



Hi Chris,

I met with my friend and colleague, Sean McCormick, yesterday. He shared an email with me with updates to his [Executive Function Coaching Academy](#) (EFCA), including a **50% discount if you enroll before October 1**, which I'm super excited about because there's a ton of new ways he supports his students (+ a brand new guarantee)!

So I thought I would forward it along to you so you can check it out for yourself.

But first, a quick question to avoid cluttering your inbox...

Not interested in becoming an executive function coach? You can opt out of these EFCA emails by [clicking here](#).

Otherwise, below is the email he shared with me...

First, thank you

Before I share what's coming, I just want to say thank you. You've chosen to be here, to open these emails, and to let me share what I've learned about building an executive function coaching practice.

That trust means a lot to me and I don't take it for granted.

Why I'm reaching out today

I wanted you to hear this directly from me: on **October 1, 2025**, the price of the Executive Function Coaching Academy Certification Program will be increasing from **\$1,495 to \$3,500**.

It's a big shift, and I know you may be wondering why. So I'd like to take you back to where this all started.

How we got here and why the price is going up

When I started EFCA in 2020, I had no intention of creating an international program. I just wanted to train my own team of coaches at EF Specialists.

But something happened I didn't expect. Word spread. People started to pay attention.

Those first enrollees started their own executive function coaching practices and got the same results I had. More flexibility, more freedom, and lots of happy paying clients.

I'm reminded of a quote I read at some point when I was earning my undergraduate degree in English Literature that has proven to be true in my life:

“If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.”

-Ralph Waldo Emerson

Until recently, I never ran a single paid ad. Coaches joined from hearing about it through colleagues, friends, and other graduates.

And then those coaches started landing clients, raising their rates, and building lives they were proud of.

Now we have certified coaches across multiple continents and countries in the United States, Canada, England, South Africa, Romania, Singapore, Australia, and countries in South America.

All of them are using the EFCA systems to build thriving businesses and help clients succeed in every corner of the world. That's beautiful.

Right now EFCA is one of the lowest-cost certification programs in the industry. Even with the upcoming increase, it will still cost far less than many other programs that don't offer a comprehensive combination of coaching technique and business development like EFCA does.

I want to dedicate more of my time, energy, and attention to making EFCA the most transformational experience any executive function coach can have, and that means working with aspiring coaches who are deeply invested in their success.

And those who pay, pay attention.

And for those who aren't ready, I've made hundreds of articles and YouTube videos to give them free guidance.

Since the beginning, here's what's happened:

- **114** coaches are now listed on the EFCA directory, the only directory in the world dedicated to executive function coaches.
- **70+** members in our private Skool community are landing clients, raising their rates, and even hiring each other.
- The program has been refined over 10 live cohorts, so you're not just "learning about" coaching, you're getting a plan you can follow to start earning right away.

From a survey I gave to graduates, most coaches are charging **\$125–\$175/hour**, with many making **\$3,000+ from just one client**. The value of the program has grown significantly, and this price increase reflects that.



Jen Coleman



Sean McCormick's "Executive Function Coach Certification Course" exceeded my expectations in every way and is 100% worth your time and money! The course is focused, practical, organized, supportive, thorough and experiential -- in that, Sean and his team model throughout the kind of coaching you'll want to offer your clients. I'm grateful I found this program, excited to implement new learnings, tools and strategies, and committed to continuing my professional development by joining the community Sean has created.

Oct 21, 2024

What's new that makes EFCA even more valuable

- **Right-Fit Guarantee** — go through the first two modules, and if you're not satisfied or don't feel EFCA is the right fit, I'll refund you in full.
- **Paid-Client Guarantee** — follow our 90-Day Daily Step Plan, and if you don't get your first paid client within 90 days, you'll stay in the community for free until you do (as long as you're following the process).
- **Dedicated Support** — my VA, Maya, keeps the community organized and the content fresh so you can stay focused on taking action.
- **Admissions Coach (starting in October)** — every new member will have a personal call to make sure they're truly ready to commit.

If you've been waiting... this is your moment

Join before October 1 and you'll still get:

- The complete EFCA certification curriculum
- Access to our private Skool community
- A lifetime listing in the EFCA directory
- The 90-Day Daily Step Plan with the paid-client guarantee

- Opportunities to collaborate or be hired by other EFCA coaches

After October 1, the price will be **\$3,500** with no exceptions.

[Click here to join at \\$1,495](#)

I know this program isn't for everyone, but if you're serious about starting or growing your EF coaching practice, I'd love to welcome you before the price change.

Thanks again for being here and for letting me be part of your journey.

See you inside,

Sean McCormick, M. Ed.

Founder, The Executive Function Coaching Academy and EF Specialists

Thank you for reading! If you have any questions, please don't hesitate to reach out.

You're also welcome to visit the [resource page for LSA subscribers](#) that includes the State of the Executive Function Coaching Industry guide, upcoming cohort dates, case studies from EFCA graduates, and more.



Best,
Chris Hanson
Founder | Life Skills Advocate, LLC
[My bio](#) | [My "why"](#)