

A Unconscious patterns that drive behavior.

Many people are unaware of hidden money patterns and behaviors that negatively impact their lives. You witness this every day. You see smart, well-meaning clients who never implement their financial plans; professionals with high salaries who are mired in debt yet keep spending; loving couples whose

marriages are threatened by financial upheaval. It's no easy task to help your clients overcome these issues.

That's why we created Money Coaching.

A new field that bridges two worlds – the financial services industry and the field of coaching – Money Coaching is a powerful tool that fills an urgent need. It enables you to help clients stop unconsciously sabotaging their own well-being and begin to thrive. In the process, you become even more successful at doing what you love – helping people achieve their

“I frequently encounter issues around money in working with my clients. Certified Money Coach (CMC) training provided an awareness and language to successfully guide my clients to their intended life plan.”

Ray Arata, Certified Money Coach (CMC),
Registered Life Planner
Managing Partner, Ascendant Inc.



Our Vision

The Money Coaching Institute is an international leader in providing money coaching programs and trainings that help people live more financially conscious, purposeful and prosperous lives.



The Money Coaching Institute was founded by Deborah Price, a financial advisor for 20 years with Merrill Lynch, Mass Mutual and London Pacific Advisors. Deborah left the industry to pioneer the field of Money Coaching. She is the author of several books

including the widely acclaimed Money Magic: Unleashing Your Potential for Wealth and Prosperity. An expert in her field, Deborah is a frequent guest speaker on TV and radio and a consultant to corporations and non-profits. Her coaching has helped countless individuals, couples and businesses become personally and financially fulfilled.

Find out how our
Certified Money Coach (CMC)
training can benefit your practice.

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Q What makes one person thrive financially while another continually struggles?



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Money Coaching removes roadblocks to financial success

Money Coaching is a step-by-step process that gently uncovers unconscious beliefs and patterns that create stress, anxiety, fear and financial self-sabotage. Through it, people transform their relationship with money and are freed up to lead more purposeful and prosperous lives.

Developed and refined over 20 years, Money Coaching combines practical financial guidance with sound coaching principles. It is a highly useful specialty training for financial advisors, therapists and coaches.

How Money Coaching helps people Working one-on-one with a Certified Money Coach (CMC), clients follow a structured process that explores their money history and uncovers core patterns and beliefs. Money Coaching's unique system of Money Archetypes makes working with unconscious behaviors relatively easy.

A Certified Money Coach (CMC) provides a safe, empathetic space in which clients are helped to:

- Recognize their unconscious money patterns.
- Understand how these patterns impact their life.
- Use their strengths and talents to create lasting change.

What Money Archetype is running you?

Warrior? Victim? Innocent? Fool? Take our on-line Money Quiz at moneycoachinginstitute.com and find out.

How our training benefits you It's frustrating and disappointing when clients don't follow through on the expert advice you give them. It's a lost opportunity for you both. Our Certified Money Coach (CMC) training gives you an extra edge in your profession by teaching you the tools you need to help clients overcome their unconscious roadblocks to financial well-being.

Certified Money Coach (CMC) training will help you:

- Understand the influence Money Archetypes have on client choices and behaviors.
- Anticipate client behavior.
- Proactively manage fears and resistance.
- Create greater trust and rapport.

The results are profound. Helping clients clear up their unconscious relationship with money is often a key that unlocks the door to the life they've always wanted.

Referrals to Certified Money Coaches We think the knowledge provided by the Money Coaching Institute is essential for anyone in the helping professions. However, you may elect not to take clients through the Money Coaching process yourself. If you're too busy to incorporate Money Coaching into your practice, we have a staff of highly skilled Certified Money Coaches that can work directly with you and your clients.

Other programs we offer Increased knowledge creates new levels of awareness from which positive change can occur. We offer a variety of workshops, trainings and financial education courses for individuals, couples and businesses. Visit our website for our current offerings.

"My training with the Money Coaching Institute helps me connect with my clients more deeply and communicate with them in a way that makes them feel safe and understood."

Angie M. Grainger, CPA/PFS, CFP®
Certified Money Coach (CMC)
President, RETHINK Money Coaching, Inc.



As a therapist and coach, I observed how people struggled with money. I had the desire to help...but not the tools. Money Coaching was the missing key. Now I have a powerful process to support my clients in transforming their relationship to money."

Dr. Lorraine Edey, LCSW, PhD,
Certified Money Coach (CMC)
Money and Relationship Coach

