

HA



HANNA
AUGENSTEIN
ACADEMY

by Hanna Augenstein Coaching



“When you tell a little passionate girl to hold herself back, be careful. She might never show her true greatness and excitement to the world again, because she does not want to become a **too much Woman.**”

Hanna Augenstein

Preface	3	The Journey	11
YOU	5	Our Connection	12
This Training is for	6	What You Get	13
Is this you	7	You're a man?	14
Guidance	8	About Hanna	15
Money Love	9		

Preface

For all bold and passionate women



“Hanna Augenstein Academy” (H.A. Academy) is designed for powerful, strong and wild women who are tired of trying to fit in when they were really born to stand out. It is for all bold and passionate women. For those who want to have a huge impact on the world.



The Academy was created for these beautiful and deep souls who so often feel wrong in their “too much” bodies and souls. “H.A. Academy” delivers a **high class Coaching Training**. It’s an **exclusive, tailored and unique program** that encourages passionate women to step into a prestigious leadership role.

Coaches are the new leaders of today, blessed with a big heart! Allow yourself to fully show your power. Let the world see you, feel you, be guided by you. Sharing and showing your full energy means giving the best for the world.

I know sometimes you are afraid that people will say „She is too much, she is not good enough, she is bossy, she should not show herself like this” But you are enough, you are born to stand out, you are a unique, powerful Soul who is ready to unleash her full potential!

The Mission of H.A. Academy is to increase the numbers of confident and impactful women in leadership positions on this planet in order to create more global prosperity.



“ Why are you trying so hard to fit in when you were **born to stand out ?**”

Ian Wallace

YOU

H.A. Academy is for women between the ages of 23 and 45. They are already performing the role of a leader, such as a Coach, Yoga-, or Body Art Teacher, but they are not as successful as they wish to be, or they are doing it in the wrong area of their life. For example, they might be a team manager in an office environment or a leading figure in the social sector.

They cherish values such as being unfiltered, impactful, bold, in balance, passionate and devotional. It is for women who are tired of hiding their true inner greatness and finally want to show themselves and shine bright and broadly. Not giving a jot about what others might think of them as they do it for themselves and for those who they can serve so powerfully.

It is for those who are often told to “calm down, stop being too much, to just be normal”.



This is for women who are eager to rock their Coaching Business.

This Training is for beautiful and bold women

— It is a unique apprenticeship created for all women who already know “**My passion is Coaching and I will do my best to serve, to listen and to grow**”.

— It is also for women who are **already Coaches** but feel a desire to be guided through a process that allows them to find their unique expression of it.

— H.A. Academy is for all these beautiful women who want to embrace special support **in reaching out** to their **clients, creating their dream target group** as well as **recognizing their special gift as a Coach**.

Is this you my bold beautiful angel?

Sarah's journey towards becoming the coach she has the great potential to be is just one of the many scenarios, and the many clients that are benefiting from H.A. Academy training. And this could be you!

_ Sarah M.

She is a **conscious Woman**, who likes a **healthy Lifestyle**. Although she lives the Life of a Beauty Company Manager, she so badly **wants to be a full time Coach**. Sarah is 31 years old, born in Germany and currently lives in LA. She is Sales Manager of a Beauty Corporation. Sarah has a university degree in Psychology and Marketing. Her job is to oversee the distribution of products and services to customers. She trains sales representatives, sets sales goals and assigns corresponding territories.

Sarah follows a structured morning routine starting with a quick yoga sequence guided by her favorite Yoga YouTuber and afterwards enjoying a yummy smoothie while taking time to journal what she is grateful for today. She completed a Group Coaching Training in Berlin and ever since has dreamt of reducing the hours of her Manager Job in order to coach more.

