

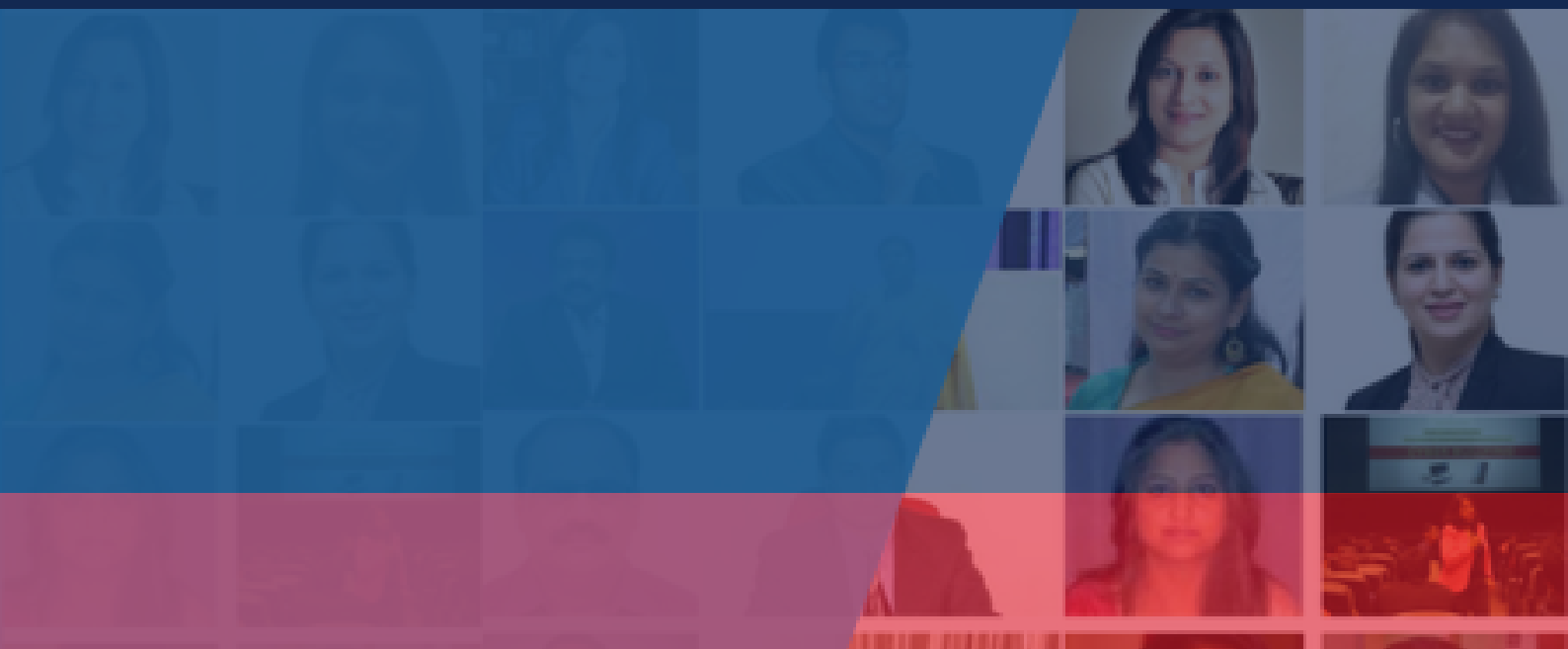


Certified Career AnalystTM



edumilestones

HOW TO BECOME A CAREER COUNSELLOR 2021 GUIDE



Dear Reader

This is your ultimate guide to become a successful career counsellor.

In this guide, you will learn everything you need to understand to become a career counsellor.

You will learn proven tactics being used by thousands of accomplished career counsellors across the globe.

So, if you're looking to become a successful career counsellor, you'll love this guide.

Let's begin your journey now.

**Your practical guide
to become a
successful Career
Counsellor in
90 Days**

Who is Career Counsellor

A career counsellor is a skilled professional who helps students and professionals to make informed career decisions

What is career counselling

Career Counseling is a systematic process to understand yourself, explore multiple career options and then find out the best suitable option for you.

What is career Assessment

Career Assessment is a diagnostic tool used by a career counsellor to help students to take the right career decision.

How Career counselling Market is evolved in the last 10 Years

- Market size for career assessment and guidance is over INR 5,000 crore in India alone and continues to increase.
- 400 million people in India between the age group of 15-35 need career guidance
- In the last 10 years, 42.5 % of the corporate employees in India suffer from anxiety or depression due to wrong career choices. All they need career counselling
- After NEP 2020, the demand of career counselling is expected to increase multi folds


**Average
monthly searches in Google
for career counselling is
more than 5,00,000+.**

ADD FILTER 5,348 keyword ideas available	
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> career	100K – 1M
<input type="checkbox"/> career counselling	10K – 100K
<input type="checkbox"/> career guidance	10K – 100K
<input type="checkbox"/> psychometric test	10K – 100K
<input type="checkbox"/> courses after 12th	10K – 100K
<input type="checkbox"/> courses after 10th	10K – 100K


Growing Need of Career Counsellors



India needs 1.4 million career counsellors for 350+ million youth population. Currently, we have less than 10,000 professionally trained career counsellors.



