

— THE —
BUSINESS
— BOOK OF —
COACHING

EVERYTHING THAT COACHES SEEKING
WEALTH AND FREEDOM NEED TO KNOW

AJIT NAWALKHA & NEETA BHUSHAN

The Business Of Coaching

Ajit Nawalkha &
Dr. Neeta Bhushan

Contents

Why This Book? — Ajit.....	v
Section 1: Assumptions Made In The Coaching Business	1
Ch.1 The Assumptions That Killed Robert Snow’s Career.....	2
Ch.2 Assumption #1: You Need To Be An Internet Sensation.....	5
Ch.3 Assumption #2: You Need To Be More Successful Than Your Clients.....	9
Ch.4 Assumption #3: You Need To Be Perfect	16
Ch.5 Assumption #4: You Need To Coach For Several Hours To Get Any Results With Your Clients	24
Ch.6 Assumption #5: You Need To Follow A Predefined Formula For Success.....	28
Ch.7 Assumption #6: You Need To Be A Genius At Marketing Yourself.....	32
Section 2: The Inner Game.....	36
Ch.8 Passion, Purpose, Practicality.....	37
Ch.9 Discover Your Unique Gift	41
Ch.10 Your Emotional Leadership.....	48
Ch.11 Create Winning Habits	55
Ch.12 Compound Your Gains.....	61
Section 3: Delivering Results	71
Ch.13 A Coach’s Purpose.....	73
Ch.14: Creating A Coaching Methodology	76
Ch.15 Why Your Offer Doesn’t Matter	83
Ch.16 How To Think Like Your Client	88
Section 4: The Essential Coaching Toolkit	93
Ch.17 Selling The Intangible	95
Ch.18: Building An Offer That Sells Itself.....	98
Ch.19 Crafting A Coaching Package.....	102

Ch. 20 Experience Escalation	108
Ch.21 Money Models	112
Section 5: Building Your Business	118
Ch.22 Finding The Right Clients	120
Ch.23 Serve Love	129
Ch. 24 Help Your Clients Make The Right Decisions	136
Ch.25 Make A Desire-Fueled Coaching Business Plan.....	143
Section 6: Playing The Long Game	149
Ch.26 States And Stages Of Business	151
Ch.27 Overcoming The Fear Of Failure	158
Ch.28 The Wealthy Mindset	161
Ch.29 Playing The Long Game.....	167
Ch. 30 A Marathoner's Secret To Success	176
A Letter To The Abundant Coach	180

Why this book?

The coaching industry runs on assumptions. There is a tremendous amount of knowledge and information out there, but it's all based on personal experiences rather than facts. Most of it is not researched, or tested, or validated for extended periods of time and has no basis in psychology or science.

Although most of the advice given to aspiring coaches is true for some people, it's usually based on an individual's experiences—they tried something and it worked, but often it was a fluke, yet now it's out there paraded as a fact that is expected to work for everyone.

Looking at all that misinformation spread over and over again was disturbing, annoying, and frustrating for myself as I was creating a company—Evercoach—to help people become better coaches. Evercoach creates tremendous value for coaches, but these coaches, once trained, go out into the world and get terrible advice on how to build their coaching business—advice that has no basis in facts.

So, we decided to write *The Business of Coaching* to help fix this problem. In this book, we've distilled the essence of all our experience across different industries. Everything you will find in this book is based on years of building successful businesses across multiple industries; on tools, techniques, and advice that has been tested over and over again by hundreds of coaches out there; and on real results that we have created for our own clients, consistently over the years.

In *The Business of Coaching* we give you an honest opinion on what is really important and critical to building a business that is powerful, sustainable, and long-term. The ideas and strategies in this book have been learned, evaluated, and tested for over a decade in different ways, across different companies, and for different coaches.

This book is a partnership between two authors who bring unique yet synergistic perspectives to the business of coaching. Both Neeta and I come from different industries, but we have been wildly successful in creating coaching, training, and consulting businesses.

I am Ajit Nawalkha—coach, entrepreneur, author of two bestselling books (*The Book of Coaching* and *Live Big*), and Co-Founder of Evercoach by Mindvalley and Global Grit Institute. My mission is to empower dedicated educators, coaches, and teachers to facilitate positive change in the world and to transform other people's lives in the same powerful way that my coaches and mentors did for me.

My co-author, Dr. Neeta Bhushan, is an international speaker, social entrepreneur, and leadership coach and best-selling author of Emotional GRIT. Neeta's breakthrough research

is endorsed by renowned leaders and prestigious organizations across the globe. Her unique, powerful perspective on human dynamics and behavioral psychology is inspired by lessons of resilience from losing three members of her immediate family in her early life.

This book is designed to give you the tools that could skyrocket your coaching career. But here is the caveat: Given enough time, everything in this book can work for anyone. What you need to do is find that ONE thing that'll work for you and deliver results today.

What we really hope you get out of this book is the ability to:

- Understand and overcome assumptions in the coaching business
- Communicate in a way that makes your clients listen
- Understand the subtleties of business management
- Craft products that are exciting
- Compound your business growth

We are giving you the tools and letting you experiment with what works for you in your unique circumstances. You get to decide your best experience.

This book is not a bible. That's the problem with most business books—people take it and follow it religiously. No book is absolute. Humans are different, our experiences are different, and so the results you get will be atypical. Your outcomes will be based on the effort and knowledge you put in and the industry you operate in.

This book is meant to level the playing field and give you all of the insights and strategies that you will need to create a thriving coaching business. How it will manifest for you will depend on the effort you put in it and the depth of your understanding. Some of it might be confusing—there is a lot of information after all. But pick that one thing that works really well for you, and you've got yourself a winner.

On a final note, here's how we suggest you read this book. This is not meant to be read from any page - you'll skip important ideas and it'll stop making sense. It's important to read *The Business of Coaching* sequentially—following the concepts as they evolve alongside a coach's journey.

Happy reading!

Love,
Ajit

Access the membership area here: <http://thebusinessofcoaching.evercoach.com/> and download your free guides at evercoach.com/

Connect with Ajit on Instagram @ajitnawalkha

Connect with Neeta on Instagram @neetabhushan

SECTION 1

ASSUMPTIONS MADE IN THE COACHING BUSINESS

Chapter 1

The Assumptions That Killed Robert Snow's Career

— AJIT —

"ASSUMPTIONS ARE DANGEROUS THINGS"
— AGATHA CHRISTIE

Robert Snow was a passionate human being who lived his life with passion, grace, and a sense of purpose. One day, he stumbled onto something that could change his career.

As a leader in his organization he experienced the power of coaching. He learned how coaching could empower his team and how it could transform the results they achieved as a company.

That excited him, so he started learning how to coach and eventually got really good at it. He coached his team and voila, they became one of the highest performing teams there were.

"This is amazing," Robert Snow thought. He couldn't help but wonder how he could use this skill, this ability, to help thousands and thousands of people.

The possibilities were endless.

Robert took a leap of faith, quit his job, and went all in with the coaching business. He had savings that would last him six months and he was certain in that time he could build a steady coaching income.

As he waited for his last day on the job, he surfed the Internet to get more information on coaching as a business. It all seemed so exciting. There were so many people who knew how to make this business work. They seemed to just get it.

From his research, Robert Snow learned that he needed to be amazing at video creation in order to become a sensation online for clients to get excited about him. So he decided to learn these skills.

He was overwhelmed with choices. "Let me watch this video. This training series. This mastermind. This program."

Some of these investments looked a bit much, but they sure were exciting. And so, Robert invested, and he learned.

As his last day came closer, Robert Snow realized he was now left with savings that would last only about three months—he'd invested the rest in the training programs.

“That’s okay,” he thought, “three months is enough time to figure it out.”

Armed with his new knowledge, Robert went looking for clients and found someone interested in what he had to offer. As he was talking to this potential client, they asked, *“What have you done in your career?”*

Robert froze. This potential client was a multi-millionaire, and Robert was just starting out as a coach. What could he say that would impress them? Who was he to share any credentials?

Plagued with doubt, Robert sought advice from the coaching community. A fellow coach suggested that Robert must coach for at least two hours before he could even consider enrolling anyone.

So, Robert went back to research. He looked through more manuals and more guides and found that he needed a marketing funnel—and by laying out his potential customers’ journey he would fix all his problems.

Robert was firing on all cylinders. He was building a funnel, posting daily on three social media platforms, writing a course, and coaching two hours a day at a minimum.

Robert was hustling. Hard.

It all looked great until he logged into his bank account. He was down to a few hundred dollars. He logged into his email, but there was little hope of a client coming through in time.

Robert was broke.

Does Robert’s story sound familiar? If it does, you are not alone.

Robert’s story is the story of every struggling new coach. Robert’s story is your story.

Six assumptions that paralyze a coaching career

What did Robert do wrong? He fell prey to some of the six common assumptions that jeopardize coaching careers before they even begin.

Every new and struggling coach succumbs to these assumptions as they are rampant in the coaching community.

Where do these assumptions come from? They are a product of our environment.

Let me explain.

Everywhere you look, there are influencers and marketers telling you their version of how to succeed in your coaching career. This information overload seeds subtle biases in your thinking until you start to believe in these ‘truths’, thinking that if you don’t get them right, you won’t be able to do well as a coach.

Now, these marketers don’t mean you harm. I don’t believe most people want to do bad things with the advice they share. I believe most humans mean well and want to do good, which is why the best of marketers make innocent mistakes. This includes me.

Marketers really want to help you succeed. They want to help you market yourself. But because they are so good at marketing, it creates a blind spot for them.

The best marketers understand that marketing, positioning, and the sale of a product is an emotional action, which means if I were to have you take action and make a decision, my best bet is to connect and convince you emotionally.

To get that emotional connection, some marketers create what is called a ‘*common enemy*’— basically a problem that only they could help you solve, and in the process they end up sharing certain ideas that are nothing but wild assumptions and often untrue.

The impact of these innocent yet influential marketers has been the birth of six common assumptions that most coaches make. These assumptions have little truth to them, yet they have become the yardstick for coaches.

Let’s take a look at these assumptions, their genesis, and the truth behind them.

Chapter 2

Assumption #1: You Need To Be An Internet Sensation

— AJIT —

*“STRIVE NOT TO BE A SUCCESS, BUT RATHER TO BE OF VALUE”
— ALBERT EINSTEIN*

WHAT YOU THINK YOU NEED!

100,000,000,000 emails
100,000,000 fans



WHAT YOU ACTUALLY NEED



100
~~1000~~ RAVING FANS
YOUR PERSONAL GOAL
GREAT PRODUCT

“Your success depends on your personal brand. Get a million followers, a gazillion email addresses, tie up with some influencers and then you will be successful.”

This is a common sentiment.

Most coaches assume their problem is that they are not ‘known’ yet. While there is nothing wrong with being known for your work, visibility is always a product of your work in the world and not the other way around.

You get famous because you do good work, because you change lives, because people love working with you, and because you have managed to first shift their perspective somehow.

As you create that impact, you become famous. You are seen. You become known.

But here is something to remember.

Your capability alone does not make you known. It’s the demonstration of that capability—the results you drive—that skyrocket your popularity.

Marketing doesn’t make you famous. Your work makes you famous.

It is easy to market a good product.

Assumption: You will be able to make an impact once you are known or are influential.

Truth: You become known or influential because you’ve already made an impact.

So, why do we believe that we need a huge audience first?

The assumption that being an Internet sensation makes you successful was built alongside the rise of a new generation of online millionaires in 2008, just after the economic crash.

These online millionaires ran in the same circles. They promoted each other. They did ‘launches’ and raked in cash. They created poor products, cared little about their clients, but got REALLY famous.

They became the stories that were told in training circles—especially in the online education and online business circles.

The stories, told over and over again, became legends.

The world of online education started looking uglier and uglier. Bad products. Great marketing. Lots of noise. Empty promises.

The goal seemed to be to become famous and sell shit to unassuming people.

Some still do that.

However, businesses based on fame alone have a short shelf life. Today you would be hard pressed to find most of the 'legends' from 2008. Their businesses are gone; forgotten.

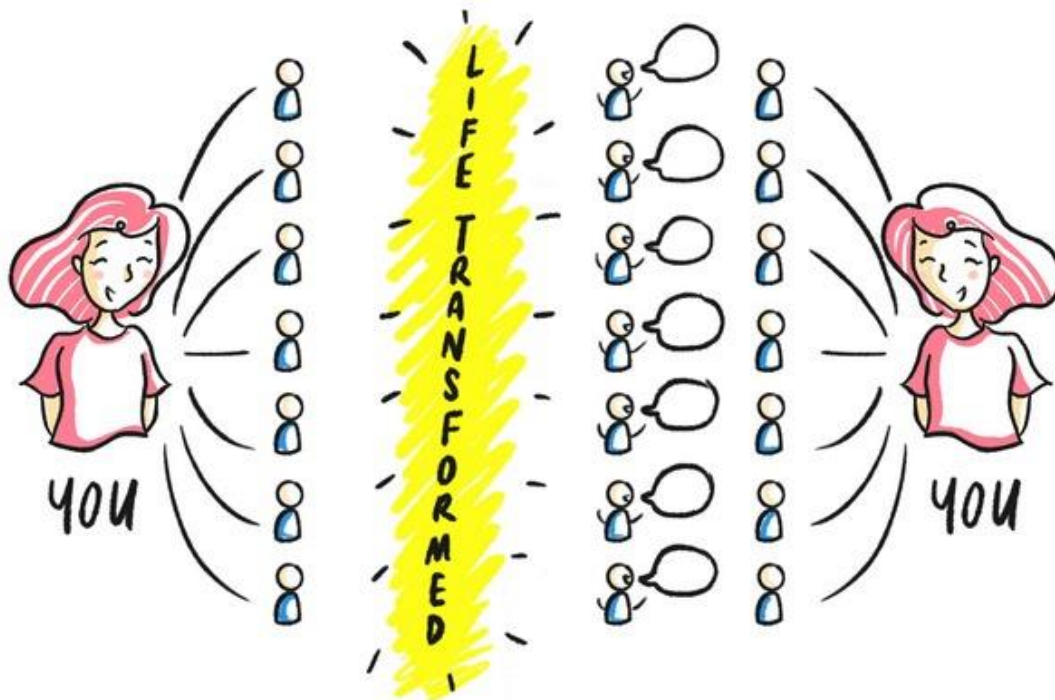
Getting famous and selling bad services to unassuming people is not a business. It's running a scam. A shit show.

Don't do that.

Do this instead.

This year, change 100 lives. Just 100. That's one life every three days or so. Seems doable, right?

Here is what happens when you focus on changing lives over getting famous.



