

Go up and never stop

DO SOMETHING GREAT

DR. AVA CADELL'S
LOVEOLOGY UNIVERSITY®
HIGHER LEARNING & LOVING

Entrepreneur Kit



Skills for
Successful
Love &
Relationship
Coaches

1. Success Stories
2. Private Practice
3. Public Speaking
4. Writing & Publishing
5. Media, Internet & Retreat Marketing



Congratulations!

This kit was designed especially for you as you are ready to begin your entrepreneurial career or take your existing career to the next level. Whether you're a certified Relationship Coach, Sexpert, Love Coach, Sexologist or Sex Educator, your business or practice will benefit from the valuable information in this kit.

We have compiled step-by-step directions and guidance from leading professionals in numerous industries to help you market yourself in the areas of private practice, public speaking, writing & publishing, media and marketing. All experts included have also provided their contact information in the Resource section at the end of the kit, so that you may seek further guidance to develop your custom plan.

Whether you are a new coach eager to start your practice or an accomplished individual looking to expand your empire, this information provides a valuable resource to ensure that you have the superior marketing tools to boost your database, find your target audiences, increase profits, develop distinguished connections, and above all live your passion!

DISCLAIMER

The intent of the Loveology University Entrepreneur Kit is to offer guidance and information to help you market your business. This is for informational purposes only and while it cannot guarantee results, every attempt has been made to provide the best marketing strategies with numerous audios and videos to enhance your viewing and learning experience. All of the content presented in this marketing kit is solely the view of the authors, as of the date of publication. However, the authors reserve the right to update and modify their opinions based upon new circumstances at any time without notice.

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Loveology University Entrepreneur Kit

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Success Stories

Meet graduates of Loveology University who have successful careers, as Sex Therapists & Counselors, Sexologists & Sex Educators. Best selling Authors & Columnists. Global Speakers & Retreat Hosts. Media Therapists & Entrepreneurs.

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Private Practice

Learning professional titles & definitions is key to creating your unique brand. Equally as important is client intake forms professional accreditation & insurance. Everything you need to run a successful private practice is here, even a video coaching sessions.

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Public Speaking

Learn how to dazzle your audience with voice control, body language & great content .

But most importantly, speak with passion about what you are passionate about. See video examples, creative flyers to promote yourself & sample speaking agreements.

[JUMP TO SECTION](#)

Writing & Publishing

You'll learn how to become an author, seek representation or self-publish. How to get reviews, create newsletters & promo flyers. Finally, how to turn your book into global seminars & unique places to do your book signings.

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Media, Internet & Retreat Marketing

Create a compelling message to get the most publicity for your brand in the media. Learn how to manage your website, accept online payments, lead e-mail campaigns, viral marketing strategies, social network marketing, webinars and retreats to boost your business.

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Success Stories

ACCOMPLISHMENTS BY LU GRADUATES



Tamara Payton Bell

Tamara Bell is a Sexologist, Ambassador for LU students & the founder of Mentor Maven.



Nikki Goldstein

Dr. Nikki Goldstein is a Sexologist, Relationship Expert bestselling Author & Media expert.



Erika Jordan

Erika Jordan has a BA in Behavioral Science & Sociology. She hosts a Podcast & working on her MFT.



Nancy Pierce

Dr. Nancy is a Holistic Clinical Sexologist, global speaker & Media Therapist w/ her own Podcast



Don Etkes

Dr. Don Etkes is a Sex Therapist & MFT with a private practice. He is also an Author Public Speaker & Media Therapist.



Cory Honickman

Dr. Cory Honickman is a psychologist, also known as the Modern Monogamy Consultant for couples.



Valerie Baber

Valerie Baber is a Doctoral student, Intimacy Coach & sex columnist.



Renee & Jim

Renee & Jim are public speakers, specializing in team building with programs from their books on relationships.

Success Stories

ACCOMPLISHMENTS BY LU GRADUATES



Sunny Megatron

Sunny Megatron is a media personality & producer for her own TV series on Showtime. She is also an Author & hosts an award-winning podcast.



Hernando Chaves

Dr. Hernando Chaves is a Sex Therapist & MFT with a thriving private practice. He is also a University Professor & global speaker.



Sabrina Jackson

Sabrina Jackson is a Certified Bodyworker, Somatic Practitioner & Massage Therapist currently working on her Doctorate.



