

Fowler Wainwright Institute of Professional Coaching Teams with Steve Allen Media

Los Angeles- A global leader in professional coach training and certification, **Fowler Wainwright International Institute of Professional Coaching (FWI)**, is proud to announce they have hired Steve Allen Media to implement their national public relations campaign.

As the largest live online trainer of professional coaches in the world, **FWI** has certified over 2,700 Life Coaches to date. Those coaches are actively working to help others in a variety of sub-specialties ranging from Fitness and Health Coaching to Spiritual, Careers, Weight Loss, Business, Recovery, and Relationship Coaching, to name a few. In searching for a PR firm to take **FWI** to the next level, founder Barbara Wainwright said, *"I was taken by **Steve Allen Media's** mantra, PR with a Conscience, and their desire to work with individuals and companies that strive to make a difference in today's world."*

Headed by Steve Allen, **Steve Allen Media** is a bi-coastal public relations firm with over 20 years of experience in the field and offices in Los Angeles, San Francisco, and New York.

A Powerful Easy-To-Learn Life Coaching System

Fowler Wainwright International (FWI) was founded in November of 2008 by Berry Fowler, founder and former Chairman of Sylvan Learning Centers, and Barbara Wainwright, Certified Master Coach. Affordable tuition, a proven coaching system, and live online classes have allowed FWI to become a global leader in professional coach training and certification. The institute teaches its students to use a powerful, effective, flexible and results-driven coaching system that Berry Fowler has used for over thirty five years.

FWI's success has not been without controversy.

FWI's chairman, Berry Fowler, acknowledges with a big smile that his institute's approach has been widely criticized by other coach training organizations that charge three, five and ten times more and require their students to take many more hours of instruction.

"They don't have our systems," Fowler responds. "It's our proven coaching system and our proven training system that make our program so effective and our coaches so successful."

Fowler's teaching methods have been challenged before.

In 1979, Fowler, a former classroom teacher developed an educational system to teach struggling students to improve their reading a full grade level in only 36 hours. Fowler's systematic approach to tutoring became the foundation for Sylvan Learning Centers, a company he founded in 1979. When his program's success was first made public, many educators and academics voiced their skepticism because Fowler's teaching system was

able to accomplish in 36 hours what classroom teachers were not able to accomplish in an entire school year. Today, with over 4 million successful students having benefited from his tutoring system, Berry Fowler is recognized as one of the world's foremost experts in educational systems development. As far as coaching goes, Fowler explains, "*Coaching is not difficult. It doesn't take years of experience or an advanced degree to become a successful coach. What it really takes is a genuine desire to help other people. If you have that, we can supply the rest.*"

www.fowlerwainwright.com

www.steveallenmedia.com

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