

INSTINCT FIELD TRAINING ACADEMY

Professional Training, Certification & Business Pathways

A connected For Daily Living ecosystem built around the Eight Pillars

**READ THE BOOKS | TAKE THE COURSES | GAIN CERTIFICATION |
BUILD YOUR PATH**

IFTA brings together structured courses, published syllabuses, workbooks, practitioner resources, exclusive methods and professional development pathways across coaching, hypnosis, breathwork, meditation, sleep, performance, leadership and relationship guidance.

8

CORE PILLARS

MULTIPLE

CERTIFICATION ROUTES

BOOKS +

WORKBOOKS &
RESOURCES

£100k+

ILLUSTRATIVE BUSINESS
PATHS

Includes the For Daily Living book ecosystem, including Passport to the Subconscious - an Amazon No.1 title.

What is the Instinct Field Training Academy?

The Instinct Field Training Academy (IFTA) is the training and certification arm of For Daily Living. It is designed for people who want to build practical coaching and wellbeing skills, gain structured certification, develop specialist practitioner knowledge or create an independent service-based business.

Rather than treating each subject as a disconnected course, IFTA links the training through one wider ecosystem. Students can begin with a single pathway and later combine skills from other pillars, books, methods and advanced programmes.

For career changers

A route into a new professional identity with structured learning, practical exercises, assessment and a clear client offer.

For existing professionals

Additional tools for coaches, managers, trainers, therapists, sports professionals and wellbeing practitioners.

For business owners

Skills that can be used in leadership, people management, communication, performance, resilience and workplace development.

For independent practitioners

A framework for one-to-one sessions, programmes, workshops, online courses, webinars and specialist packages.

The IFTA approach

- Work with natural abilities, instinctive responses, emotional mechanics and the way people already represent experience.
- Teach practical observation, regulation, awareness, communication and behaviour-based skills.
- Use structured methods that can be repeated, practised, assessed and integrated into everyday life.
- Develop professional confidence through detailed syllabuses, books, workbooks, exercises and applied learning.
- Create multiple progression routes rather than forcing every learner into one professional identity.

An Established Learning Ecosystem

IFTA sits inside the wider For Daily Living ecosystem. The training is supported by published books, practitioner manuals, workbooks, guided exercises, course materials, downloadable resources and specialist methods. This allows a student to learn the theory, practise the method, complete structured work and then apply it professionally.

Published Books	A growing For Daily Living catalogue covering hypnosis, subconscious work, breathwork, performance, emotional intelligence, awareness and related specialist fields.
Workbooks	Long-form study materials, exercises, written tasks, reflections and practitioner development work.
Detailed Syllabuses	Each certification route is mapped into modules, study hours, outcomes, assessment and practical application.
Exclusive Methods	Subconscious Navigation, IFSA, Instinct Field approaches, MISST, FDS and other methods developed within the ecosystem.
Certification	IFTA certification confirms successful completion of the academy's course and assessment requirements.
Business Pathways	Training includes practical routes for packaging services, setting prices, creating programmes and building a sustainable independent practice.

Passport to the Subconscious reached No.1 on Amazon - part of the published For Daily Living learning ecosystem.

The Eight Pillars - Eight Professional Directions

The Eight Pillars allow students to choose a recognisable public-facing field while learning the deeper IFTA methods that connect the academy.

1. Hypnotherapy	Hypnosis, subconscious communication, emotional mechanics, imagery, behaviour and structured client work.
2. Breathwork	Breathing science, nervous-system regulation, environmental breathwork, recovery, focus and performance.
3. Life Coaching	Emotional Intelligence, AI, people management, communication, goals, career development and leadership.
4. Sleep Coaching	Sleep routines, down-regulation, behavioural preparation, breathing, subconscious transition and daily recovery.
5. Sports & Flow State Coaching	Performance preparation, focus, state control, confidence, recovery, instinctive response and flow.
6. Leadership & Communication	People management, emotional intelligence, communication, observation, decision-making and workplace performance.
7. Meditation & Emotional Clearing	Guided meditation, emotional clearing, Subconscious Navigation, daily reset and reflective practice.
8. IFSA Relationship Guidance	Recognition, observation, communication, emotional mechanics, interaction patterns and relationship guidance.

Course & Certification Pathways

The academy can be entered through individual certification courses or through a progressive route that combines several areas of study. The following pathways reflect the programmes already built and the next Eight Pillar programmes being developed.