A single life transformed starts a butterfly effect. A positive transformation opens up dialogue—a dialogue that creates more interest towards your work and makes you known.

This dialogue is way more powerful, rides deep, and creates better business opportunities for you in the future.

Reflection time

Find three things that your clients really need and that you're really good at. Ask yourself- what are your clients coming to you for over and over again? Talk about THAT online.

Chapter 3

Assumption #2: You Need To Be More Successful Than Your Clients

— AJIT —

“DON'T DOUBT YOUR WORTH”
— UNKNOWN

WHAT YOU THINK YOUR JOB IS...



WHAT YOUR JOB REALLY IS...



Why would someone pay you money to do something that you have seemingly never done before?

This assumption makes perfect sense, but only if you have misunderstood your job as a coach.

Let me illustrate with a story from the Mogul era in India.

There was a Mogul Emperor, Akbar The Great, who ruled India from 1560 to 1605. He was known for his court, which boasted of holding several learned people from all disciplines.

One among these learned people was Birbal.

Birbal was Akbar's counselor, advisor, and often played the role of his coach. Birbal wasn't the king. He hadn't won any battles. He didn't know politics better than Akbar. Neither was he a warrior.

But he was insightful.

He was also willing to challenge the king, help him overcome his blind spots, open his eyes to the not so obvious, and help him make wise decisions.

On one particularly cold winter in Delhi, when the ponds were all frozen, Akbar asked, "Birbal, will a man do anything for money?"

Birbal replied, "Yes, my lord."

Akbar asked Birbal to prove it. "Find me someone who is willing to do anything for money." The next day, Birbal brought a Brahmin to the court. This Brahmin was broke and willing to do anything to earn money for his family.

The king told the Brahmin, "I'll give you a 1,000 gold coins if you strip down and stay inside a frozen pond all night."

The poor Brahmin was in dire need of money, and he agreed to the king's condition. For one whole night the Brahmin stood in the pond, naked and shivering. He returned to the court the next day to receive his reward.

Akbar was curious. How had the Brahmin managed to stand in the frozen pond the whole night? He asked, "How did you manage to bear such cold?"

The Brahmin replied, "I could see a faintly glowing light a kilometer away and I just focused on the light instead of thinking about the cold."

Akbar was furious. He said, "Brahmin, you have cheated. You were to stand in the cold pond by yourself. Now I see you used the warmth of the light to survive the cold water. You will not be rewarded."

The poor Brahmin had no choice and left empty handed.

Birbal saw this tale unfold and decided to intervene in his own ingenious way.

The next day Birbal didn't come to the court; instead he sent a messenger to the king saying that he would come to the court only after cooking his meal.

Days went by and there was no sign of Birbal. Everyday the messenger would come with the same message, "Birbal will come after cooking his meal." The king was curious. What was this special meal that took so many days to cook?

So Akbar decided to pay Birbal a visit and see for himself.

When Akbar saw Birbal he was surprised. Birbal had lit a fire and kept the pot of uncooked grains one meter away from it.

Akbar laughed and said, "Birbal, how silly is this? How will the grains cook with the fire one meter away?"

Birbal, still waiting on his grains, replied, "Oh, my Great King, if it was possible for a person to receive warmth from a light that was a kilometer away, then why can't it be possible for this meal to cook from a meter away?"

Akbar understood his mistake. He called the poor Brahmin and rewarded him double with 2,000 gold coins.

Birbal wasn't more qualified than Akbar. He had a different understanding of the world than the king, and that's the value he brought to the table. It helped make the king's governance better.

Your clients are not paying you to be better than them; they pay you for the results you can drive WITH them.

You don't need to be more successful than them. You need to have a different understanding of the world. You need to help them see the world through a different perspective. You need to be willing to ask the tough questions. You need to be willing to challenge them. You need to be willing to help them get the results they want.

So, how do we convince clients to work with us even when we are not as successful as them?

The first step is to convince ourselves.

Let me illustrate.

HOW YOU MIGHT THINK YOU HELP CLIENTS



HOW REALLY IT WILL GO DOWN



FEW MINUTES LATER OR NEXT SESSION



Like you, your clients are completely unique, their problems are unique, and so the way they approach them is also unique.

This means your past experiences can only bring in so much value. The magic is in your continued interactions with the client where you explore their unique challenges together.

For a greater impact, you will need to keep evolving with your clients. You will need to keep digging deeper within you so that you can go deeper with them.

You don't need to be ahead of them. You need to be willing to learn, grow, and evolve with them.

The second step is to demonstrate your capability.

My favorite story that demonstrates how you can enroll clients without being as successful is one I heard from Michael Neill.

“Michael,” I said, “I need your opinion on a challenge we face when we approach organizations. The standard questions from the HR department are around ‘why should we hire you’ or ‘what is your qualification’. How do we get past that stage?”

In response, he told me this story:

I have a friend who is an amazing coach. Early in his career, he had just set an intention to coach companies. He was excited.

He was in the last round of conversations with a potential client. Everything was going great. The company seemed all ready to get on board. He was invited to meet and pitch to the CEO and a few executive board members.

During the conversation, one particularly skeptical member asked the dreaded question:

“Why should we hire you?”

The coach was stumped. He believed he had demonstrated his capabilities very well. However, the person was not convinced. So the coach had to come up with something else on the spot.

He decided to share his story.

“Well, I have started and failed two businesses. I have three kids whom I am a single father to. My wife is undergoing treatment in a hospital. I was an alcoholic...”

He kept sharing the challenges he faced in life, how he overcame them, and what he had learnt from them. After about three minutes he stopped.

The person that had asked this coach why they should hire him now asked a different question.

“Can you help us?”

The coach replied, “Yes.” And he did.

What you can do for a client lies in your story—your struggle, your success, and your failure. It is in your capability to tap into your experience and use that intelligence to help the client.

That capability is unique to you. You need to show that to the client for them to be convinced that you can help.

We'll talk more on how to demonstrate this capability in later chapters.

Reflection time

Think about what makes you unique. What can you offer your clients that only you can deliver?

Think about three problems in your past that you resolved in a unique way.

Problem & Solution #1

Problem & Solution #2

Problem & Solution #3

Chapter 4

Assumption #3: You Need To Be Perfect

— NEETA —

*“YOU DON’T HAVE TO GET IT PERFECT.
YOU JUST HAVE TO GET IT GOING”
– MARIE FORLEO*



Imposter syndrome is a common reason why we as coaches are unable to take action.

What is imposter syndrome?

It's defined as "the persistent inability to believe that one's success is deserved or has been legitimately achieved as a result of one's own efforts or skills."

It's the lack of self-belief. The nagging doubts that we are not capable of driving results with our clients. The continuous questioning of our own capabilities.

This lack of self-belief can happen for many reasons. Let's look at a few.

The Dangers of Social Comparison

"Social comparison theory states that individuals determine their own social and personal worth based on how they stack up against others they perceive as somehow faring better or worse."

(As seen on Psychology Today: <https://www.psychologytoday.com/us/basics/social-comparison-theory>).

Today we live with a constant exposure to social media, always checking in on others' lives. Looking at the highlights of someone else's life can evoke the feeling of being left behind or give us a false sense of being inadequate.

This feeling of not doing enough, not being enough, can slowly become a persistent inner dialogue. As a result we start believing that we are not good enough; that we don't deserve the success, the client, or the financial benefit.

This always-in-our-face social comparison can lead to loss of self-esteem and confidence.

The Negativity Bias

Our brain has something that researchers have called a "negativity bias." *Psychology Today* explained it like this:

"Your brain is simply built with a greater sensitivity to unpleasant news. The bias is so automatic that it can be detected at the earliest stage of the brain's information processing."

"Take, for example, the studies done by John Cacioppo, Ph.D., then at Ohio State University, now at the University of Chicago. He showed people pictures known to arouse positive feelings (say, a Ferrari, or a pizza), those certain to stir up negative feelings (a mutilated face or dead cat) and those known to produce neutral feelings (a plate, a hair dryer). Meanwhile, he recorded electrical activity in the brain's cerebral cortex that reflects the magnitude of information processing taking place."

“The brain, Cacioppo demonstrated, reacts more strongly to stimuli it deems negative. There is a greater surge in electrical activity. Thus, our attitudes are more heavily influenced by downbeat news than good news. Our capacity to weigh negative input so heavily most likely evolved for a good reason—to keep us out of harm’s way.

“From the dawn of human history, our very survival depended on our skill at dodging danger. The brain developed systems that would make it unavoidable for us not to notice danger and thus, hopefully, respond to it.”

(As seen on Psychology Today: <https://www.psychologytoday.com/us/articles/200306/our-brains-negative-bias>)

This negativity bias means that when we have a bad coaching session or a bad enrollment call, we remember it more than the good ones. When in similar situations, this strong unpleasant memory comes forward and we tend to remind ourselves about that one bad moment. That reminder reinforces the memory until it becomes a vicious cycle.

In time, if not checked, that one experience can govern our future actions, making us feel incompetent.

The Need for Perfection

Some of us suffer from the need to be perfect. This means that we are constantly judging our work and wondering how to make it better.

While wanting to make things better is a great idea, getting stuck in the trap of chasing an arbitrary “perfect” can lead to loss in confidence and self-belief.

Perfection works only in tandem with action—it’s an iterative journey. Only when you take action do you discover gaps. When you discover gaps, you can decide to improve and do something that will make things better. Sitting around and wondering how to make something better will get you nowhere.

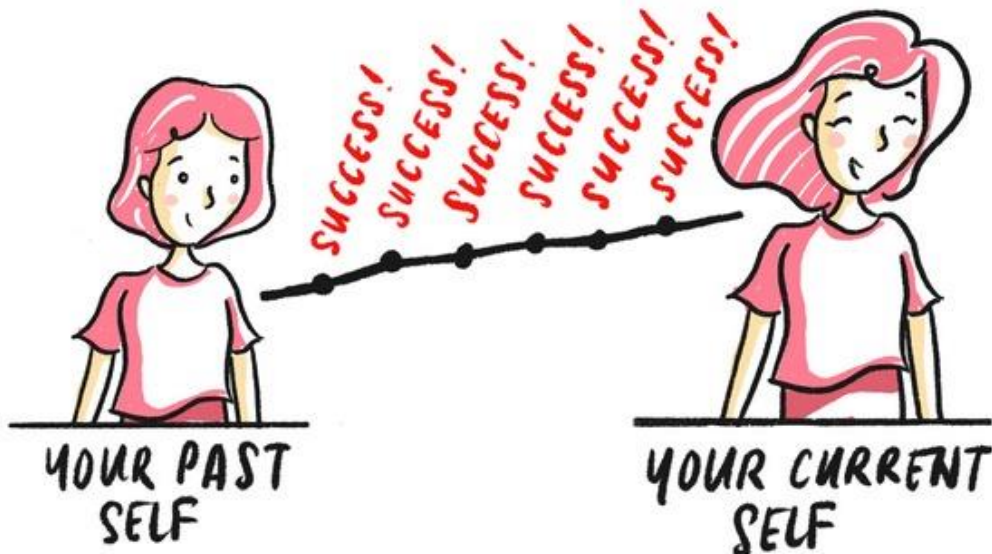
So, how do we get past our own inner dialogue and overcome the imposter syndrome?

Overcoming the imposter syndrome

Stuck in a place where you constantly doubt yourself is not a fun place to be. Not feeling good enough can compound to lack of motivation, lack of drive, and unwillingness to live our purpose.

While each of our journeys and ways to get past this assumption are different, let's look at the three main approaches that could help.

Success Stacking



Comparison is in our human nature. You can't escape it. It's unlikely that you will get out of comparing yourself to others. What you can do instead is find a way to get yourself back on track.

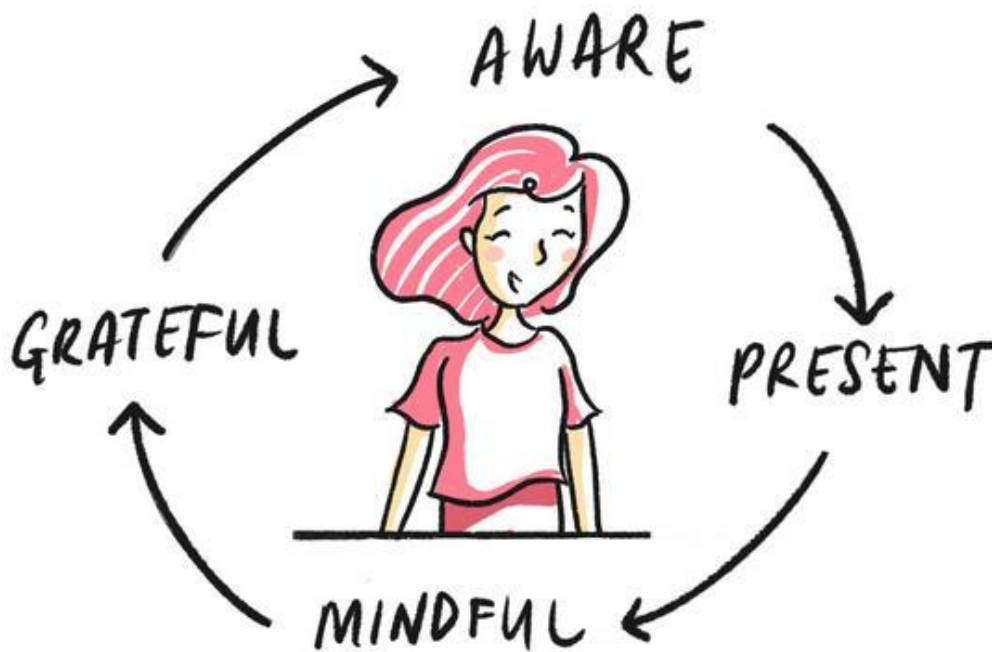
One way to do this is by success stacking.

Success stacking is where you remind yourself of everything good you have done in life. I'd recommend that you create a success stack for yourself and keep it available for when you are about to fall into the social comparison trap.

When you stack your own successes, you create a self-comparison scale, which means you compare yourself only to yourself. This allows you to center yourself quickly when in doubt and in your low confidence moments.

Over time, success stacking works to build your confidence. As you stack your successes you will slowly but surely find enough evidence that you ARE good enough, smart enough, and have enough experience and capabilities to lead the change for someone else.

Mindfulness and Gratitude



You can only overcome a problem when you know there is a problem.

Now that you are aware of the imposter syndrome, being present in this awareness, being mindful of it, will help you overcome this syndrome easily.

When we know why we feel certain things, it's easier to comprehend them and get past them.

