no clear client journey

That changes today.



INCLUDED FREE:

COACHIFY™ IDENTITY COACH BUSINESS IN A BOX

WORTH
R10,000

A complete step-by-step system to build your business that actually works. Ready to implement. Ready to scale. Ready to launch.

INCLUDED INSIDE:



Ready-to-launch
coaching community



Coaching program
structure



Transformation
workbooks



Coaching sessions &
frameworks



Client onboarding
documents



Community
templates



Branding
assets



Course page
templates



Coaching
implementation
system

YOU ARE NOT JUST GETTING CERTIFIED.

You are building:

✓ a coaching brand

✓ a premium coaching ecosystem

✓ a launch-ready business



6 COMPLETE COACHING PROGRAMS INCLUDED

READY-TO-USE TRANSFORMATION PROGRAMS

Professionally designed coaching programs
you can immediately use with clients.



I AM UNSTOPPABLE™

Life Mastery System

Confidence • Resilience • Momentum



I AM BALANCED™

Nervous System & Self-Care System

Calm • Restore • Heal



I AM FREE™

Personal Reset System

Release • Renew • Reclaim



I AM ALIGNED™

Self-Discovery System

Purpose • Clarity • Authenticity



I AM FOCUSED™

Goal Identity System

Vision • Action • Achievement



I AM CONSISTENT™

Productivity & Execution System

Discipline • Habits • Results



EVERYTHING IS READY TO IMPORT
INTO YOUR OWN SKOOL COMMUNITY.



WHO THIS IS FOR

THIS CERTIFICATION IS FOR PEOPLE WHO WANT TO CREATE REAL TRANSFORMATION

-  Aspiring Coaches
-  Life Coaches
-  Mentors
-  Therapists
-  Wellness Professionals
-  Leaders & Entrepreneurs
-  Transformation-focused Individuals

And anyone passionate about:



psychology



human
behavior



emotional
transformation



identity
rewiring



personal
growth

THIS PROGRAM IS PERFECT FOR YOU IF:

You want to:

- Become a certified coach
- Stand out from traditional coaches
- Build a coaching business
- Launch faster with systems included
- Help people transform deeply
- Coach with confidence and structure

THIS IS NOT JUST ANOTHER CERTIFICATION.
This is a complete transformation ecosystem.



PROGRAM DETAILS & VALUE

LIVE ONLINE CERTIFICATION



START DATE
2 June 2026



LIVE CLASSES
Every Tuesday
Night



DURATION
20 Weeks



DELIVERY
Live Online Training
Recorded & Supported

LIMITED TO ONLY 50 SEATS

WHAT YOU RECEIVE

- ✓ Weekly live coaching sessions
- ✓ Identity transformation frameworks
- ✓ Coaching implementation tools
- ✓ Workbooks & exercises
- ✓ Recorded class replays
- ✓ Community support & accountability
- ✓ Coachify™ Business in a Box
- ✓ 6 Complete Coaching Programs
- ✓ Certification Upon Completion



TOTAL VALUE

Certified Identity Coach™ Certification..... R9,799
Coachify™ Business in a Box..... R10,000

TOTAL VALUE: R19,799+

**BEST
VALUE!**

**TODAY YOU
ONLY PAY**

R5799

Launch pricing
available for a
limited time only.

YOU CANNOT BUILD A NEW LIFE WITH AN OLD IDENTITY.

Most people spend years trying to change their habits... without ever changing the identity driving those habits.


That is why transformation never lasts.



BECOME THE COACH WHO HELPS PEOPLE:

- ✓ rebuild identity
- ✓ break self-sabotage
- ✓ shift behavior
- ✓ restore confidence
- ✓ create lasting transformation

CERTIFIED IDENTITY COACH™

 Powered by School of Life



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2 June 2026



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ONLY 50 SEATS AVAILABLE

APPLY NOW

Become the person who helps others become someone new.