Course Pathway	Core Focus	Route
Become a Hypnotherapist	Foundation hypnosis, self-hypnosis, session structure, inductions, deepeners, client applications and business setup.	Foundation / Practitioner pathway
Advanced Hypnotherapist	Advanced subconscious communication, emotional mechanics, Instinct Field work, FDS, IFSA, Subconscious Navigation and applied practitioner work.	
Become a Breathwork Coach	Breathing science, CO2 and respiratory regulation, nervous-system regulation, environmental and situational breathwork.	Certification
Become a Life Coach	Emotional Intelligence, AI, people management, coaching, communication, career development and business building.	Certification
Meditation & Emotional Clearing Coach	Guided meditation, emotional clearing, NAVIGATOR, Subconscious Navigation and daily reset practice.	Certification
Sleep Coach	Sleep preparation, regulation, routines, behavioural and subconscious transition skills.	Eight Pillar pathway
Sports & Flow State Coach	Focus, performance, state transitions, recovery, instinct, breath and flow-state development.	Eight Pillar pathway
Leadership & Communication Coach	EI, leadership, communication, people management, observation and performance.	Eight Pillar pathway
IFSA Relationship Guidance Coach	Relationship interaction, recognition, communication, emotional dynamics and guided change.	Eight Pillar pathway

Exclusive IFTA Methods & Frameworks

One of the strengths of the academy is that the courses are connected by a shared set of methods rather than being a collection of unrelated certificates.

Subconscious Navigation (SN)	A structured method for recognising emotional load, navigating internal experience, transforming emotional energy and returning with a more useful state.
IFSA	An eyes-open recognition and interaction framework focused on observation, emotional mechanics, situational response and how people naturally communicate and behave.
MISST	An internal and environmental transition approach that uses imagery, movement, awareness and state change to guide experience.
FDS - Fractional Displacement & Separation	An advanced hypnosis architecture where attention and subconscious experience can be separated, redirected and reintegrated through structured stages.
Instinct Field Methods	Approaches that use instinctive signals, natural responses, environmental awareness, rhythm, behaviour and subconscious communication.
Flow & Performance States	Methods for preparing, entering, stabilising and applying focused states for sport, leadership, performance and demanding situations.
Emotional Mechanics	Working with how emotion is felt, represented, carried, released, redirected and expressed rather than relying only on conscious discussion.
Client-Generated Representation	Using the client's own images, sensations, language, symbols and internal responses as material for guided change.

Detailed Teaching - More Than a Short Certificate

IFTA courses are designed to give students enough structure to understand a subject, practise it and demonstrate learning. The exact study time varies by pathway, but the academy uses a combination of guided teaching and applied study.

- Recorded or live teaching sessions.
- Published course syllabus with modules and learning outcomes.
- Workbook reading and written exercises.
- Practical exercises and session planning.
- Case scenarios, reflective work and professional application.
- Assessment or completion tasks before certification.
- Advanced routes with more substantial workbook and diploma-level work.
- Business development, pricing, offers, client journeys and professional positioning.

Example course structures

Pathway	Guided Learning	Applied Study	Approx. Total
Life Coach - EI, AI & People Management	15 hours	35 hours	50 hours
Breathwork Coach	20 hours	40 hours	60 hours
Meditation & Emotional Clearing Coach	18 hours	42 hours	60 hours

Progression: Certificates, Practitioner Routes & Diplomas

Students can use IFTA as a single-course training provider or build a longer professional pathway. The academy structure allows progression from foundation skills into more advanced practitioner work and assessed diploma routes.

STEP 1	Choose a field	Enter through one of the Eight Pillars or the Foundation Hypnosis route.
STEP 2	Complete structured training	Study the syllabus, course lessons, workbook, exercises and practical tasks.
STEP 3	Gain IFTA certification	Complete the required assessment and receive the relevant IFTA course certificate.
STEP 4	Add specialist pathways	Combine additional pillars such as breathwork, meditation, flow, leadership or relationship guidance.
STEP 5	Advanced practitioner study	Move into advanced hypnosis, Subconscious Navigation, IFSA, FDS and deeper Instinct Field work.
STEP 6	Diploma-level route	Complete substantial workbook and written assessment work, practical review and formal completion requirements.

One academy - multiple entry points - multiple professional identities - connected advanced study.

Build a Professional Practice

Training is designed to lead into practical delivery. Students can build a service around one pillar or combine several areas into a broader wellness, coaching or practitioner business.

One-to-one work

Individual sessions for coaching, breathwork, hypnosis, meditation, sleep, performance, leadership or relationship guidance.

Structured programmes

3-session, 6-session, 10-session or specialist packages built around a defined client outcome.

Groups & workplaces

Workshops, leadership development, emotional intelligence, communication, resilience, breathwork and performance sessions.

Digital delivery

Online courses, recorded programmes, guided audios, webinars, memberships and follow-on resources.