Let it be in your awareness that you ARE enough. Your comparison to someone else is irrelevant and arbitrary. Your need for perfection is helpful in pushing you to be better; but perfection only works in tandem with action.

Be mindful of these tenets and you will start believing in yourself more.

Add gratitude to the mix and you get a powerful boost. Gratitude is what allows our souls to refuel.

A recent study done on 300 college students

(https://greatergood.berkeley.edu/article/item/how_gratitude_changes_you_and_your_brain)

suggested that when we express gratitude we recover from negative emotions faster.

Gratitude was found to have positive long-term impact even when it's never shared with anyone else.

So be mindful of your capabilities and be grateful for your strengths.

Actions Create Feelings



Taking action is arguably the most effective of the techniques to overcome self-doubt.

We prove ourselves right when we take action and what we aim to do, works. When it works, we feel good.

Action creates feelings. These feelings counter the negative emotions that were feeding your doubt.

Taking persistent action even when you are in doubt will help you create more successes, and these successes stack up to build your confidence and make you shine.

We will talk more about managing your inner game in the coming chapters.

Reflection time

Create your own Success Stack. List out as many successes as you can remember from your life.

Think about three things you are grateful for in each of the following categories:

Your personal life (relationships, friendships, goals achieved)

Your professional life (your career, your skills)

About yourself (your tenacity, your generosity)

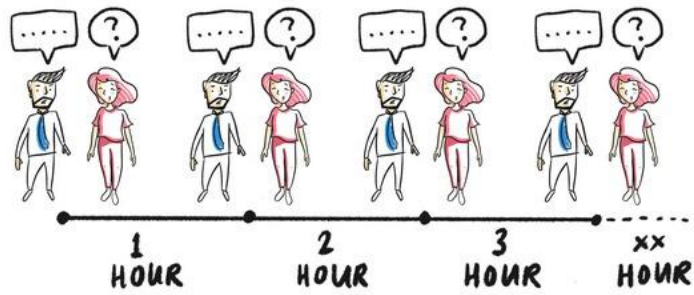
Chapter 5

Assumption #4: You Need To Coach For Several Hours To Get Any Results With Your Clients

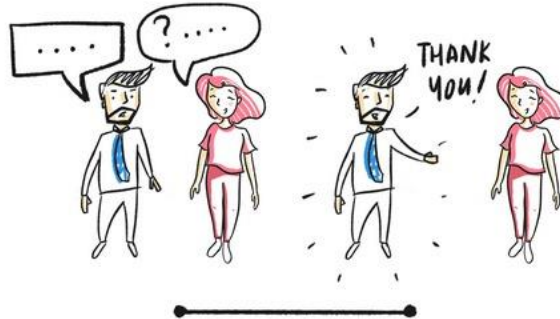
— AJIT —

*“FOCUS ON BEING PRODUCTIVE INSTEAD OF BEING BUSY”
— TIM FERRISS*

WHAT YOU THINK YOU NEED TO DO FOR CLIENTS



WHAT YOUR CLIENTS REALLY WANT



“Why should someone sign up with me?”

Whatever answer you give to that question, I invite you to play what is often referred to as the “*devil’s advocate*,” and argue against your reason for why someone would choose you.

This inner argument will reveal the potential reasons why clients may decide not to sign up with you. This is important to know. If you know the possible objections to your services, it will alter the quality of conversations you have with your clients.

Knowing why someone should or shouldn’t work with you gives you an insight into how ‘results’ are perceived by your clients.

As you build an understanding of these results, the need for long-winded conversations goes away. You can give them a clear direction of what they should and shouldn’t expect.

Once you have clearly defined what results can be expected, you need to deliver them.

Results are important.

However:

The amount of time it takes to get them is irrelevant (to a reasonable extent).

If it takes two hours to get a result you promised, take two hours. If it takes five hours, take five hours. If it takes 20 minutes, take 20 minutes.

You will find that the amount of time needed to get results reduces as you coach more.

It’s like lifting weights at the gym. As you work out more, lifting the same weights becomes easier. Eventually it feels like no effort at all.

It’s the same with coaching.

The challenges you tackle repeatedly with your clients will establish a pattern. As you build a deeper and better understanding of the challenges and the reasons behind them, you will get your clients to the results faster.

So if it’s all about the results, why do we believe we need to coach for longer hours?

This assumption comes from the traditional mindset of coaching.

I believe the idea was initially developed to create a work culture—especially for new coaches. Think about it like this: If you give the same set of math problems to a 3rd grader and a high school student, it will take the the third grader more time to do. It's the same with coaching. The more you coach, the faster you can get results

When you are a new coach, rushing towards the outcome might cause you to miss the subtle clues that reveal so much more about your clients than direct conversations could. These clues show you the deeper issues that might be at play, and not just what is visible at the surface.

As a new coach, longer coaching hours make sense. It's even advisable to take your time so you leave nothing to chance and nothing undiscovered about the issue at hand. This way, you make enough space for the client to find their breakthrough and you leave enough time to go deeper.

Once you get more experienced, you can hack the process and deliver results faster.

The need for speed also depends on your client's situation. For example, when sitting with the CEO of a company who has finally found an hour for you, there's a need to get faster results. That's all the time they have.

As you coach more, the number of successful individuals who want to work with you will increase. And you'll find that they don't have time, which is why they want to work with you. You will have to get results. Fast.

Remember, you are here to create results for your clients, not take hours away from their schedule.

Reflection time

Think about three clients that you have helped create results for. How long did you invest in creating those results? Were you able to replicate those results in that timeline for other clients?

	Time invested in creating results	Are the results replicable in that timeline?
Client #1		
Client #2		
Client #3		

What can you do to bring faster/better results for your future clients?

Chapter 6

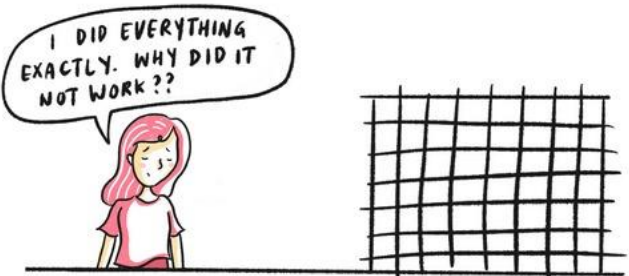
Assumption #5: You Need To Follow A Predefined Formula For Success

— AJIT —

*“THE FORMULA FOR HAPPINESS AND SUCCESS IS JUST BEING ACTUALLY YOURSELF, IN THE MOST VIVID POSSIBLE WAY YOU CAN”
— MERYL STREEP*



3 MONTHS LATER...



There is no formula for success.

Success means something different—and more importantly, feels different—for everyone.

You are unique, and so is everyone else.

This includes unique thoughts, unique mindsets, unique fears, and unique definitions of success.

Which is why a set formula for success doesn't work.

If you have a unique destination, you are going to need a unique path.

The formula might take you to a destination that someone else had defined for themselves, custom-made for their own uniqueness, but it won't look or feel like success to you.

Why do we believe in formulas?

Our need for certainty drives our behavior of wanting an answer. We want success and we hope someone will show us how.

Our fear of the future causes us to rely on someone else's ability to find the answer.

The only thing someone else can do is show you how they did it. They can show you some tools and techniques to help you find your path. They can present knowledge and insight so you can make it yours.

However, your formula needs to be YOUR formula. Everyone else's method is merely an insight to think about.

Following someone's formula doesn't work. Understanding why it worked for them does.

When you look at someone else's success, instead of asking 'how do I make it work', think about these questions instead:

Why did it work?

What was the mindset behind it?

Is there a science behind this?

Can this be replicated or did they get lucky?

Were they able to replicate this success again and again?

These questions will help you find the foundations of why their 'formula' might have worked or could work.

Knowing the foundations of their success will help you build your own foundation.

Let that foundation be unique to you. Informed by others, but unique.

Reflection time

Find three people you really admire. For each of them, reflect on three factors that contributed to their success.

Person #1. _____

Factors that contributed to their success:

Person #2. _____

Factors that contributed to their success:

Person #3. _____

Factors that contributed to their success:

Now let's map out your success formula.

What does success mean to you? What does it look like for your life? What mindset do you need for success? What do you need to do to take the first steps towards your personal success?

Chapter 7

Assumption #6: You Need To Be A Genius At Marketing Yourself

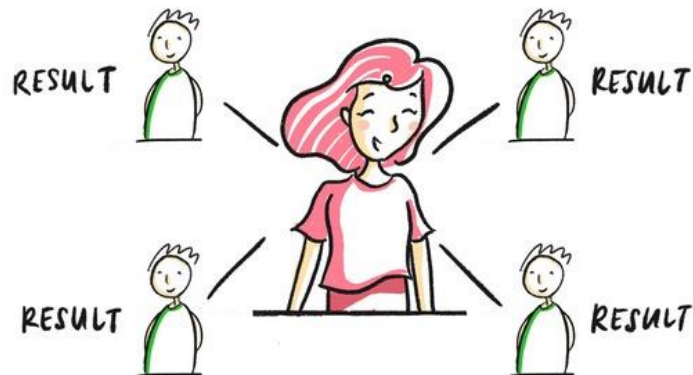
— AJIT —

*“GOING VIRAL IS NOT AN OUTCOME. IT’S A HAPPENING”
— LORI TAYLOR*

WHAT YOU THINK BUILDS BUSINESS



WHAT REALLY BUILDS BUSINESSES



Marketing is important. There are no two ways about it. If you can't communicate what you stand for and what results you could drive for your clients, it will be difficult to attract and retain clients. But to assume that you need to be a genius at it is false.

Later in this book we will explore more about marketing and business development and the essentials of what you need to know and do. Meanwhile, let's bust this mega-marketer myth.

If we assume your goal is to make a \$250,000 this year, how many clients do you really need for that goal to become a reality?

Let's assume your package is \$2,500. You need only a 100 clients to make \$250,000.

You don't need to be a marketing genius to get 100 clients.

You need to be able to drive results.

I would argue that you need faith, courage, and consistent action over marketing ability.

If you are a good marketer, bonus points to you. You might get there faster and easier. But let's not kid ourselves by assuming that a lack of marketing genius is why you aren't there already.

Have you ever loved a product? Maybe you love Evercoach. Why do you love it?

You love Evercoach because it's a great product. There are way better marketers than us in the coaching space. When they write emails they are well thought out with more complex triggers. They have a suite of copywriters writing for them.

At the time of writing this book, Evercoach doesn't even have a copywriter on payroll.

I write every email you get. I am not a copywriter. I am not even a native English speaker. Still, we are one of the top brands for coaches to become better at what they do and build their businesses.

Marketing didn't make Evercoach. Product did.

Marketing won't make you a successful coach. Your ability to deliver results will.

Why do we believe in the power of marketing so much, and what can you do instead?

We believe in the power of marketing because a good message does stay with us. A well-crafted pitch does convince us to take action. A good presentation does leave an impression on us.

But it can only do so much.

Let's look one step further in the buyer's journey. Have you ever seen a bad product heavily promoted? I bet you have. Did you buy it?

Probably not.

Bad products don't sell with good marketing.

Good products create their own marketing.

When you have a good product at hand you don't have to think about the marketing angle, a good story, or how you would sell it.

All you need to think of is how to present information on this product in the best way so the person reading, listening, and watching can understand what's offered and how it can help them.

Reflection time

How much money do you want to make this year? _____

How many clients do you need for that goal to become a reality? _____

What is it about your offer that you love the most? Think about your unique gift and your passion for sharing it with the world. How can you communicate this?

Now that you have an idea of what NOT to do and what assumptions and beliefs to be wary of, let's move on to the next step. This one deals with the concepts and beliefs that DO matter. How can you, as an entrepreneur ace your inner game?

Let's explore your passion, purpose, and practicality. After all, that's what makes this journey exciting! Let's test your mettle a bit and discover your strengths and your emotional grit. And finally, let's look at how you can discover and develop habits that will lead you to success as a coach!

SECTION 2

THE INNER GAME

Chapter 8

Passion. Purpose. Practicality

— NEETA —

*“IF YOU DON’T MIX PASSION WITH PRACTICALITY,
YOU ARE GOING TO LOSE.”
– GARY VAYNERCHUK*

You hear it all too often: “If it’s your passion, go ahead and start it! What are you waiting for? Live your dreams!”

I hate to break it to you, but business-building takes preparation and definite strategy. You cannot have one without the other. In Ajit’s international bestselling book *Live Big*, he dives into the complete formula for entrepreneurial success:

PASSION + PURPOSE + PRACTICALITY = LONG-TERM BUSINESS

Passion

You cannot start a business with passion alone. Passion, as Ajit describes in his book, is like your high school sweetheart. She is going to evolve with time. The more exposure, life experience, and different influences you get, the more your passion will transform.

Let’s get real. Passion is what got you here. Passion has been your driver. Passion is why you left your last job and finally leaned in to your calling. You finally said yes to YOU!

You’ve nailed down the key characteristic to create momentum and incite motivation.

That’s something to celebrate—BIG congratulations!

“YOUR PASSION IS THE VOICE OF YOUR SOUL.” – AJIT NAWALKHA, *LIVE BIG*.

Allow your passion to take shape, allow it to form, allow it to shift and grow with you. Recognize that your passion IS the voice of your soul. Just like a new adventure—and all of

the excitement that comes with it—passion evolves with time. This is totally okay. Know that this will happen and be prepared for it.

But passion is only going to take you so far. This is where purpose comes in.

Purpose

Remember being in the 8th grade and being asked what your purpose in life was? Then you got into your 20s without a clue on what finding your purpose was supposed to be? Remember looking endlessly for any sort of sign or direction?

Your purpose *IS* your compass. It is why you do what you do EVERY SINGLE DAY! It is supposed to make you come alive. It is your higher vision - your ultimate *WHY*.

Wow! Doesn't it sound grandiose? That's because it *IS*.

We all have a different purpose based on our unique personalities.

Your purpose is probably why you decided to finally embark on an entrepreneurial journey—to create a business that helps drive impact for other people, or to create a legacy that is much more meaningful.

My purpose is to SERVE LOVE. And everything I do stems from that vision.

Your purpose is the vision of your destination. It is essentially the world you wish to live in. Your ideal.

However, if you want to be more than a *one-hit-wonder*, if you want to be here for the long haul—you need one more thing in addition to passion and purpose. And that is practicality.

Practicality

Practicality is how your business runs. It is the beast that drives the engine of the business. It covers your systems, your tools, and your power. It's pragmatic. It is the base your business needs in order to THRIVE.

This isn't the sexy part of the business. This is the meat and potatoes. But practicality is what fuels your passion and your purpose.

Practicality allows you to support your team.

