

# Friendship *Coaching*

WITH DANIELLE BAYARD JACKSON



# Friendship Coaching: The Basics

## Is friendship coaching a real thing?

You may have noticed that you can get a coach for anything these days. While it's common to seek support for relationships with a spouse, family member, child, or employee, there's less attention around the need for support in our friendships. But research shows that our friendships have more of an impact on our overall life satisfaction than our relationship status or annual income. If this is the case, it's worth investing in these relationships with intention!

## What can coaching help me with?

Friendship coaching can help you gain clarity in any of the following areas:

- making friends (as an introvert/ college student/ new mother/ adult)
- navigating difficult conversations with a friend
- moving on from a friendship break-up
- maintaining friendships when you're in different "seasons"
- seeing friends differently due to new / dissimilar values
- determining if it's time to leave a toxic friendship
- managing cynicism surrounding befriending other women
- prioritizing friendships as a businesswoman/ entrepreneur
- releasing shame or guilt from hurting a friend
- managing friendship after major life transitions like motherhood, marriage, or cross-country moves

## Is coaching like therapy?

The simplest way to explain the difference between coaching and therapy is this: therapy helps you make connections between what happened in your past and where you are in the present ; coaching focuses on where you are now and where you'd like to be in the future. In therapy you work to resolve and make sense of the past. With coaching, the emphasis is on goal-setting, processes and action to move forward.

We have a list of trusted psychologists and therapists that we can refer you to if you determine that's the best fit for your needs.

A woman, Danielle Bayard Jackson, is standing at a podium on a stage, addressing an audience. She is wearing a dark blazer over a light-colored top. Behind her is a large screen displaying a presentation slide titled "PITCHING FOR YOUR BUSINESS". The audience is seated in the foreground, seen from behind. A green banner with white text is overlaid on the image.

## WHO IS DANIELLE?

*Danielle Bayard Jackson is an author, speaker, and certified friendship coach dedicated to teaching women how to create and maintain meaningful female friendships. She has been featured in NBC News for her expertise, and she has been quoted in several other media outlets including *Psychology Today* and *Insider*.*

*As the founder of Friend Forward, Danielle uses her research and insight to show women how to improve their connections with each other. Her book, *Give it a Rest: The Case for Tough Love Friendship*, outlines her framework for creating platonic intimacy through difficult conversations, and it has been shared in several women's media outlets. Danielle shares her insight weekly on *The Friend Forward Podcast*, answering women's most pressing questions about navigating conflict in female friendships.*

*Danielle is a member of the American Sociological Association, and she studies the latest research in the areas of social science to create practical ways for women to better understand each other when operating in positions of leadership, friendship, and mentorship.*

To book Danielle to speak, email [info@tellpublicrelations.com](mailto:info@tellpublicrelations.com)



# TRADITIONAL FRIENDSHIP COACHING

\$149 FOR 60 MINUTES OF UNINTERRUPTED "GIRL TIME"

This is a one-hour session designed to help you make sense of where you are now so you can begin taking real steps toward where you want to be.

So what can you expect?

We'll begin by burning sage and crying together. (Okay, kidding.) Prepare for a comfortable (Zoom) session where you will lead the conversation.

Each session close with "aha" moments and firm action steps. You'll know exactly what to do to begin feeling clear and confident about your process and direction. We'll never tell you what to do, so if you're looking for answers, know that they'll likely come from revelations you make on your own during our session. We'll also share insights on other trends and successes we're seeing from women in your particular situation so you can have perspective and know you're not alone.

One week after our session, you'll receive a complimentary copy of Danielle's book as well as a personal follow-up email to ask about your progress.

**BOOK**  
**NOW**





LIVE  
JUNE 29, 2021

# THE FRIENDSHIP ELEVATED PROGRAM

EVERYTHING YOU NEED TO  
MASTER FRIENDSHIP IN 60 DAYS

This is a 6-week program teaching you everything you need to know to master adult friendships in 60 days. You will receive access to a new module every week, and meet with Danielle via personal Zoom calls FOUR TIMES during your time in the program.

We're addressing some of the biggest things that get in the way of maintaining strong female friendships. This program has everything. The only thing we're missing... is you.

***Format: Weekly lessons, exercises, and homework available via video. Personal video calls with Danielle every other week during your time in the program.***

*This membership is best for women who:*

- want more than a one-off session-- they're looking for an actual transformation in their friendships
- want access to a real friendship coach

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**PAYMENTS**  
OF \$149