Illustrative £100-per-hour model

Weekly Client Sessions	Calculation	Illustrative Gross Annual Revenue
10 sessions/week	£100 x 10 x 48 weeks	£48,000
15 sessions/week	£100 x 15 x 48 weeks	£72,000
21 sessions/week	£100 x 21 x 48 weeks	£100,800
25 sessions/week	£100 x 25 x 48 weeks	£120,000
30 sessions/week	£100 x 30 x 48 weeks	£144,000
35 sessions/week	£100 x 35 x 48 weeks	£168,000
40 sessions/week	£100 x 40 x 48 weeks	£192,000

Revenue examples are illustrations of gross turnover before costs and taxes. They are not earnings guarantees. Actual results depend on demand, pricing, marketing, capacity, retention and business costs.

Multiple Routes to Revenue

A practitioner does not have to rely on one-hour sessions alone. The academy business model encourages a mix of services so that the same expertise can be packaged in several ways.

Single Session	Example: £100 for a 60-minute specialist session.	Direct client work
10-Session Programme	Example: £1,000 for a structured one-to-one programme.	Higher-value pathway
Short Power Session	Shorter focused sessions where appropriate to the service.	Accessible entry product
Group Workshop	Teach a skill to several people at once.	Higher revenue per delivery hour
Workplace Training	EI, leadership, communication, breathwork, resilience or performance.	B2B opportunity
Online Course	Low-cost self-study route with a structured syllabus.	Scalable digital product
Webinar	Topic-specific live teaching and lead generation.	Group entry point
Guided Audio / Resource	Supporting practice for meditation, hypnosis, sleep, breathwork or focus.	Digital add-on

Build around the skills you want to teach - then combine pillars as your practice grows.

Who Can Train With IFTA?

The academy is designed to support different starting points. A student may want a complete career change, an additional professional skill or a way to turn existing knowledge into a structured service.

Career changers	Build a new professional direction around coaching, wellbeing or practitioner work.
Business owners	Develop communication, leadership, people management, performance and wellbeing skills.
Managers & leaders	Use EI, communication, observation, regulation and performance tools in the workplace.
Existing coaches	Add hypnosis, breathwork, meditation, subconscious work or specialist people skills.
Wellbeing practitioners	Expand an existing service with additional structured methods and resources.
Sports & performance professionals	Add focus, flow, breath, state regulation and performance preparation.
Trainers & educators	Use structured material for workshops, staff development and professional education.
Independent learners	Study the methods for personal development before deciding whether to progress professionally.

Working With Natural Ability & Emotional Mechanics

A central idea across IFTA is that people already possess many of the mechanisms needed for change: attention, imagination, emotion, instinct, breathing, memory, environmental awareness, communication and behavioural adaptation.

The role of training is to help practitioners recognise those mechanisms and work with them in a structured way. This creates a shared philosophy across the Eight Pillars while still allowing each course to develop its own specialist skills.

- Observation before intervention.
- Recognition before change.
- Regulation before transformation.
- Behaviour before identity.
- Stability before installation.
- Reintegration before completion.
- Adaptation before automation.
- Practice before mastery.

What this creates

- A practical teaching language that can transfer across different coaching and practitioner fields.
- Less dependence on scripted one-size-fits-all responses.
- More attention to what the person notices, feels, represents and naturally does.
- A connected academy rather than a collection of disconnected short courses.

Professional Standards, Scope & Certification

IFTA certification is designed as evidence that a learner has completed the academy's training and assessment requirements for that pathway. Each course should be presented with a clear syllabus, stated learning time, learning outcomes and assessment requirements.

- Clear course title and certification outcome.
- Published syllabus and approximate study hours.
- Defined practical learning outcomes.
- Workbook, exercises or applied study.
- Assessment or completion requirements.
- Professional boundaries and referral awareness.
- Ethical use of AI where included in training.
- Appropriate claims for coaching and wellbeing rather than unsupported medical claims.

Important

IFTA is the academy's own professional training and certification system. Certification confirms completion of the relevant IFTA pathway; it should not be described as a regulated clinical qualification unless a particular external regulated status has separately been obtained.

Choose Your Route Through IFTA

Start with the field that fits your interests, experience and future direction. Build one professional identity first, then add further pillars, specialist methods and advanced study as your practice develops.

1. Explore
2. Study
3. Practise
4. Certify
5. Build
6. Progress

Choose a course or Eight Pillar pathway.

Use the course, book, workbook and learning resources.

Complete exercises, session planning and applied work.

Meet the IFTA course assessment requirements.

Create your one-to-one, programme, workshop or online offer.

Add further pillars, advanced methods or diploma-level study.

ONE ACADEMY. EIGHT PILLARS. MULTIPLE CAREER PATHS.

Instinct Field Training Academy

For Daily Living

www.fordailyliving.com

Business revenue examples in this prospectus are illustrative gross turnover models only and do not guarantee earnings. Course availability, assessment requirements and pricing may vary by pathway.