Practicality allows you to grow.

Practicality gives you the means to build systems and processes that last.

Often entrepreneurs who live their passion and purpose tend to get stuck with practical considerations. Practicality doesn't come easy! It's a difficult mindset to sustain for long periods of time.

Why? It's because most entrepreneurs love change, risk, and variety. Entrepreneurs need challenge; they love to test things, and are not afraid to fail. Most businesses begin with the drive for monumental passion, and an undeniable purpose, yet practicality takes a back seat.

In truth, passion and purpose is the rocket launch to get you started in business, but it's not enough to build a business that lasts. For that you need a healthy dose of practicality!

Want to know more about building your business with passion, purpose, and practicality? Check out these resources:

“Step into your purpose” by Lisa Nicholas

Link: <https://www.youtube.com/watch?v=YQnpM0Nx7O0&t=54s>

The Ultimate Guide to Creating Transformational Coaching Sessions

Link: <https://www.evercoach.com/ultimate-guide-to-transformational-coaching-sessions>

Reflection time

What moved you to create your coaching business? (This is *your passion*)

Where do you envision your coaching business in the long run? What does your ideal situation look like? (This is *your purpose*)

How are you going to build systems and processes that support your coaching business? (This is *your practicality*)

Chapter 9

Discovering Your Unique Gift

— NEETA —

“FIND YOUR STRENGTHS AND PLAY THEM UP.”

– KATE UPTON

If Olympian Michael Phelps became a baseball player, would he have the same successes as he has as a competitive swimmer?

If Steve Jobs were a university professor, would he have revolutionized our phones?

If Oprah decided to be an investment banker, would she have had the same impact and transformed millions?

If JK Rowling had said yes to being a nurse, would she have completely reshaped the young adult fiction industry and gotten more people to creatively imagine?

Probably not!

In all of these cases, each person focused diligently on their strengths. And that’s why they scaled the heights of success.

It’s important to know what your strengths are as an entrepreneur, a business builder, a leader, and a coach.

Your strength is your zone of genius. Do more of that daily.

While you focus on your strengths, remember that it’s equally important to know your weaknesses. Awareness of your weaknesses will help you focus on building upon your strengths.

The key to loving the process of building your coaching business is to ask yourself, what is my biggest strength? And focus on that consistently.

Yet, so many coaches—especially when they are starting out or in ‘build-mode’—think they need to be doing everything.

This approach will kill your strengths! It will dilute your ability to shine and expand on what you are meant to be doing.

Do more of the things that light you up.

If you are great at analyzing numbers but hate every second of doing it, that does not make it your key strength. Your strength should be a combination of what you enjoy doing and skills that you have mastered. Your strengths should help you put your best talent forward every single day.

This is where your genius zone comes in.

That brings us to the question—how do you identify your key strengths? Here are seven ways that could help you figure them out:

1. Be more observant

When you are more self-aware of the skills and talents that you have, you are more likely to determine your strengths.

Pay attention to what others appreciate about you.

Consider what you do not like to do, or what you routinely put off and procrastinate.

This will begin to give you an idea of your strengths and your weaknesses.

2. Make a list

Take out your journal. Make a list.

On the left side, list things and situations you are good at and what you love doing.

On the right, list your weaknesses.

Write down as much as you want and whatever comes to mind! Give yourself a few days to a week to complete the exercise so that you can reflect and add on to your list.

3. Ask friends and colleagues

This is by far the best thing you can do. Get your community and tribe involved. If you can, share it on social media.

You'd be surprised by how much people are willing to share when asked!

Not sure how to go about doing that? Here's how you can ask:

Example 1.

Hey there, I'm doing an assessment of my talents and strengths. Since you have known me for quite some time, I would appreciate it if you could briefly describe two to three traits that you feel are my strengths. Thank you so much, it would mean a ton to me!

Example 2.

Hi, I'm asking a few friends and colleagues that I trust to help me with some feedback. Could you tell me what you feel my strengths/weaknesses are, or what you enjoy about me (in a personal/professional setting). Thank you so much in advance!

Example 3.

Friend, thank you for being there through many different phases in my life. I'm reflecting on my strengths and only asking a few close people to share their feedback. I value your opinion, and would love your feedback on what you have seen in our interactions (business/personal) and what you feel my strength is and why. Thank you so much!

A great tool to find your strengths is the Johari Window. The Johari Windows is made of four regions or quadrants:

- Open Self – What others know about you and you know too.
- Blind Self – What others know about you, but you don't know about yourself.
- Hidden Self – What others don't know about you, but you do.
- Unknown Self – What others don't know about you and you don't know either.

When you get responses from others about how they perceive you, map it out with your self-assessment as follows:

	KNOWN TO SELF	UNKNOWN TO SELF
KNOWN TO OTHERS	Open Self	Blind Self
UNKNOWN TO OTHERS	Hidden Self	Unknown Self

4. Cross-check your results

Compare your results from your self-assessment and the external input you have received. What are the similarities? What are the differences?

Did you notice that perhaps some of your strengths could be triggering for others?

For example, I had a client at a workshop we conducted, doing the same exercise. She came back the next day with feedback from three of her best friends, one of whom had been her assistant for 15 years. She felt that being bold and assertive was her strength. However, the feedback was that sometimes she was too bold and too assertive, and that was perceived as a weakness!

5. Gather information

The big takeaway here is reading and doing your own research on your key strengths and talents.

Are you a connector? Do you analyze information well? Are you an executor? Do you plan everything to the smallest detail?

The more aware you are about your strengths, the more you will know how to use them in building your coaching business.

You will also know who you need to hire or consult with to delegate your weaknesses. Presto! Now you have more time to polish your strengths!

6. Take a test

Knowing how you make decisions and what your key strengths are is beyond valuable for growing YOU—the entrepreneur—exponentially.

It's also a surefire way to help you understand where and how to invest your time, and become even more efficient in building your business acumen.

There are a few incredible books that go in-depth on the 34 themes of strengths. Here is how you can use them:

- **Assess your top five talents.** Consider taking the StrengthsFinder test by Tom Rath, author of *StrengthsFinder 2.0*.
- **Identify your key strengths and your personality.** Take The Kolbe Personality Test. Used by several different corporations and small businesses, the Kolbe test is a

great tool for building teams. You can assess and select team members for optimum efficiency, low drama, and high team culture.

- **Focus on and foster your abilities without eliminating your weaknesses.** Read *Discover Your Strengths* by Marcus Buckingham and Donald Clifton. This book is power packed with amazing gems for those of you who really want to get your nerd on.

7. Plan it out

Are you currently giving yourself an opportunity to grow your talents daily?

I had a client who thought she had to build a sales team simply because she was at that phase of her business, but once she had a sales team in place, her sales dropped significantly. She confided in me that she actually LOVED sales, and no matter what, when we ranked her priorities, sales still came first over the operational duties she was doing daily. Once we shifted things around, we put her back in sales and hired someone else for the operational duties, and her monthly revenues increased by 20%.

Once you know what your strengths and weaknesses are, then you can laser focus on your strengths. This will help you do more of what you are good at and what you love, in order to amplify your business.

Know thyself. Know what will pull you forward as an entrepreneur, and know what will be a challenge. Building your business requires a different kind of personal growth. It calls on different aspects of you and the expectation is to fire on all cylinders.

But you've got this.

Remember, YOU *chose* this path.

You made the decision to play on your strengths. As we continue to build YOU—the entrepreneur—know that it will be the steepest roller coaster you have ever been on.

Buckle up, and enjoy the ride! :)

Before we go further take some time to:

Assess your top five talents

Consider taking the StrengthsFinder test by Tom Rath author of *StrengthsFinder 2.0*

Link: <https://www.amazon.com/StrengthsFinder-2-0-Tom-Rath/dp/159562015X>

Identify your key strengths and your personality

Take The Kolbe Personality Test

Link: <https://www.kolbe.com/what-is-a-personality-test/>

or the VIA institute Character Strength Finder

Link: <https://www.viacharacter.org/character-strengths>

Focus on and foster your abilities without eliminating your weaknesses

Read *Discover Your Strengths* by Marcus Buckingham and Donald Clifton

Link: <https://www.amazon.com/Discover-Your-Strengths-Marcus-Buckingham/dp/0743201140>

Reflection time

What do you love doing? What do other people really appreciate about you? (These are *your strengths*)

What are the areas that are more challenging for you? What do you routinely put off and procrastinate? (These are *your weaknesses*)

After you self-assessed, ask your friends and colleagues to give you their insights on what they consider to be your strengths and weaknesses (if you are brave!). Compare your results from your self-assessment and the external input you have received. What are the similarities? What are the differences?

	Strengths	Weaknesses
Similarities between your self-assessment and input from others		
Differences between your self-assessment and input from others		

Chapter 10

Your Emotional Leadership

— NEETA —

*“TOUGHNESS IS IN THE SOUL AND SPIRIT, NOT IN MUSCLES.”
— ALEX KARRAS*

Anjali was free. She finally found the courage to leave her unfulfilling corporate job where she had spent 12 years fighting to build a name for herself. She climbed the ‘ladders’. She received awards. She was known as a natural leader in her company.

But it wasn’t enough for her. So she left to pursue her passion.

Anjali had already been doing what she loved as a side hustle for some time. She decided to take the plunge and build her own social media consulting firm. As she was leaving, she decided to take a few of her junior colleagues along with her.

During the first month with her new team of three, she ran into a ton of challenges.

First was cash flow. She wasn’t getting enough steady clients to be able to pay her two other employees.

Then it was team dynamics. The other two junior team members were passionate and purposeful, but the one thing missing in all three of them was practicality—the engine to move the needle forward and create a sustainable business.

Finally, the biggest challenge Anjali was facing was her need to have the ‘perfect business’. She had been a perfectionist for 12 years in her corporate job. Not only that, she was quite harsh on herself; always fearing the worst. What if this was a terrible idea? What if I fail?

There it was. Sure enough, imposter syndrome had begun to sink in.

Anjali started second-guessing everything—from her team, her clients, and even if the entire business was a good idea.

She began contemplating pivoting her business altogether and shift from social media into content and copywriting—which was not one of her key strengths.

Sound familiar?

We all have an Anjali story inside of us.

As an entrepreneur...

You will be tested.

You will be pushed.

You will fail.

You will make many, many mistakes.

You will second-guess your decisions.

You will have some regrets.

Pay attention to this—you are building your entrepreneurial grit.

Day by day you may have new challenges that surface, and YOU SHOULD. You are building a business for the long-term, not overnight success.

To become the best YOU as an entrepreneur, you need to examine your life at its core. How do you react in times of stress? What motivates your decision-making?

Welcome to the best personal development training for your mindset! Isn't it exciting?

Let's check in with your emotional GRIT.

Emotional Grit is the single most important factor that many business owners will struggle with. To overcome this challenge you need to be building your mental muscle daily!

Emotional intelligence is a learned skill set. It develops over time as you initially build your business or go through a transition. Be ready to revisit this chapter every day for a few months. That's OKAY. In fact, I recommend it. Every reading will give you something new to munch on!

Now, let's get into some nitty-gritties of building emotional grit. I have a four-step approach to it. GRIT (as in my book) stands for Grow, Reveal, Innovate, and Transform. Let's dive in and see what this means.

1) Grow: Building Awareness

Your self-awareness is key to EVERYTHING you start. It relates to your business acumen, your stress levels, and your ability to check in with yourself as well as your team.

Yet, this calls for your pursuit of growth. When committed to your growth, your self-awareness is apparent and most importantly present. Have the awareness that things will go wrong. They may or may not be directly related to your ability to lead or grow a business.

You will learn, you will make mistakes, but your willingness to pay attention, check-in with yourself, and assess life, challenges, imposter syndrome, and complexities will help you make better decisions.

Remember—focus on the present and future, and not so much the past.

What can you do to grow your awareness daily? Here are some tips that will help!

- Understand the power of your stories that may have brought you to your journey at this point.
- Understand the limiting beliefs and possible fears (we all have them!) that have held you back in the context of business.
- Break down the patterns of your behavior and understand where it may be coming from.
- Practice self-mastery.

2) Reveal: Acceptance of you

Accept where you are.

Accept who you are currently.

Accept that you may not know all the right answers.

Accept that whatever you have built before, whatever business you were in previously is going to be completely different from what you have now.

Accept that it will take the time it needs to ultimately gain traction.

Accept that you are doing the best that you can.

Accept that you are not in a race.

Once you are able to allow and appreciate where you are, it tends to reveal your direction, your North Star.

Listen, you are not trying to place first—you are building a business that serves others powerfully, and with intent! Your business is meant to last because it is *sustainable*. In accepting where you currently are—the stage of business that you are in—allows you to let go of those secret, internal, and many times unrealistic expectations. Instead of ‘controlling’ you can let

go of your own mismanaged expectations of where you *should* be, or where you are not. This will help you redirect focus and reveal what is in store for you.

Let's start you on a journey to begin practicing acceptance and increase your emotional intelligence:

- **Step out of fear:** As a business leader you will face many risks and fears. Fear that you may not have enough capital. Fear that a certain product may go bust. Fears about hiring, expanding, and consolidating. Fears about your offers and investments that may or may not work out.

You can cultivate and nurture your own internal mental angst once you understand that *fear is necessary* and part of the process.

- **Create your new story:** It's okay to honor the stories and skills of your past. What got you to this current destination is a culmination of all of the great achievements, courage, and self-growth that you have achieved earlier. Yet, perhaps where you wish to go in your business journey requires a new set of skills—a new story, a new lens, and a new perspective to operate from.
- **Celebrate your strengths and your weaknesses:** As the discerning CEO of your business, know exactly what you are *great at, and do more of that*. There's no need to be a master of all, simply delegate tasks that aren't the best use of your time.
- **Create boundaries for yourself as an entrepreneur:** No business empire grew by logging in 18 hours a day year-upon-year without massive burnout. Create effective guidelines for you to enjoy the journey and not be consumed by it. There will *always* be work to do and you won't get *everything* done. Bake in days of reflection, days of learning and growth, days of full speed execution, and your play days where you don't touch your laptop.

3) Innovate: Commit to change

Growing your business, as a coach, will have many different stages totally dependent on you. What characteristics will you need in order to lead your business? To build a business that lasts? To create a business that works with you, your lifestyle, your desires, and how you wish to impact the world?

You will evolve with time. Your business vision may evolve with time. Most of all being flexible and adaptable especially during the early stages of business will be wildly important.

If you are not continuously investing in your growth, how will your business grow?

How will you inspire others to grow in your team if you aren't also continuously seeing how you can be better?

Make your commitment to grow.

Make your commitment to learn.

Make your commitment to reflect.