92% don't get any career-related guidance from their schools.



Around 85% of students are concerned about which option to choose for higher education.

Who can become a career counsellors in India

Any passionate individual with minimum undergraduate degree can become a career counsellor

Below is the spread of certified career analyst participants of last 10 years



Opportunities for Career Counsellors

School Counsellor

Become a school counsellor and provide career and academic counselling.

Independent Career counsellor

Set up your own career counselling Practice and become social eduprenuer

Admission Counsellor

Become an admission counsellor in overseas admission companies

NGO

Join NGO and provide counselling to underprivileged

Motivational Spraker

Become a motivational speaker and create awareness about career

Skills required to become a Career Counsellor



Good communication and listening skills



Non-Judgemental Approach



Genuine interest to help others



Empathy



Ability to Constantly Learn



Rapport Building & Problem Solving Skills



Flexibility



Confidentiality

Remuneration

How much can a career counsellor charge your clients?

- ▶ They can charge as low as 1500 INR and as high as 20,000 INR. per client
- ▶ According to statistics, salaries can vary anywhere between 15,000 INR and 25,000 INR per month as entry level.
- ▶ Experience and competence typically lead to a higher salary between 35,000 INR to 80,000 INR per month.

HIGH ROI

Every month just 15 counselling can generate an INITIAL revenue of 22500/month

$$1500 * 15 = 22500$$

Career Counselling Business will be simple and successful if you understand these 3 important points:

- 1 Who is your Target Audience for career counselling business?**
- 2 How to communicate with your Target Audience?**
- 3 How to deliver the best solutions to your Target Audience?**

Who is your Target Audience for career counselling business?

1

Career counselling services are availed by School Students, College students and even experienced Professionals. Are you planning to cater to all the spectrum of the audience or a niche? Either way, you need to be clear about it to move to the next level, for clear communication with your target audience

Tip 1: For school going students, the target audience is not students but parents who take their decision. Target parents.

Tip 2: Career counselling demand for working professionals is increasing multiple folds. Target this segment.

How to communicate with your Target Audience?

2

Creating visibility. You may be the best career counsellor in the world, but your potential clients do not know about you...what is the use? There are only two ways to communicate...

A) Online

B) Offline

There is no third medium of communication...

 **Tip:** " There are free or cost-effective ways available for you to promote your services which are powerful especially for career counsellors.

- Create Google Business Page – it's free
- Write quora responses of highly search questions
- Create Facebook ads for lead generation
- Career counsellor listing in edumilestones site
- Referral Marketing

How to deliver the best solutions to your Target Audience?

3

You should not be satisfied with just “customer satisfaction”, you should ensure “customer delight” every time.

Give more than expected always.

Your clients are delighted in such a way that they get 10 more clients for you.

 **Tip:** Do not limit yourself to offer only a career assessment and career report.

There are a lot more to offer in career counselling solutions.

- Detailed execution plan
- Career Boosters
- Personalized career counselling

How to deliver the best solutions to your Target Audience?

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Key essentials for Aspirant Career Counsellor

Career Counselling Knowledge

Certification & Recognition

Career Assessment Platform set up

Initial Handholdings & Support

**Start
Class Career Counsellor practice**

Career Counselling Knowledge

Career counselling is not a simple discipline. Career counsellor should have a deep understanding of career counselling concepts, career options and applied psychology. Check below components in the Career counselling course curriculum

- Understanding of Psychometric theories used in career counselling.
- Career analysis based on psychometric theories, skills & abilities.
- Applied career counselling.
- Career analysis and recommendations for different age group and std.
- Career Information on new-age career options.
- Objection handling.
- Case studies.
- Multiple dimensional psychometric assessments

Free Knowledge Resources



- Career Library refer
<https://www.edumilestones.com/career-library/all/>



- Basic Training Videos refer
<https://certifiedcareeranalyst.com/career-counsellor-training-videos.php>



- Career Counsellor Practice Test refer
<https://certifiedcareeranalyst.com/career-counselling-practice-test.php>