_ The problem

She has been **holding herself back** because she **doesn't know how and where to start**. Sarah still feels a bit insecure as a Coach and is quite overwhelmed by the amount of ads for Coaches on social media. She often feels trapped within herself as she wants to do more. To feel more alive, to serve herself and others in a deeper sense and way. Sarah wants to be clearer about her mission. She wants to present herself so clients have easy access to her powerful services.

H.A. Academy offers Sarah **individual guidance and personal support**, which she can fully trust and rely on. It is a process booster that will ensure she not only sees her power but embraces and stands for it.

“ Be a **‘too much’**
Woman: strong, wild,
passionate, bold and
full of energy and
excitement.”

Hanna Augenstein



H.A. ACADEMY

05

H.A. Academy is an exclusive and rare combination
of leadership training and liberation.

This Coaching is distinguished by its close 1:1
support and a focus on maintaining your
self-reliance. It gives you the confidence and liberty
to create the impact that you desire and hence to
make the world a better place.

H.A. Academy teaches you the importance of
learning to feel and trust your intuition and to be
your own best client.

GUIDANCE

Money Love

vs Money Issues



Earning their own money is part of the lifestyle of H.A. Academy - Coaches and Coachees. It is about being independent, self-sufficient and liberated. To get paid for their main job is quite normal for them. To ask for money for what they do out of passion, however, such as coaching people, offering specialized yoga workshops or giving an intense body work session, often gives them the feeling of being an impostor.

You will often find yourself in a Coaching Session or during discussion of a Proposal where your Client will bring this topic to the table. They may not even say it out loud, but instead tell you different stories of why they can not do the Coaching with you or why they do not have the money to gift themselves with whatever is good for them.

H.A. Academy will give you a deep foundation on how to deal with these situations, how it's a matter of providing a service, not just pleasing everyone. This is not about convincing future clients. It is about finding the deep buried reason why your client has not nourished her or himself the way they deserve for such a long time.

It is about finding the sweet spot where they start to look after themselves and realize that they are not a victim of their circumstances.

H.A. Academy goes deep in a unique and powerful way that allows you to dive into the true reason why there is a huge need to not only ask for money for your passion, but to find your own value without comparing it to others in the outer world.



“This is for women who are tired of hiding their true inner greatness and finally want to **show themselves** and **shine bright and broadly**.

Not giving a jot about what others might think of them as they do it for

themselves and for those who they can serve so powerfully.

It is for those who are often told to “calm down, stop being too much, to just be normal”.

Hanna Augenstein

The Journey

H.A. Academy is an **exclusive** and **high class 7 month Journey**. There is no strict structure to it, which allows us to address your needs perfectly. Nonetheless there are different modules and topics waiting to be explored and discovered by you at the right time. Such as:

– **Discovering your Coaching Personality**
what makes you unique and special as a Coach

– **Having a closer look at your own life story**
as it always contains treasures for your upcoming journey

– **Diving into self appreciation**
as this is what you will provide for your Clients

– **Fearless Coaching**
allowing you to serve instead of please

– **Creating your Dream Client Avatar**

– **Gaining clarity about your target group**
in general

– **Guidance**
on where and how to reveal yourself as a Coach

– **Creating a Coaching Tool Box**
customized especially for you

– **The live Coaching Sessions are an important part of your Coaching Apprenticeship.**
While working on your own personal growth with Hanna and talking through coaching tools and frameworks in theory, you get to coach in a real-life setting. We sooo honor you for doing this live session!

It's a big deal! It can feel awkward, and maybe a side of you doesn't want to do it. When experiencing these feelings, keep in mind that you are gaining more experience of what it's like to take on the role of a coach, plus you receive very detailed feedback from a well-respected coach afterwards.

Intensive Coaching Day

We will spend one day together (usually during the last 3 months) where we dive into what you need the most, enjoying a great and powerful time together

Finding your own and true value

as a Coach

Hey I really want to take you by my hand. I know you are awesome, amazing and bold. This will be the beginning of your powerful and unforgettable Journey.

I am ready, what about you?