Make your commitment to check-in.

Characteristics of an outrageously successful mindset

Every successful leader has some key characteristics. I've put together a list of these traits based on my research for my book *Emotional GRIT*. This is a readymade reckoning for you, especially during the more demanding days and challenging times as a leader. Print this out and post it somewhere you can see everyday.

As you know, repetition is the mother of mastery. Shape your behavior to cultivate the traits that you know will be your safe haven through rocky roads. Shape it to thrive in any situation. But mostly shape your behavior so that every single day you are putting your best game-face forward no matter what arises.

Curiosity

Courage

Adaptability

Enthusiasm (Attitude)

Drive

Presence

Resilience

Grit

Empathy

Compassion

Confidence

Vulnerability

Integrity

4) Transform: Take action

This is where weekly, daily, monthly, and quarterly activities will have a direct effect on the growth of your business.

Action causes transformation.

Your action is planning out daily tasks. When you fail to plan, you plan to fail.

Do weekly check-ins with your team or your clients. Create templates for when you have meetings. Have contracts in place and clearly define expectations. Do periodic reviews to analyze if things are going well, or if they need to be modified.

Planning will help your business run smoothly and make things infinitely easier for you—especially when all cylinders are firing.

This is where your organization skills come to the surface. THIS is the practicality of your business.

“When you **grow**, you are more aware.

When you are more aware, you are ready to **reveal**.

When you reveal a better version of yourself, you **innovate**.

When you innovate, you are committing to **action**.

When you take action, you **transform**.

We are igniting a revolution in your current mindset.

Own your stories, shift your mind, and redefine how you lead your life. “– Dr. Neeta Bhushan, *Emotional GRIT*”

Want to dive deeper in to emotional leadership? Watch this video:

“**How To Change Your Mindset & Achieve Success As A Coach**” by Neeta Bhushan

Link:

https://www.youtube.com/watch?v=sLWyRX6U7x0&list=PLLz6vjpxFbXgF_jOEr0AdRe4l6wvy5CnG&index=5

Reflection time

Growth & Awareness: What are the past stories that are showing up as limiting beliefs for you today? How does your past make you react today? What is motivating your decisions and your actions?

Accept to Reveal: What are some ways for you to celebrate your strengths and weaknesses? What can you do currently to accept the stage where you are at right now?

Innovate & Commit: What are you willing to do to make your business grow and thrive? What are you committing to shift in your personal and professional life?

Take action: What is the first step you are taking today for your own times of managing stress, overwhelm, and anxiety to prevent yourself from burning out so you can flourish and thrive for the long haul? Building your inner game is crucial to shining in your outer game.

Chapter 11

Create Winning Habits

— NEETA —

“WE BECOME WHAT WE REPEATEDLY DO.”

– SEAN COVEY

There was a time when I HATED my Mondays. I absolutely dreaded them! I was going through a pivotal shift in my life, and for six months experienced a period of Sunday night blues turning into a Monday morning dread.

It was fascinating. If I could count my happiness scale on a Thursday evening, it would read off the charts (like 11 out of 10). Then as soon as Sunday afternoon would hit, it was as if an immense dark cloud had formed. I would experience anxiety, sadness, and overwhelming emotions that were the dread of going back to work on Monday morning.

I decided that I was going to commit and do something about it. So I began studying, (me with my psychology researcher cap on!) and researching human behavior patterns. I was determined to become a morning person, and I would absolutely LOVE my Mondays.

I made my declaration.

I was going to take *action*, and that required *awareness*.

So, I made a list of all the reasons why I hated Mondays in my journal. Next, I made another list of all of the emotions I felt during my Sunday afternoon/evening slump. My list of emotions I would love to feel every Monday morning followed.

Why I hate Mondays...

Weekend was too short

Don't want to sit in traffic

Have to answer to a pile of work

Too much to do

Have to let someone go

Have to find a new hire

Have to answer to 'xyz' person

My feelings on a Sunday evening...

Anxious

Overwhelmed

Empty

Lack of purpose

Conflicted

Sad

Depressed

Panicked

I then went into further detail.

What I was going to do to prepare myself for the week within my health and fitness? How was I going to organize my activities for each day of the week? What were some of the meetings I could advance prep for?

Then, I made another list. This one had characteristics of people who love Mondays. This would be my North Star, my direction, my compass, and essentially what I should be doing in order to *love* MY Mondays.

Here's what the list looked like.

A person who loves Mondays is...

Someone who loves yoga

Someone who meditates everyday

Someone who writes in their journal

Someone who appreciates and celebrates gratitude

Someone who says a prayer for the week

Someone who goes to the gym

Someone who wakes up at 6am

Someone who reads/grows everyday

Someone who prepares and thinks about the week ahead

At the time, the only things I was doing consistently were going to the gym and writing in my journal. I decided that I was going to create my "morning bliss" in order to love my Mondays, and this meant that I needed to develop better habits.

I looked around for examples. Who were some of the people that I could draw inspiration from? I looked at the habits of tennis star Serena Williams and the legendary Michael Jordan.

Then I made a list of what my ideal morning, or what my “morning bliss,” would look like.

My Ideal Morning Bliss

Meditate for seven minutes

Stretch/yoga pose for five minutes

Drink warm lemon water

Say a gratitude prayer for three people I love

Listen to a podcast/audiobook for 20 minutes

Do some movement for 20–30 minutes

This outline gave me answers to some questions that would help me plan my routine better:

- *How much time would my Morning Bliss take?*
40 minutes – one hour
- *What time would I need to get up in order to ensure I would make it to work on time?*
6am
- *When would I need to go to bed Sunday night to ensure I would wake up earlier for my morning bliss?*
10pm
- *What is the measure of success for my Monday Morning Bliss?*
Do at least three activities on my list

There was still one essential piece missing. What would I need to do on Sunday in order to make sure my ideal Monday Morning Bliss would be executed?

So I added the following to my existing list:

Wind down at 4pm Sunday

Plan for the week ahead; look at all schedules and activities

Get groceries and meal plan

I also made a commitment to myself for 30 days, which meant I would follow the same routine every Sunday/Monday. After the third week in, I was so pumped I began making my morning bliss a part of my routine every morning. Four weeks later, not only was it a monumental shift in my mornings, but I no longer experienced any ‘Sunday slump’ and absolutely could not even think about not doing my routine because it fueled my week. Three months later, everyone in my company was also doing their morning bliss routine and reported incredible job satisfaction as a result!

Why did this work for me?

According to human behavior dynamics, we are more likely to accomplish something if it requires less energy.

In James Clear's book *Atomic Habits*, he describes *the law of least effort*. According to this law, when deciding between two similar options, people will naturally gravitate towards the option that requires the least amount of work.

To create habits, you need to make them easy for you to execute.

For example, to begin my "morning bliss," I knew the essentials that were required for the action to happen: bring my yoga mat in my room, have my yoga clothes laid out, my blank journal page opened, and set my alarm to a meditative track to begin signaling my morning wake up call.

Arrange your environment so that it is very easy for you to stick to your habit.

Make your daily wins easy by creating habits that make you successful in the long run.

What habits do you wish to create as an entrepreneur?

What questions do you need to ask yourself to create the habit?

How will you ensure your habit formation will be successful?

The trick is to start small. To ensure long-term success of habit creation, James Clear writes, you should phase your habit training.

For example, if you are trying to create a habit to write for an hour everyday. Phase out your habit training like this:

Phase 1: Schedule writing once a week for 20 minutes.

Phase 2: Schedule writing 3x a week for 25 minutes; clear all mobile distractions.

Phase 3: Schedule writing 5x a week for 30 minutes; place your phone in a different area to minimize distractions.

Phase 4: Write 6x a week for 45 minutes in the morning, when you are fresh with minimal distractions, without mobile devices.

Phase 5: Write every morning for 60 minutes, only on a laptop, without mobile devices available.

There's a reason why yo-yo diets always fail and people gain much more weight after the diet: a lack of consistency. The plan is not long enough to form habits that drive long-term lifestyle transformation.

Be intentional about the long-term habits that you as an entrepreneur wish to create.

Over time these habits will be instrumental in driving maximum growth in your business.

Let's talk a bit more about that in the next chapter.

Meanwhile, if you'd like to know a little more about how to create winning habits, watch this video by Christina Berkley:

“Create Winning Habits: 3 Habits To Become A Successful Coach”

Link: <https://www.youtube.com/watch?v=ZQqBJMa2CGk>

Reflection time

Think about something you dislike doing. How does that make you feel? What emotions arise when you do it?

Make a list of how a person that loves doing that activity looks like. What is their mindset? What are their habits?

What winning habits can you commit to incorporating into your daily routine?

What new habits do you wish to create as an entrepreneur?

What questions do you need to ask yourself to create new habits?

How will you ensure that your habit formation will be successful?

Chapter 12

Compound Your Gains

— NEETA —

*“THERE IS NO ELEVATOR TO SUCCESS.
YOU HAVE TO TAKE THE STAIRS”
– ZIG ZIGLAR*

We’ve all heard the story of the tortoise and the hare.

Once upon a time in a jungle lived a tortoise and a hare. The hare kept teasing the tortoise for his slow speed. To show off how he was better than the slow tortoise, the hare challenged the tortoise to a race. Fed up with the hare’s teasing, the tortoise accepted.

“I can run as fast as the wind,” the hare thought.

“He may be faster, but I am persistent,” the tortoise thought.

And so the race began.

All the animals from the jungle got together to see the race. As soon as the race started, the hare was off like a shot and soon vanished from view.

The hare was so confident in the long strides he could take and the speed at which he could run that he knew he would win. So when he got tired from running so fast, he decided to take a nap. “I’ll just close my eyes for a minute and rest, the tortoise can never win against me,” he reasoned.

So the tired hare slept, while the tortoise kept a slow and steady pace and crossed the finishing line.

As you build your coaching business, you will be very tempted to take enormous strides forward. You will be tempted to bite off more than you can chew. You may tell yourself, “I’m going to learn every single tactic and employ all of them in the first year! I’m going to work 12–18 hour days so I can up the pace and ‘catch up’.”

I've had clients who have declared these ambitions, and while they are not wrong, this approach will make your business suffer in the long run.

I invite you to think differently.

This chapter is all about rewiring your brain to believe that *everything* you have done up until this point, this new endeavor and new season in your life, has *served you*.

Entrepreneurs often swim in a pool of overwhelming pressure and have way too many tasks on their shoulders.

As an entrepreneur, you are wired to think about the BIG grandiose vision.

You feel the need to take leaps like a cheetah that will propel you forward and truly expound on your greatest vision and growth. While that sounds like a script for the best motivational movie I've ever seen, keep it for your passion. Heck, keep it for your purpose.

But don't forget to brush your teeth. Don't forget the practicality.

As a former dentist, I would always tell my patients to only **brush the teeth they wished to keep**. It's the same with habits—**practice only the ones you want to keep**.

When you are building your habits for life, they must be easy (The Law of Least Effort).

I wanted my patients to learn the habit of dental hygiene. So I made it fun and easy for them. My younger patients found it super easy to brush their front teeth. So, we developed a routine. When helping parents teach their children how to brush their teeth I would have them count and brush the front two teeth 20 times, and move to the right 20 times, the back 20 times, lower back 20 times, lower front 20 times, and the other side.

We would repeat this routine every six months when they would come for their checkups. As they got older and developed this habit, we introduced flossing with the same technique. "Floss the ones you would like to keep," and to count it we would add a song.

The idea here is the ***compound effect***.

Small increments towards long-term positive habits are much more likely to be successful over a long period of time. In the beginning we may only have patients floss right before their appointments. Over time the dedication and consistency of the small wins in their behavior compounds and becomes habits.

How can we relate this to business?

Well, have you thought about all of the minor skill sets you have accumulated over time? The things you do without thinking, but are SO important to the running of your business? They are a result of years of compounding—the growth that happens when no one is watching.

It is the small and seemingly unnoticeable steps you take each day that create a powerful ripple effect over time.

This is the magic of consistency! This is the magic of showing up every single day! This is the magic of your choices, behavior, and habits!

It's also a reminder for you to never discount the small steps you take.

In the beginning, you may think you are not making progress, get frustrated, think you are not where you should be, judge yourself, or fall into the comparison trap. It's human nature.

This is why understanding the power of the compound effect is important. It's a reassurance that everything you have already done is continuously building at this moment and will result in a massive impact.

Here's how the British Cycling team did it. For almost a hundred years of not winning any medals competing in the Tour de France, they were the laughing stock of the entire cycling league. No brands wanted to be associated with them. They were that bad!

Yet, all of a sudden something changed and they set ridiculous world records. In just a tenth of that time! From absolutely zero wins, they went on to set nine Olympic records and seven world records. WORLD records—you read correctly.

What's the secret behind their awesome performance at the Olympics? What led to this epic transformation?

Their new performance director—Sir Dave Brailsford—believed in the magic of small improvements, and he applied that belief to everything that the British Cycling team did.

All the small details that we probably don't think twice about - he took them into account and changed them for the better. Dave painted the inside of the team's truck white, which helped spot dust that messed with finely tuned bikes. He rubbed bike tires with alcohol to improve their grip. He tested muscle gels to find one that helped faster recovery. He changed the material of their shorts to help absorb sweat better.

These tiny little tweaks by themselves didn't mean much. But when hundreds of small incremental improvements like these are put together—voila! You hit jackpot. Or in this case, multiple, yes, MULTIPLE *world records*.

Can you replicate what Sir Dave Brailsford did for the British Cycling team in your life and your business?

Of course you can!

All it needs is the 1% better approach.

The 1% better approach

The teeny tiny negligible improvements Dave made are called Marginal Gains. **Aggregation of Marginal Gains** can help you achieve epic results.

Just improving by 1% per day for a year, you end up 37 times better off than you were when you started.