Alina Vergara

Alina Vergara aka Ace of Hearts, is a Love & Intimacy Coach with her own brand of courses.



Angel Lowe

Angel Lowe has her own private practice & pleasure party consulting business.



Elle Chase

Elle Chase is an Intimacy, Body-Image Coach, Certified Sex Educator & bestselling Author.



Howard Hong

Howard Hong, RN, BSN, MS is a Sexologist & Sexual Health Educator, specializing in male ED.



Nikki Leigh

Nikki Leigh is an award-winning author & the host of Ready for Love Radio, the international radio.

Success Stories

ACCOMPLISHMENTS BY LU GRADUATES



Asta Philpot

Asta Philpot is a world-famous disability rights campaigner, actor & Love Coach.



Anne Ridley

Dr. Anne Ridley aka The Modern Aphrodite, is a Sexologist & Psychologist.



Mimi Basseri

Mimi Basseri aka Mimi A La Mode combines designing luxury accessories with her Love Coaching.



Kat Smith

Dr. Kat Smith is a Tedx Speaker, Media Therapist & Author.



Viloshni Moodley

Viloshni Moodley is founder of Ultimacy Online & TEDx Speaker on The Importance of Intimacy.



Anka Radakovich

Anka Radakovich is an Author, screenwriter, sex columnist & speaker on the college circuit.



Michelle Kelly

Michelle Kelly, MA, AMFT is a LIFE Therapist specializing in Adolescent Therapy.



Leah Friday

Leah Friday is founder of Passion Alchemy. She is also a Master Spirit Life Coach.

Private Practice



Private Practice

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Private Practice

INTRODUCTION

**Are you ready to start your own private practice
or take your current practice to the next level?**

Careers in Love Coaching offer low-overhead business opportunities where you are in control of how much money you make and how hard you work. Be your own boss, work flexible hours and set your own fees while helping to empower individuals and enrich couples' love lives. What could be better than earning a great living helping others to have loving relationships?

This section provides essential information for building a successful practice including tips, exercises, professional sex counseling session examples and practical approaches to running your business.

When it comes to marketing your private practice, ask yourself this question: "What specialty do I have that sets me apart from other coaches?" Your answer is your personal brand, so why not learn to develop it and use it when promoting yourself in your brochure, on your website, social networks, at the beginning of your seminars and in your media interviews?

Remember to refer clients to other experts in your field if you are not qualified to work with them or help them with their specific needs. It is imperative that educators and coaches refer serious cases to appropriate resources, such as mental health specialists, sex counselors, gynecologists, urologists, psychiatrists, therapists, sexologists or professional counselors.

Private Practice

PROFESSIONAL TITLES & DEFINITIONS

WHAT IS A SEX EDUCATOR?

Sex Educators work within their community teaching various aspects of sexuality to many different groups of people. A sex educator may provide information for kids, teens, young adults, adults, older people on a wide range of issues that include sexual pleasure, STDs, sexual orientation and gender identity, family planning, sexual health, sex and disability, sex and aging, sexual crimes and other sexuality topics. Sex educators can teach and train in classrooms, create their own workshops and seminars, develop targeted group courses, lecture at speaking engagements, and help schools or institutions create their sexual health curriculum.

WHAT IS A SEXOLOGIST?

Sexologists work towards the understanding of human sexuality, studying sexual behavior, and applying a sex-positive approach to help others achieve a better understanding of sex. Clinical sexologists can offer counseling for people who are seeking help to further their own sexual exploration. Many sexologists have a second degree in a different discipline, such as therapy or psychology, to enhance their counseling specialty.

Sexologists may conduct one-on-one or couples sessions, create supportive group environments, or work at larger institutions. They are sex affirmative and non-judgmental, accepting a wide spectrum of human sexuality as normative. Many sexologists focus on promoting sexual health within communities through advocacy for erotic and gender minority rights and other public policy changes. Some sexologists work as hands-on bodyworkers.

WHAT IS A SEX COUNSELOR?

Sex Counselors work with clients to resolve sexual issues ranging from intimate communication to sexual dysfunction. They can conduct their sessions in a private practice, or within an institution that requires their expertise on sexual health and information. Sex counselors are familiar with a broad range of techniques and exercises that can help their clients move through their struggles to reduce shame and create empowerment. The main difference between a sex counselor and a sex therapist is that a sex therapist has mental health training in psychology and/or psychotherapy that qualifies them to practice intensive clinical therapy.



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payment to get the
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