

TRAIN TO BECOME AN **IFTA CERTIFIED** **SLEEP & RECOVERY COACH** TRAINING PROGRAMME

A practical training pathway for sleep, insomnia support and recovery coaching - integrating sleep science, behaviour change, relaxation, subconscious methods and the For Daily Living Eight Pillars.

CORE BOOK

Think Yourself To Sleep

Course guide • practical framework • business pathway • IFTA certification



REST
RECOVER
REBUILD

Help clients sleep better and recover better

A clearer coaching pathway with practical tools

You will learn to:

- Understand sleep pressure, circadian rhythm and common insomnia patterns.
- Identify habits, stress responses and environmental factors that disturb sleep.
- Coach healthier sleep routines and realistic recovery behaviours.
- Use breathing, relaxation, guided imagery and subconscious rehearsal.
- Reduce fear and frustration around sleep by rebuilding confidence in the sleep process.
- Create one-to-one sessions, short programmes, workshops and online support.

Who the course is for:

- Aspiring Sleep & Recovery Coaches
- Life coaches and wellbeing practitioners
- Hypnotherapists and breathwork coaches
- Sports and performance coaches
- Managers supporting tired or stressed teams
- People developing a flexible online coaching practice

THE AIM

Give clients a simple, personalised system for improving sleep, reducing struggle and supporting better daytime energy and recovery.

Understand the pattern before trying to change it

Sleep pressure

The longer we are awake, the stronger the biological drive for sleep. Long lie-ins and excessive naps can weaken this pressure.

Circadian rhythm

Light exposure, routine, timing and activity help set the body clock and influence when we feel alert or sleepy.

Hyperarousal

Stress, worry, frustration and monitoring can keep the nervous system switched on when a person wants to sleep.

Conditioned wakefulness

The bed can become linked with thinking, checking, scrolling or trying hard to sleep rather than naturally winding down.

Recovery

Sleep works alongside rest, nutrition, movement, breathing, emotional regulation and workload management.

Daytime behaviour

Caffeine, alcohol, inactivity, naps, screens, work demands and inconsistent routines can all affect night-time sleep.

Key principle Reduce effort and fear around sleep, then rebuild rhythm, routine and trust.

Six stages you can use in every client programme

- 1. DISCOVER** Clarify what the client wants, what happens now and what a better night would look like.
- 2. MAP** Identify triggers, routines, thoughts, emotions, work pressures and environmental influences.
- 3. REGULATE** Use breathing, grounding, relaxation or guided focus to reduce arousal.
- 4. REHEARSE** Practise a calmer bedtime response and mentally rehearse the new routine.
- 5. INSTALL** Agree simple actions around timing, boundaries, habits and recovery.
- 6. REVIEW** Track change, reinforce what works and adapt the plan.

OBSERVE → UNDERSTAND → REGULATE → REHEARSE → CHANGE → REINFORCE

Sleep improves when the wider life system is supported

● Hypnosis & Mindset

Relaxation, suggestion and mental rehearsal.

● Life Coaching

Goals, routines, accountability and practical change.

● Sports & Flow

Recovery, concentration, physical readiness and performance.

● Meditation & Emotional Clearing

Rumination, emotional carry-over and inner calm.

● Breathwork

Down-regulation and a repeatable wind-down cue.

● Sleep & Recovery

Sleep consistency, rest and recovery planning.

● Leadership & Communication

Workload, boundaries, conflict and switching off.

● Relationships & Guidance

Family routines, relationship stress and communication.

The Eight Pillars give you more than a sleep routine - they help you see what is affecting the whole person.

Methods for sleep, insomnia support and recovery

SLEEP & REGULATION

- Sleep and wake routine design
- Wind-down planning
- Bedroom and environment review
- Breathing for down-regulation
- Progressive muscle relaxation
- Guided imagery and body scanning
- Attention shifting
- Confidence around sleep

COACHING & RECOVERY

- Worry parking and mental closure
- Subconscious rehearsal
- Morning reset routines
- Energy management
- Recovery-day planning
- Healthy habit tracking
- Relapse prevention
- Referral awareness and scope of practice

Teach clients skills they can use independently between sessions.

Turn the training into clear services

Sleep Reset - 3 sessions

Assess patterns, introduce a routine, regulate bedtime arousal and review progress.

Recovery Programme - 5 sessions

Sleep, stress, breathing, energy management and recovery habits.

Workshop - 60 to 90 mins

Practical sleep education, exercises and a take-home recovery plan.

Insomnia Support - 5 sessions

A structured coaching programme for persistent difficulty, confidence and behavioural change.

Performance Sleep - 4 sessions

For professionals or athletes wanting better recovery, focus and consistency.

Online Programme

Video lessons, workbook activities, guided practice and routine tracking.

Illustrative business model

£100 per session × 21 sessions per week × 48 weeks = £100,800 gross revenue before costs and tax.

Read. Learn. Practise. Certify.

1

READ

Think Yourself To Sleep

2

LEARN

Complete the training modules

3

PRACTISE

Use the coaching framework and workbook

4

CERTIFY

Complete the required assessment

ADJACENT SLEEP MARKET INDICATOR

11.9% CAGR (2024-2030) | \$26.6bn in 2023 → \$58.2bn by 2030

Source: Grand View Research - Sleep Tracking Devices Market. This is used as an adjacent indicator of growing consumer investment and interest in sleep, rather than a direct sleep-coaching market size.

IFTA Certified Sleep & Recovery Coach

Sleep better. Recover better. Help others do the same.