Here is how the math works out:

$$\text{Improving by 1\% every day for one year: } (1.01)^{365} = 37.78$$

This isn't just some fancy equation. There are live examples of how small improvements lead to astounding results, like the making of this ace cyclist:

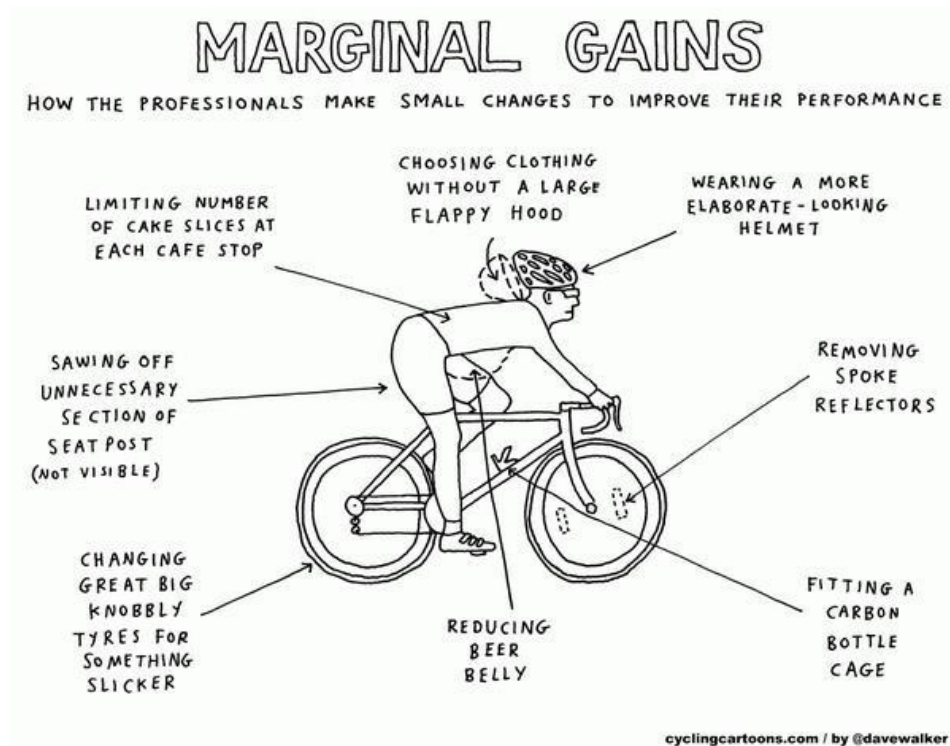


Image Courtesy: Dave Walker, www.cyclingcartoons.com.

Humor aside, some of the most innovative companies in the world use the marginal gains approach. Take Google—they changed the color of the Google toolbar to a lighter blue. Just that one thing increased click-throughs and boosted revenue!

Similarly, a hospital in the UK was struggling to get a handle on medical errors. They took the marginal gains approach. They added checklists in the operating room, altered drug labeling for easier identification, systematically improved hygiene, added text to color-coded wristbands, and implemented hundreds of small changes like these.

The impact was tremendous. It reduced the hospital's liability claims by a massive 74%! And what's even better—it saved lives. If that's not proof that marginal gains work magic, I don't know what is.

Every small step counts.

We are led to believe that every great story has one defining moment. That's not true!

You don't reach your goal in one jump – it takes every little step to help you get there.

Let's say you improve every step by 1% covering that tiny bit of extra distance with each step. Before you know it you'll reach your goal about 37 times faster. And you'd have achieved this with barely noticeable effort.

With the Aggregation of Marginal Gains, you aren't moving mountains. You are just making little tweaks to accelerate your progress towards your goals.

On the other hand, if you make your steps just a little bit smaller every day, you may likely never reach your goal.

Yes, there is negative compounding too! Doing something incrementally worse everyday for a year will get you down to almost zero.

Getting worse by 1% every day for one year: $(0.99)^{365} = 00.03$

Habits are the compound interest of self-improvement

Everything you do adds up to form your habits. So yes, all of the learning, growing, doing in your business right now is making a huge impact in your business. You may not be able to see it six months from now, or even two years from now, but it makes a difference to who you are and what you can be.

The choice lies with you.

Compound the positives (productivity, knowledge, relationships...), or fall into the black hole of the negatives (stress, negativity, outrage...).

Positive Compounding	Negative Compounding
<p>Productivity Accomplishing one extra task a day is a small feat; over an entire career it could mean a lot.</p> <p>Repeatability builds habits. Habits require less thinking. That means more mind space for you to focus on other areas or learn a new skill.</p> <p>When you build repeatability you can automate things and get exponential gains.</p>	<p>Stress The frustration of a traffic jam. The weight of parenting responsibilities. The worry of making ends meet. The strain of slightly high blood pressure.</p> <p>We deal with stress every day. And usually we feel it's manageable. And we ignore it.</p> <p>But when stress persists for years, it compounds into serious health issues</p>
<p>Knowledge One idea may not make you a genius, but lifelong learning can be game changing.</p> <p>Every book you read, every skill you learn adds to your idea repository. You learn to look at old problems from new angles.</p> <p>When you think different, you are different.</p>	<p>Negative Thoughts The more you think of yourself as worthless, stupid, or ugly, the more you condition yourself to interpret life that way.</p> <p>You get trapped in a thought loop.</p> <p>Negative thoughts also influence your perceptions about others. Once you fall into the habit of seeing people as angry, unjust, or selfish, you will see those kinds of people everywhere.</p>
<p>Relationships People reflect your behavior. If you are nice to them, they are nice to you. If you help them, they help you.</p> <p>Putting a little more effort into your relationships every day can boost your social currency.</p> <p>The result—a broad and strong network over time.</p>	<p>Outrage Outrage compounds. Riots, protests, and mass movements are rarely the result of a single event. A long series of microaggressions slowly multiply. Finally, one event tips the scales and outrage spreads like wildfire.</p>

The universal truth for every small win or setback is that slowly and steadily they compound and become habits. The question is: are you adding up to win so that you can create long lasting ripple effect in your coaching business?

Think about it! A person who you met at a networking event last year probably wasn't ready to sign up with you, yet over the course of the year, he or she has been watching your videos, reading your newsletters, and reading your social media posts, blogs, and articles—they developed a relationship with your work and have been deeply impacted by what you have already done!

You happen to see this person again at the same networking event a year later and you have a conversation. You nonchalantly ask how are things going and how can you offer your gifts. The other person who has been following your work and is transformed by what you have been doing day in and day out immediately signs up to work with you. You think it was an easy win. But this is an example of compounding effect at play. It is the sum of the marginal gains that you have been showing up and sharing your passion and purpose with the world with the habits and consistency you have created.

Don't disregard the work you are building towards! Let's work on incrementally increasing your progress for this to continuously show up in your business growth.

A system to hack your goals

Now we know what marginal gains are. We know what the compounding effect is. We know the concept has been used to achieve amazing wins.

So how do we put it to practice?

By building a system that works—one that brings you closer to your goals.

So what's the difference between systems and goals? It's a distinction Scott Adams of the famed *Dilbert* comic made—"Goals are about the results you want to achieve. Systems are about the processes that lead to those results."

Let's try and put our system in place, shall we? I've found that success depends on three things:

1. **The understanding of your purpose** – It's simple, really: What are you doing and why. The idea is to figure out WHAT you want to improve. What is the overall goal? Better productivity? Improved Efficiency? Profitability? Once you know that, move on to phase 2.

2. **A plan to go from where you are to where you want to be** – Now that you know what needs improvement, you need to figure out HOW to improve it to get to your desired outcome. Identify ALL factors that impact your goal. Is it your business process? Is it the work culture? Is it the air conditioning?

List even the most minute detail. And then brainstorm on how it can be improved. Make a time-bound plan to implement these improvements. Stick to it!

3. **The mindset to succeed** – Finally, it comes back to your emotional grit! Build the right mindset to get the most out of the marginal gains concept. Question things. Accept change. Create contagious enthusiasm for the team to work together and identify growth areas.

But if success were this easy, wouldn't everyone be doing it? It's harder to stick to this than you think! It requires consistent focus.

For this system to work, you need an approach that keeps you focused. I'd recommend the *Kaizen* way.

Kaizen is the Sino-Japanese word for *improvement*. The manufacturing industry has been using it for decades to gain big from small, continuous improvements.

To practice Kaizen you need to:

1. **Let go of assumptions** – When you assume, you narrow your scope and are not priming yourself for curiosity and growth. Instead, look at things objectively. Make decisions based on data and NOT perceptions.
2. **Don't accept the status quo** – It may have worked in the past. That doesn't mean it still works. Avoid the, "that's how it's done" approach. Think of better ways.
3. **Be cautious with the new** – Don't fall for every trendy new approach. Don't just do it because everyone is doing it. See if it works in your unique situation.
4. **Don't wait for perfection** – Choose iterative, adaptive change. Even if it's just 1% better, do it. If you make a mistake, fix it.
5. **Look for solutions as you find problems** – Conduct parallel processing. Don't wait to solve everything in one go.
6. **Create an environment of empowerment** – Encourage people to share ideas and feedback. Get them involved in the outcome.
7. **Don't accept the obvious** – Fixing the surface issue is only a temporary solution. If you find a problem, ask why, and invite those involved to get to the root cause and fix it.
8. **Crowdsource opinions** – Different people have different perspectives. Get new eyes to look at your issues. Use their insights to make an informed decision.

9. **Tap into creativity to find low-cost, small improvements** – Don't go on a spending spree from the get go. Look for creative solutions that offer more bang for your buck.
10. **Never stop improving** – Remember, there is ALWAYS a scope (even the smallest room) for improvement. Keep reviewing your approach and processes frequently, even when you think they are top-notch.

Every morning, try and see if you can commit to five minutes to reflect on these principles and see how you can apply them to that day. Then do it!

As you start practicing the Kaizen mindset, you'll notice things you haven't before. You will focus on things that MATTER. You will start applying the scientific method to question everything. You will find better ways of doing things. And these small, consistent actions will multiply your output *exponentially*.

Compounding your habits is only shaping you for the long run. As an entrepreneur, making your small tweaks every single day gives you the advantage in your aggression of marginal gains.

Practicing the Kaizen method for your mindset is your daily workout of constant improvement.

Using this formula is gearing you up for sizable wins in your coaching business and beyond.

How can this enable your journey in becoming a transformational coach? Watch this video by Ajit to find out:

“How To Become A Transformational Teacher”

Link: <https://www.youtube.com/watch?v=jFqc9TsmFsQ>

Reflection time

Think about all of the minor skill sets you have accumulated over time, the ones that help your business every day (even without you noticing it!). Maybe it was a process or system you created, and during the process it was taxing, but it was a game changer for your business! Describe it here below.

What two habits do you wish to create that would have a profound impact on you if you started doing this every day? Is it waking up an hour earlier? Is it working out? Reading? Reflecting?

Identify ALL factors that will help you reach your habit formation. List even the most minute detail, and then brainstorm how to implement this during your week. Check in with this list to see how the new habits you created have transformed a certain aspect in yourself and/or your business performance.

That was exciting! By now you have a fair idea of what drives you and what are some of the things you need to work on to be successful in your coaching journey. But do you really know what coaching is? Could you still be grappling with some limiting self-doubts?

Let's take a look at what is a coach's purpose and dive in to how you can create a coaching methodology to serve your clients. Let's bust another myth – one that says your offer has to be awesome. Let's talk about how you can go about creating value and deliver results for your clients.

SECTION 3

DELIVERING RESULTS

Chapter 13

A Coach's Purpose

— AJIT —

“COACHING IS TAKING A PLAYER WHERE HE CAN'T TAKE HIMSELF.”
— BILL MCCARTNEY

As you coach more, you start to understand that coaching is about many things. It's about:

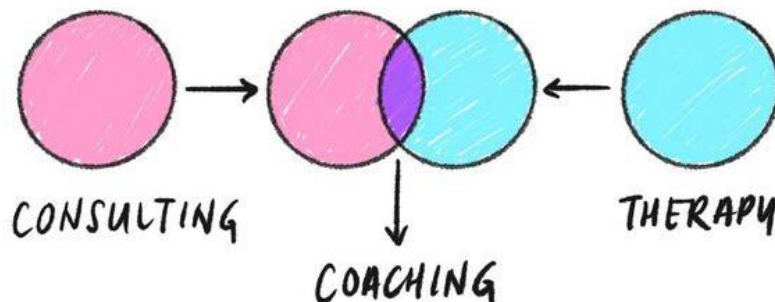
- building emotional connections and trust
- creating clarity and vision
- applying focus and discipline
- tapping into limitless potential
- reaching for greater and greater heights

But most importantly, coaching is about positive, life-altering transformation delivered through an integration of therapy and consulting.

Consulting is the art of being able to look at analytical data and make an effective recommendation to a professional on what they should do in any given situation.

Therapy is about creating behavioral change by working on an individual's past programming.

WHAT IS COACHING?



Coaching is neither of those two, but borrows from both of them.

Coaching doesn't require you to be a therapist, or a psychological expert. Nor does it require you to be an analytical genius or an outrageously successful person.

Coaching requires you to be able to focus on the future. More specifically, an individual's future.

As a coach you should be able to:

- Open a conversation on the possibilities that lie ahead
- Work with the client to help them see the possibility
- Use the client's talent to create a path towards that possibility
- Help the client to actually turn that possibility into a reality

You can do this through various techniques and methodologies that borrow ideas from therapy, psychology, consulting practices, training practices, and philosophy.

As a coach you must change your role as the situation presents itself.

- At times you need to be a teacher and share philosophical insight through metaphors, stories, and case studies to spark thoughts in a client's mind.
- At times you need to be a consultant and ask questions that encourage the client to search for solutions through information and data.
- At times you need to be a therapist, focusing on creating a behavioral shift to support progress in the client's work and life.

As you switch between these roles and techniques, you need to remember your true north. You need to remember that all of this is just a means to drive transformational results for your clients.

That, as a coach, is your one true purpose.

Get more insights about what is coaching in these resources:

The Ultimate Introduction to Life Coaching

Link: <https://www.evercoach.com/ultimate-guide-to-life-coaching>

What Is Coaching? The Essence of Coaching

Link: <https://www.youtube.com/watch?v=oYUyCvWdjQ0&t=50s>

Reflection time

How do you explain coaching to others? How would you describe what you do?

Chapter 14

Creating A Coaching Methodology

— AJIT —

“METHOD IS THE ARITHMETIC OF SUCCESS.”

– JOSH BILLINGS

Now that you have clarity on your purpose, it’s time to define your coaching methodology.

Why do you need one?

Without a proven coaching methodology, you are operating at random.

A coaching methodology is a fundamental, proven system that you could use to consistently create lasting changes for your clients.

As you start working with high profile clients, there is no room to experiment. Your clients want to hit massive personal and professional goals in the shortest time.

If you don’t have a tried and tested methodology, you won’t be able to deliver the best outcomes for them. You may even end up creating consistently average—or even negative—results for your clients.

And that’s the quickest way to destroy your reputation.

If you are looking to drive transformations for your clients and yourself, a coaching methodology is what will help you do that and more.

I say that from experience. My personal coaching methodology has helped me create exceptional results for my clients.

A solid, structured coaching methodology that continues to evolve is the secret to creating the kind of high-level, positive, lasting transformation that so many coaches dream of.