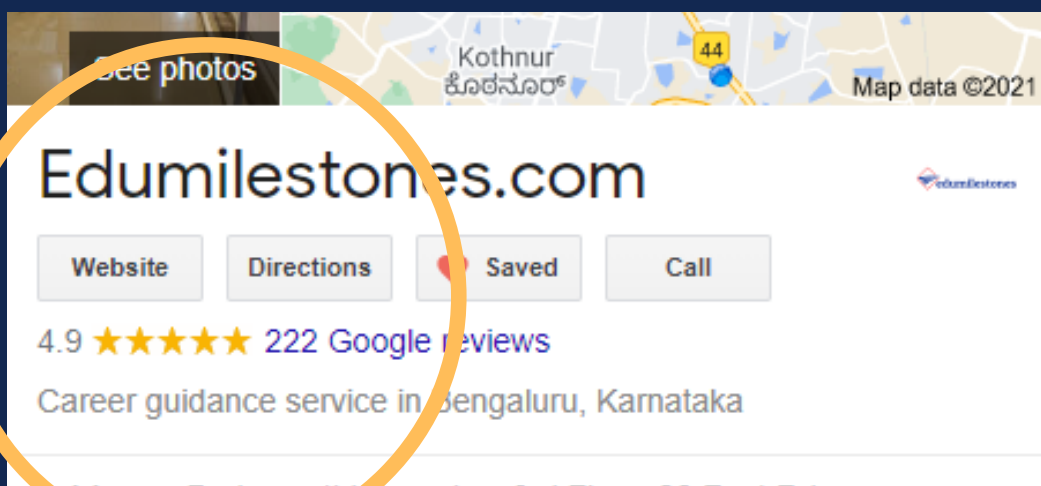
Certification & Recognition

A career counsellor certification can add value to your profile. It will help in increasing your credibility as a career counsellor.

"A study conducted by Georgetown University claims that individuals with professional credentials add at least 25% in their earnings.



Certified Career Analyst is highest-rated career counsellor course and certification in India since 2008.



Career Assessment Platform Set up

*31 Essentials in Single career counselling Platform by
edumilestones certified career analyst*

Career Assessment	
22 Types of Career Assessment	From 5 th class to working Professionals
Total Dimentions in Career Assessment	6 dimentional Career Assessment
Multi Lingual Career Assessment	8 Launguages - English, Hindi, Gujrati, Marathi etc
Accuracy and Reliability	92.6% Alfa cofficient
Career Exploration	180+ Career path and 3000+ Occupation
Program Affiliation	BCPA (Bhartiya Counselling Psychology Assosiation), AACPH- UK, Onet
Assessment conducted	1 Lac/ Year
Assessment Version	Online/ Mobile/ Offline/Any device
Average Rating	4.8

Career Report	
Comprehensive Report	32 pages with execution Plan
Career suitability short report	5 pages suitability report
Career Analysis	Yes this is only platform that will show you career analysis of all 180+ Career Paths
No of report generation	Unlimited/ Candidate of different career path
Career Exploration	180+ Career path and 3000+ Occupation
Execution Plan	Detailed execution plan with education road map
Assessment conducted	1 Lac/ Year
Duration of Report Generation	Instant .28 Sec

Career Assessment Platform Set up

25 Essentials in Single career counselling Platform

Student Dashboard	
Colleges Recommendations	India and International both
Admission prediction	Admission changes prediction for all colleges
Exam	1000+ Exam information
Career Library	Detailed information of 180+ career paths
Online courses	Exclusive online courses and skill development
Career Boosters	Exclusive offers and discount code
Career Milestones Report	Personal Execution Plan Report

Career Counsellor Lead Platform	
Book appointment page	Book appointment interface for appointment booking
Chat	Connect with career counsellor directly
Dedicated webpage	Branded webpage for counsellor
SEO	SEO optimization

School Dashboard	
Analytical Dashboard for school	Advanced
Sub CRM creation	Sub crm for referral and network
School Career Lab	set up school career lab

Initial Handholding

Career counselling training contributes only 40% of entire learning.

Most of the successful counsellors admit that maximum learning they got was through initial hand holdings and support. Many passionate individuals who want to become a successful career counsellor come from different industry. Career counselling is an entirely new topic for them. Only providing training is not enough. To become a successful career counsellor, you should get initial hand-holding and support. Before opting for any program, check for it.

You also need a trainer/instructor who should guide and support you. When it comes to career counselling, hand-holding plays a significant role in building the confidence of a career counsellor. We at edumilestones provide extensive training with continuous hand-holding support. Once we complete the training, having someone to handhold and supervise us, makes the beginning of our career journey relatively easy, confident and comforting.

Initial Handholding



Best career counselling program follow the rule of 40:20:40.

40% weightage is given to learn and focus on applied career counselling.

20% weightage is given on Assignments and self-learning.

40% weightage is given on hand-holdings.

Start Career Counselling Practice

Career Counselling is not a theoretical concept, but it's highly measurable and practical. Learning career counselling is synonymous with learning swimming. You need to get into the water to learn it.