Our
Connection

We will have **one intensive Life Coaching Session per week** except for the Silent Week, which is once a month. During those three weeks we are **always connected through Coaching Support via Messenger** (WhatsApp/Telegram or Signal). In case of an emergency you can contact me anytime.

H.A. Academy offers an amazing and rare form of support for their Apprentices. Hanna Augenstein Academy was created by Hanna Augenstein, a powerful, strong, wild, passionate and bouncy woman who decided to not fit in but eventually stand out and live her passion of being the Coach she desires to be.



What You Get

Life Sessions

3 powerful and deep Sessions per month

Supervisions

3 of your Life Sessions will be Supervisions: allowing me to observe you while Coaching (through Video Call) and helping you to grow and acknowledge the great Coach in you

Silent Week

once per month, as a chance to go into Silence yourself - a time to reflect upon your journey so far

Coaching support

in between the Sessions by Hanna via Messenger (WhatsApp, Telegram or Signal)

H.A. Academy Journal

for your beautiful and essential handwritten notes

H.A. Academy Online Document

where you dive into a deep reflection after each Session, guided by meaningful questions

Your Treat

Hanna will gift you a 1:1 face 2 face intensive Coaching Day as an exclusive, unfiltered and deep Coaching Experience. It is also available as an Online Version.

Feedback

We will frequently ask you for deep and powerful feedback to ensure that you are on a powerful and beneficial path towards your goals. For this you will receive detailed and encouraging evaluation questionnaires from us.

You're a man?

And you want to enroll?

This is written from a deep place in my heart. I decided to simply write from my soul and this is what you read here. But **gender does not matter to me** as a category of a human being. I rather care about what **YOU feel**.

Mostly women are attracted by the H.A. Academy but if you are not a woman or if you identify yourself as a gender I don't know, I am so open for you as long as you have one thing: the deep desire that H.A. Academy is for you, and the willingness to truly commit to it.



Are you ready to stand out and be more of what you already are? Then get off your sweet ass and **contact Hanna's Team on:**
+49 1522 5300696 or
coaching@hanna-augenstein.com

We are ready for you!



About Hanna

Hanna is a **trained and qualified Master Coach** and has **over 10 years of professional experience**. Her approach is influenced by systemic counselling, yet her coaching is characterized by her very own and deep way of accompanying people. She has **supported people** in various life situations, including **separation from a loved partner, attempting to reinvent oneself professionally, searching for a calling, feeling powerless in a partnership, experiencing stagnation after success at work, aiming to rediscover oneself**, and she has even **guided coaches to their highest potential**. She constantly puts herself through supervisions in order to ensure that she is always growing, and she does have her own personal coach for this.

Hanna is a passionate, enchanting and inspiring soul, mother and wife. Her life journey challenged her to follow her heart despite the challenges and uncertainties that arose. It taught her to listen inside and trust her intuition. A path towards self-acceptance and

love that encouraged her to not hide her “too much” body and soul anymore but instead to recognize the strength and beauty this quality brings along. A quality with so much potential for growth and self-fulfillment. Fully accepting this “too much”, passionate Woman has allowed her to become a wonderful and successful Coach. Hanna is a person who truly loves her job and was able to transform her passion into her profession. She built a **successful business in just 4 weeks**. From zero euro to 1000s. Today she has a team, is a successful breadwinner of her Family and her Company is growing and growing.

Her Coachings are informed by her own personal journey and the numerous insights and realizations she gained on her way. Hanna is **pure, honest and full of love** and **so are her Coachings**. She will be by your side no matter what. You will own your power, shining with your whole greatness and showing yourself to the world as never before.

[Click here to read more about Hanna](#)

HA

Hanna Augenstein Coaching

+49 1522 5300696 | coaching@hanna-augenstein.com | hanna-augenstein.com
Hanna Augenstein | Federbachstraße 28 | 75334 Straubenhardt | Germany