How do you go about building a coaching methodology? By doing these three things:

1. Find your Central Idea

Your central idea is the spark, that first piece, the original thought that you use to build up your entire methodology.

When the core concept or central idea is powerful, solid, and reliable, the rest will fall into place.

Why is it so difficult to find a central idea?

Because human beings tend to fall into the trap of *Perpetuating Learning*.

What this means is that when we get inspired by an idea, or are focused on coming up with one, we tend to go to people who already agree with our essential outlook and views on life and work.

They are already in sync with our thoughts.

By talking to them about an idea all you are doing is reinforcing a belief that already exists in your mind.

The Perpetuating Learning Theory pretty much guarantees that you will never come up with a truly powerful, life-altering central idea for your coaching methodology.

You can't, because you're not adding anything new to the mix of thoughts, insights, experiences, and learning that you already have around your area of expertise. You are not growing or stretching your thinking. You are just replaying versions of your initial thoughts.

History proves that all great ideas come from a place that is outside the norm.

Electricity. Space travel. The smartphone. All of these things were created from a single central idea that went way beyond "regular" thinking and beliefs of the time.

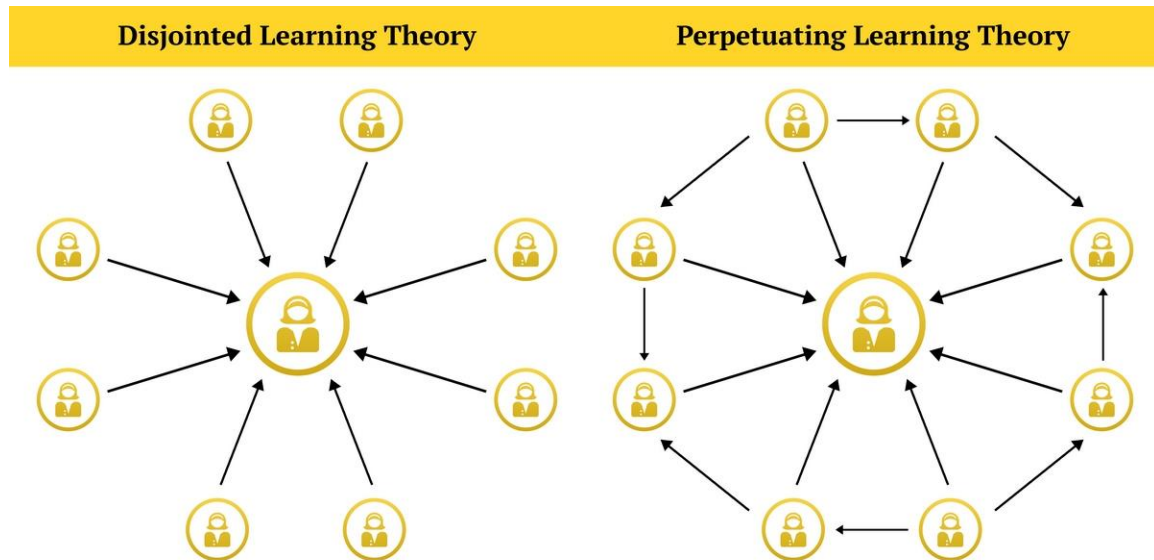
So how do you go beyond regular thinking? How can you push past the "norm?"

Adopt disjointed learning.

Disjointed Learning Theory comes in to play when you are open to learning from people who are different from you.

Disjointed learning allows you to expand your thinking by exploring and collecting information and knowledge that is different or even conflicting with what you already believe is right or true.

When you embrace disjointed learning, you are NOT looking for related or connected ideas. You are looking for the BEST ideas.



Here's a worksheet to help you with disjointed learning.

Your Niche/Expertise	Key Ideas You Already Know	New/Conflicting Ideas

When you approach learning in this way, you start to look at patterns. Your brain will find a way to connect all of these incredible, disjointed ideas and create new theories, systems, processes, and methodologies that makes sense to you and your reality.

This is how an central idea is born.

This is the moment when your coaching methodology is born.

2. Plan your learning

To polish your methodology, you need to be an active learner.

All of us have access to online courses, books, and intensives. We read a lot, imbibe a lot, and learn a lot. But how much of this learning is relevant?

To make your coaching methodology richer and deeper, you must consciously choose what you learn.

You must plan your learning.

The most effective way to do this is to list out the skills you need to achieve a high level of competence around your area of expertise as a coach and the kind of transformation you want to create for your clients.

Here's a worksheet that will help you create a learning plan.

Month	Skills	Method

3. Test your methodology

When you have a working methodology in place, you need to test it. Unless you test it, there is no way of knowing if your coaching methodology will do what you say it's going to do.

Tested methodologies provide a certainty of results.

This means your coaching methodology gives your clients the results they are looking for when they follow through with the processes you share with them.

So how do you test and evaluate your coaching methodology?

You evaluate it on three markers:

1. **Size** - Your methodology worked for one person. Will it work for 5, 10, 15, or even more people? The more people you use your methodology, the more confident you will be that it has the power to produce consistent, reliable results.
2. **Diversity** - Your methodology needs to work in diverse settings. This means you need to test it on people working in different parts of the world, who come from different cultures and backgrounds
3. **Varied outcomes** - Not everyone will achieve the same outcome when they work with you and your methodology. The question is, are these outcomes within the spectrum of possibilities that you expected? Identifying and clarifying this variance will create authenticity and credibility for your methodology.

Here's a template to help you evaluate your methodology.

Coaching Methodology	Test with individuals	Test with diverse groups	Expected Results	Recorded Results
Methodology 1				
Methodology 2				
Methodology 3				
Methodology 4				

Does this look like a lot of effort?

It might feel tedious at first, but this is a sure shot way to ensure your method works and that you can deliver the results that your clients want.

Remember, creating a coaching methodology isn't a quick fix.

You will NOT create your coaching methodology overnight.

It takes time for ideas to combine, learning to come together, and experiences to become a part of your being before you can create a coaching methodology that works and creates reliable, positive results for your clients.

The templates I have shared will help you bring together everything you know to create a methodology that is truly remarkable and transformational.

For more information on how to do this here are some things you can refer to:

Coaching Tools You Need To Create More Impact

Link: <https://www.youtube.com/watch?v=xnFBtx7u1Dw>

The Ultimate Guide to Creating Your Coaching Methodology

Link: <https://www.evercoach.com/ultimate-guide-to-creating-your-coaching-methodology>

Reflection time

How can you expand your thinking through disjointed learning?

Your niche/expertise	Key ideas you already know	New/conflicting ideas

Create your learning plan

Month	Skills to learn	Method
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

Test your methodology

Coaching methodology	Test with individuals	Test with diverse groups	Expected results	Recorded results

Chapter 15

Why Your Offer Doesn't Matter

— AJIT —

“QUALITY IN A SERVICE OR PRODUCT IS NOT WHAT YOU PUT INTO IT. IT IS WHAT THE CUSTOMER GETS OUT OF IT.”
— PETER DRUCKER

DELIVERING RESULTS

WHY YOUR OFFERS DON'T MATTER??



Let's say you attended a training program that you thought would help you learn how to improve your sales.

The modules were great, the trainer was enthusiastic, and there was a lot of energy in the session.

But after you attended it, you were still not able to change to your revenues.

Would you be satisfied with the program?

No, because even with great content and great packaging, it failed to deliver results for you.

And that's where most entrepreneurs get it wrong. They obsess over their offers, spending precious time in making it perfect. Getting it right.

The challenge with this approach is that it doesn't actually help us know if the offer will work.

What an offer looks like only matters when it's a tangible product—like a phone or a Fitbit. For most companies, what really matters are the results and outcomes—what they get when they work with you. Your offer is just a channel to get to that outcome.

A coaching business is based on psychological, mental, biological, and spiritual elements. It's based on human interactions, and the direction that interaction provides for the journey.

Your offer is not the center of your story or your business.

So the conversation needs to flip. Instead of telling your clients about what you have to offer, you need to tell them about the results you can drive.

And to drive results, you need to know your clients. What is it that they are excited about? What is their pain? What are their challenges? What is their ambition?

If you know these things, you know what to work with to build your offer.

Your job as a coach is to dive deeper into what your clients really want. Shift your priority from the product to the solution—what you have to offer to the results you can bring to your clients.

Think about solutions.

Think about how you can work with your clients to help meet their goals and move them towards their ambition.

Creating an Ideal Client Avatar

Before you even begin building an offer, you must understand whom you are creating it for.

I use an approach called the Ideal Client Avatar (ICA). An ICA is a profile of the kind of person who needs what you have to offer the most of, and one that you would love to work with as well.

Knowing your ICA comes in handy when you start creating strategies to grow your business. It's a fundamental exercise for any business—big or small.

Make no mistake. Not knowing your ICA, not knowing who your clients truly are, will COST you. This company learned this lesson first hand:

After 124 years in the market, you'd think that a business would know better than to ignore their customers.

But sadly, you'd be wrong.

Even having been in business for more than a century, Kodak had forgotten about the most important element—understanding who their customers were and what they wanted.

In 2012, Kodak was forced to declare bankruptcy and file for Chapter 11 because they simply refused to see what was staring them in the face: their customers loved digital Cameras.

Kodak held steadfast to the foolish—and ultimately, tragic—notion that their loyal customers wouldn't dream of abandoning their traditional film and camera product line. But that's exactly what their customers did. The world had changed and photography had moved into the digital era.

Kodak's refusal to understand the excitement and passion for the digital world of photography cost them their customers. And then their entire business.

Now, let's look at the flipside. What happens when a company focuses on understanding who their customers truly are?

Headphones aren't normally a particularly exciting device, right? They've been around for decades and most of us take them for granted.

But Skullcandy has changed the entire concept of headphones for their 12 to 26-year-old customer base.

Launched by the savvy Rick Allen, Skullcandy creates the kind of headphones and ear buds that their customers just can't resist. They're practically addicted to Skullcandy products.

Allen created a tribe of loyal, raving fans by getting into the minds and hearts of his customers, and he did this by discovering everything he could about them then creating a detailed, descriptive, and incredibly powerful customer persona.

He found out that the kids he was trying to connect with loved music. They liked to ski and skateboard. They were hip. They were into the latest trends. He found out exactly what they liked to wear—from their headbands to the kicks on their feet. He knew what they liked to watch on TV, the movies they enjoyed, and the apps they had on their phones.

He knew them like he was their best friend.

The result?

Skullcandy headsets are loved by kids around the world. Many of them own more than just one pair, and they just keep getting more and more popular.

Skullcandy is taking over the world, one customer at a time.

Asking the right questions

Doing ICA research will put you in the right mindset for growth. You will be in a frame of mind where everything you tackle—and I mean everything—will be related to solving your clients' problems.

So, here's what I want you to do. I want you to look at the ICA questions below and answer them honestly.

Don't write down the answer you think you should write. Write the REAL answer. The one that comes from your heart. This should take you around 20 minutes (at most).

Here's some more meat on this matter:

How To Get Coaching Clients In Just 3 Steps!

Link: <https://www.youtube.com/watch?v=StvoM-P4jm4&t=147s>

Reflection time - ICA

Go ahead and come up with a name for your client. This may sound strange, but trust me on this one. The more details you have for your ICA, the better your marketing and growth will be.

What is an ideal day for your client? Think of how they wake up, their daily routines, where they buy their groceries from, what music they listen to, what TV series they love.

Where does your client reside? Countryside or city? Which state? How is life in their community? Who do they hang out with?

What are some of the common frustrations your client may have around life, relationships, and money? List at least five.

What can you do to help your client? What are some of the solutions that you can imagine them experiencing, that you can create?

Chapter 16

How To Think Like Your Client

—NEETA—

“BUSINESS IS A GAME OF CHESS. THINK CAREFULLY BEFORE EACH MOVE AND MAKE EVERY MOVE COUNT.”

– AJ JOSHI

I vividly remember the games of chess I played with my father.

I was about seven years old. Every Sunday morning, after he had read the Sunday paper and finished his second cup of chai, he would take out the board and we would play for hours on end.

Initially, as I recall, I only liked using the bishop and pawns. They were the best to take out my opponent (in this case, my dad) quickly. There was a thrill in chasing victory at every opportunity I got.

Chess was my earliest glimpse into understanding the psychology of others. Did you know playing board games at an early age can teach you some important aspects of human psychology? Here’s what you can learn from playing strategic games:

1. Strategic and critical thinking skills
2. Overall creativity
3. Perspective of winning and losing

Chess has valuable lessons for you as the entrepreneur.

In his book *Three Moves Ahead: What chess can teach you about business*, Robert Rice neatly summarizes how the strategies in chess are applicable to mid-range organizations, especially startups.

This book is a gem for those of you who want to learn how to move quickly in the face of unexpected change—something that entrepreneurs deal with daily.

Whether you play chess or not, the parallels he draws in this book are interesting to note. Want to know how Adobe used the ‘strong square’ strategy to rise as an industry giant? Want to know what’s behind Western Union’s 100-year success story? Want to learn how Google is taking turf from Microsoft with a ‘minority attack’? Geek out on this book to know “what to do when you don't know what to do.”

Robert takes you on a witty and engaging journey where you learn how the different pieces of the game make up what is needed for your business. Whether it’s building your team or facing big challenges, there are lessons to implement throughout your business growth journey.

Do you ever think about the games you played as a child? Take a moment to reflect on how those strategies can be applied to your business. I’m not talking about getting out your monopoly boards just yet, unless you want to!

5 lessons entrepreneurs can learn from chess

I am fascinated by the psychology of chess. Even playing it as a young daughter with her father, I was aware of how you need to pay attention to the personality you are playing with.

As a nerd researcher at heart with a psychology background, I always had to dig deeper. There’s quite a bit of juice here that will help you gain a deeper understanding and achieve better outcomes when having conversations and sales calls for enrolling clients.

I’ve extracted my top five points for you to consider as you think about your sales process and enrollment strategy. Here’s how chess is similar to understanding the psychology of your clients and your business:

1. ***Observation matters 100%***. In chess, you need to plan ahead, thinking about each move you make while simultaneously predicting the behavior and psychology of the other person. You need to pay close attention to what your opponent is doing and how long it takes them to respond and react. You need to understand how one careless move ultimately leads down a different path.

The same goes for client conversations. Pay attention to their mannerisms during conversations. How do they answer your questions? How do they make decisions? What do they need in order to make decisions? These nuances will be very valuable for you to offer them what they truly desire.

2. ***Prepare accordingly***. Even when it was just for fun, playing with my father and my younger brothers required preparation. I needed to think critically, and prepare

according to the standards of each player. Diligence will serve you when they play a piece that you aren't necessarily familiar with.