Tips

Do's

- Start with known cases. Practice the first 5 cases on your known friends or relatives.
- Take Feedback
- Involve your mentor in Initial Cases
- Conclude the sessions
- Upgrade your knowledge on timely basis

Don'ts

- Don't take any gap after training. Just start
- Don't plan a big career counselling activity on day one. Go step by step. Take experience

Check your suitability

Not sure!

**Check your career suitability to
become a career counsellor in
5 Min**

[Check your suitability](#)

Why Certified Career Analyst Program



- 50+ Hrs of mentor-led live interactive training
- 14+ Career counselling Modules
- 5+ Real cases handholdings
- 4.9 rated highly experienced mentor
- Branded Career counselling Platform set up
- Certified career analyst certification
- Career Counsellor Empanelment
- Largest career counsellor ecosystem
- Highest rated career counselling program in Asia

Certified Career Analyst Curriculum



Module -1

CAREER ANALYSIS BASED ON PSYCHOMETRIC THEORIES

Module-2

MULTIPLE DIMENSIONS CAREER ANALYSIS

Module -3

CAREER COUNSELLING AND REPORT INTERPRETATIONS

Module -4

CAREER LIBRARY AND NEW AGE CAREER PATHS

Module -5

CAREER COUNSELLING PROCESS FLOW

Module-6

CONFLICT MANAGEMENT AND EXPECTATIONS

Certified Career Analyst Curriculum



Module-7

CAREER ASSESSMENT TOOL

Module-8

CAREER COUNSELLING USING
TECHNOLOGY PLATFORM

Module-9

CAREER COUNSELLOR PLATFORM TRAINING

Module-10

LEAD GENERATION STRATEGIES- CCA-
EDUPRENUER

Module-11

OBJECTION HANDLING- CCA-EDUPRENUER

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CCA

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Module-12

MARKETING & BRANDING TECHNIQUES-
CCA-EDUPRENUER

Module-13

BUSINESS PLAN PREPARATION

Module-14

HANDHOLDING PRACTICAL'S

Module-15

ASSIGNMENTS / Appear CCA Exam

SUCCESS STORY

How this Engineering
Professional
Became a
**CAREER
COUNSELLOR**



Technologist turned career counsellor Ms Deepa Subramani in Tirupur is helping students to make the right career choices.



**How this IT professional became Top Notch
Career Counsellor**

Mrs. Hemalatha Sriram has counselled hundreds of Professionals and Students to achieve their joyful career path

SUCCESS STORY

How this Motivational
Speaker

Became a

CAREER COUNSELLING
SENSATION



Motivational speaker, Sudheer Sandra became a well-recognised name among the student community through career counselling services

SUCCESS STORY

How this Homeopathic
Doctor

Became a

CAREER
COUNSELLOR



Dr. Upasna Dua a well known career counsellor in Saharanpur has changed the lives of many students

SUCCESS STORY

How this Gold Medalist
turned Lecturer

*Became A Well
Respected*

**CAREER
COUNSELLOR**



Mrs Tina Jhanb is a very popular career counsellor in Faridabad who had undergone formal training in career counselling.

#mycareerstory

**"DESTINY...A MATTER
OF CHOICE"**

**~Flt. Lt. Dinesh
Gupta (Retd)**



A journey from IAF to starting my own school.
Know how my destiny was just a matter of
choice

Search for Best career counsellors in Google with Your Location near You

Google search results for "career counsellors in delhi".

https://www.edumilestones.com > Students > Delhi ▾

Best career counsellors in Delhi near me – Edumilestones

Best 36 **Career Counsellors in Delhi** for career counselling and career guidance in Delhi.

Can you suggest Best career counselling in Delhi? ▾

Can I get face to face career counseling in Delhi? ▾

What are the charges for face to face career counselling? ▾

Google search results for "career counsellors in Mumbai".

https://www.edumilestones.com > Students > Mumbai ▾

Best career counsellors in Mumbai near me – Edumilestones

Best 62 **Career Counsellors in Mumbai** for career counselling and career guidance in Mumbai.

Can you suggest Best career counselling in Mumbai? ▾

Can I get face to face career counseling in Mumbai? ▾

What are the charges for face to face career counselling? ▾

Best 63 Career Counsellors in Mumbai for career counselling and career guidance in Mumbai



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Dr Upasna Dua ★★★★★ 2 Reviews

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🕒 45 + Minutes Counselling Duration

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👉 Interested for Call Back

💬 Message



Don't Worry!

Let us find out best career counsellor for you

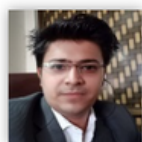
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Jignesh Ahir ★★★★★ 23 Reviews

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📍 Ahmedabad | Surat | Baroda | Mumbai

Students Professionals

👤 One Detailed Counselling Session

🕒 1 Hour Counselling Duration

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