When you meet with a prospective client, do you know more about them than they know about you? How much research do you do to truly know your client? Preparation is key for you to be able to convey possible solutions and build trust during that initial conversation.

3. ***Anticipate every scenario.*** Strategic games shape your thinking to anticipate scenarios—if not door A, perhaps door B, or even door C. Since there are infinite possibilities in chess, you need to be on your toes. You need to study your move, the opponent's reaction to your move, and the new game path from then on.

Most coaches only have that one solution. So when a potential client throws a curveball, or asks a completely different question than what you are prepared to answer, you get stuck.

Your goal is to provide authentic value. If you cannot do that at that moment, don't be shy to let them know. Tell them their question deserves proper feedback and you will be able to get them the information at a later discussion since they deserve that from you.

4. ***Think outside the box.*** Since there are many moves that can be played on the chessboard, it expands your creativity tenfold. Likely in more ways than you can count!

When you are creative, you are able to serve your clients powerfully. It enables you to have more meaningful conversations. It helps you get to a stage where you are simply able to ask “how am I adding value” instead of asking “will I be able to close on this client.”

When you shift your perspective in this regard, it allows you to operate from a lens of curiosity and depth, instead of out of a fear that they will say no. Your ultimate question should be “how can I help them solve this problem, and how can I convey to them that I am the solution to their problem?”

5. ***Foresee the outcome.*** No matter what, chess forces you to not only observe, but also see the outcome and be several steps ahead in order to prepare and anticipate.

As an entrepreneur, that vision carries you forward. When working on client conversations, being able to see the outcome is a skill to deepen, refine, and strengthen over time.

Forcing a client when they are not ready will only cause resentment and more problems down the line. Use your insight. If you feel that working with a client is just not in alignment with what you can offer them or the results that they are looking for, do them a service by saying no.

Chess is a brilliant way to get into the minds of your clients. Take some time out and PLAY!

Want some more strategy? Check out these resources:

Three moves ahead: What Chess can teach you about business

Link: <https://www.amazon.com/Three-Moves-Ahead-Chess-Business-ebook/dp/B008NBZ8AU>

3 Reasons Why Understanding Emotion is Key to Interacting with Clients

Link: <https://www.youtube.com/watch?v=nTemyhka-K8>

How To Read Body Language Effectively In A Coaching Session

Link: <https://www.youtube.com/watch?v=UV5VZfyfR6U>

4 Personality Patterns That Influence Human Behavior

Link: https://www.youtube.com/watch?v=kTJ0S_ZdLBQ

Reflection time

Before you engage your clients, I encourage you to think about this:

Are you attentive to the small details about your clients? What types of articles and posts intrigue them? Where do they hang out on social media? What type of content is valuable to them?

Are you able to anticipate the moves of your clients? Are you paying attention to how they make decisions?

Are you providing a customized discussion to understand their problem so that they feel seen and heard?

How can you have more conversations that are not 'sleazy salesy' but actually allow you to be creative and think outside the box so that you are building a more long-term connection?

Are you able to foresee if a client is absolutely ready to leap into the next chapter with you?

Now that you know what your job is as a coach and a fair idea of what your clients want, it's time to build your offer. And it NEEDS to be a kickass offer – one that your clients can't resist!

Let's explore some techniques of selling the intangible. Let's dive deeper into the nitty-gritties of building a coaching package. Let's understand how you can make your client journey deeper than a one time affair!

SECTION 4

THE ESSENTIAL COACHING TOOLKIT

Chapter 17

Selling The Intangible

— NEETA —

*“IF YOU WANT TO KNOW HOW TO SELL MORE, THEN YOU BETTER
KNOW WHY CUSTOMERS BUY.”
– STEVE FERRANTE*

How do you sell something that people can't see? How do you put a price tag on an exchange of words?

First, you yourself have to understand and believe that coaching is way more than just an exchange of words. You are selling a *life-changing* experience! You are selling results, a transformation, and a long-term relationship. You are offering a better future and a clearer path.

You KNOW this! You have seen the benefits of your work in your clients' lives.

But how can you explain this? How can you paint a picture of a future to your client that is so vivid that they are able to see and feel it too? How can you make it real for them so that they can go out in the world and explain to their loved ones why they have decided to invest in themselves?

To enroll your dream clients, you need to master the art of influence and the art of persuasion. That's a winning formula for an effective sales engine.

What does that look like?

One key thing you need to understand is that **selling is the process of motivation.**

In order to motivate your clients you need to understand how they make their decisions and how to influence their behavior. What is the underlying psychology that causes them to make these decisions?

People don't buy needs, they buy desires. Most of the time your clients will make the decision to work with you based on their desires.

Internally our desires are driven by our most primal instinct as human beings—to avoid pain and gain pleasure. This is what drives all human behavior.

External forces in our environment also affect our decision making versus our own internal pressure—our own desire—to want something. Commercials and ads, for instance, have been used for years to create a very strong external pressure. They motivate our emotions and create a desire so strong that it drives us to take action (mostly to buy).

Think about how many times you see the same ad before you take any action?

Maybe at first it was something you had absolutely no idea about. Then after the fifth TV ad, Facebook ad, YouTube video, or billboard you get curious. Subconsciously, the seed had already been planted. Voila, then you are at the store fulfilling your desire and upping your pleasure level making that purchase because *'you just had to have it'*.

Tony Robbins repeats this mantra in many of his teachings, and it can be adapted to sales psychology:

- If you get people to want something bad enough, they will find a way to justify their choice.
- People will need to associate buying with extreme pleasure, and not buying with extreme pain (they would be losing, alone).
- People will do more to avoid pain, or necessity driven.

Here's some help on selling the intangible:

“How to Sell Anything” by Ajit Nawalkha

Link: <https://www.youtube.com/watch?v=ynXIeutsLz8>

“The Art of the Proposal” by Rich Litvin

Link: <https://www.youtube.com/watch?v=BjwzfLIA8w0>

Reflection time

What are your client's deepest desires in life?

How can you help them achieve their biggest dreams?

Chapter 18

Building An Offer That Sells Itself

— AJIT —

“NO MATTER WHAT STORY YOU TELL, MAKE THE BUYER THE HERO.”
— CHRIS BROGAN



Is that even possible?

It is if you create an offer that solves problems for your clients, an offer that helps them achieve what they REALLY want.

When you think about creating an offer, try visualizing the outcome first.

I call this the reverse-engineering approach.

Think about it like using GPS. You put in a destination and your current location, and based on that, the app shows you all the possible routes to get there.

Some routes might be a longer drive, some might take more time, but every one of them takes you to where you want to go.

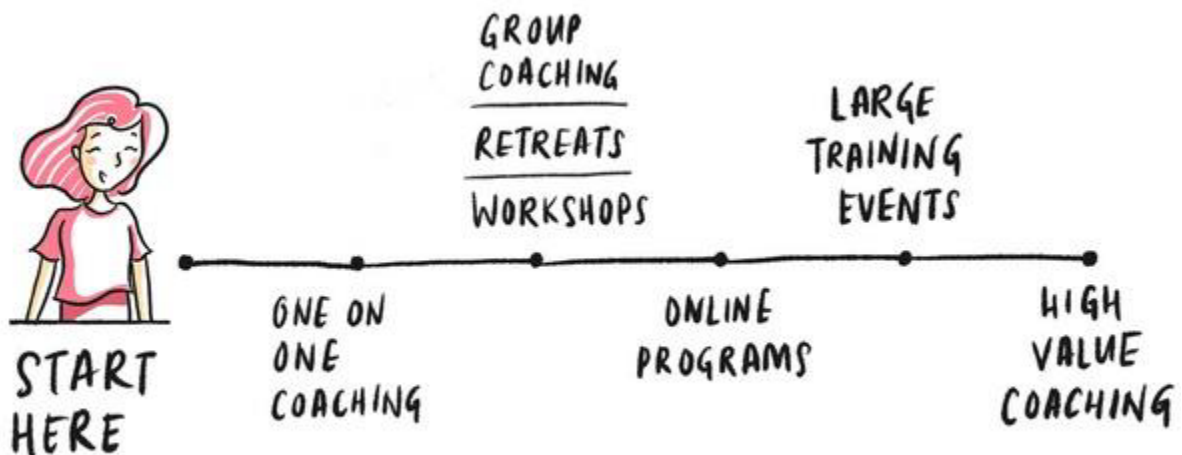
The same principle applies to your clients.

They come to you because they want something that they currently don't have. That's their desire, that's the goal you need to help them accomplish. That's the destination, the 'to-be' state, the point B.

As a coach, you co-create the path to get there. A path most suited to their situation in life.

That path is your offer.

The next thing you need to decide is how to take this offer to market. I recommend a four-stage approach:



Tier 1: One-on-One Coaching

Start with a one-on-one coaching offer. This allows you to customize your services for the client. You are also able to learn, iterate, and move towards a better outcome, which helps you find the most efficient system to solve problems.

Tier 2: One-to-Many Coaching

When you get comfortable with one-on-one coaching, it's time to move to the next stage. One-to-many programs can be offerings where you customize to some degree, but a majority of the program will have the same broad base. You can also offer a blend of one-to-one and one-to-many—for example, by leading a mastermind group.

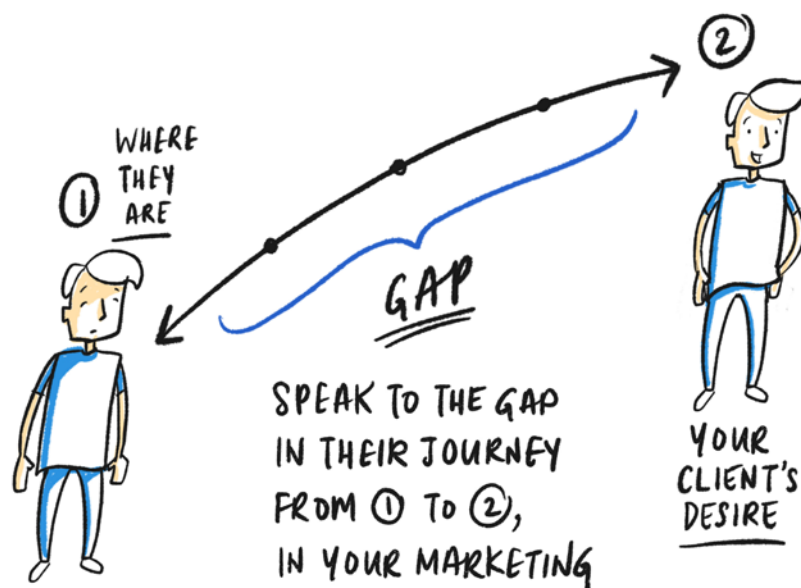
Tier 3: Digital Programs

When you know the challenges you are solving, and you are confident of your approach in solving those challenges, a digital program is a great addition to your portfolio. A digital program could be an online course that's designed to solve a particular challenge for your clients. Digital programs help you mass sell with no customization.

Tier 4: Events

And finally you take your offerings to events. This is where you can serve a large group of people around a topic, with a small amount of customization depending on your audience, and the chance to create spaces for interactions.

Whatever the mode of delivery, it's essential to talk about the journey from point A to point B. When you highlight the current place your clients are at and the destination they want to get to, the gap is very clear for your clients. They get an idea of what they need to fix and what resources they'll need to get to their destination.



By bringing the gap to their awareness, they will see you as the perfect fit as a guide on their journey. You are someone they feel will help them get their desired outcomes.

Want more clarity on how to build an offer? Take a look at these:

How To Build A Group Coaching Program

Link: <https://www.youtube.com/watch?v=IroyowGvxQw&t=1s>

The Ultimate Guide To Group Coaching

Link: <https://www.evercoach.com/ultimate-guide-to-group-coaching>

Reflection time

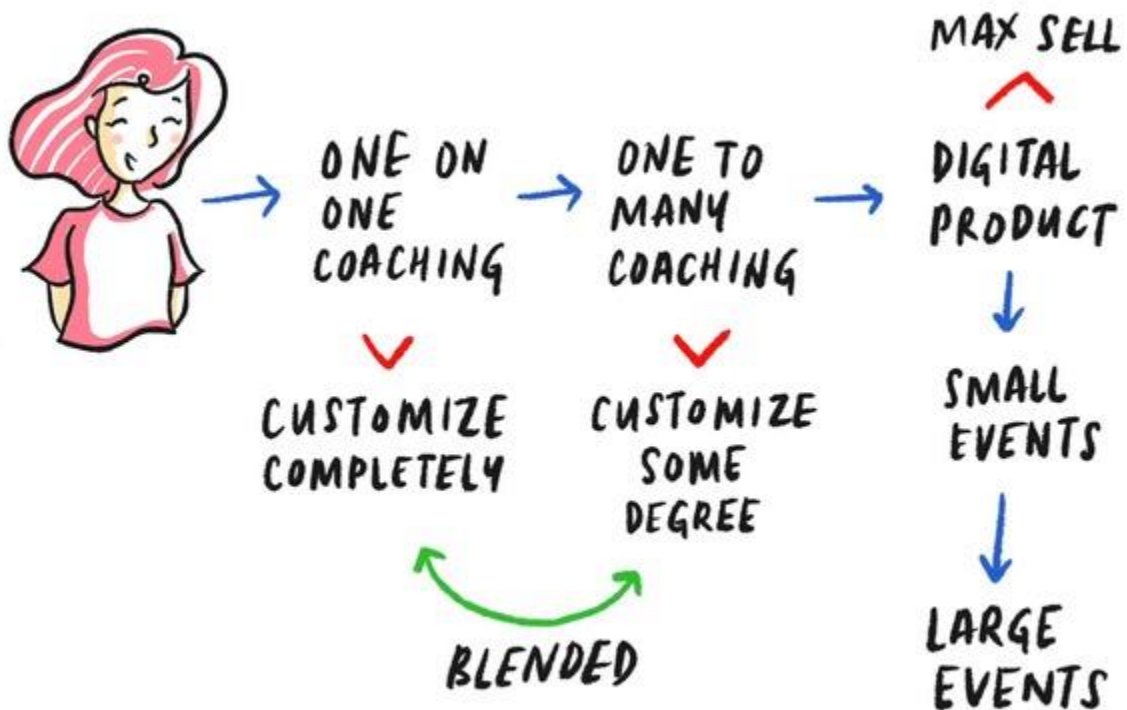
What are some ways that you can bridge the gap between what your clients really want and how they can achieve it? What is the outcome that you can provide through your services?

Chapter 19

Crafting A Coaching Package

— AJIT —

“CARE TO CREATE ENOUGH VALUE FOR YOUR CUSTOMERS. IF YOU GET THAT PART RIGHT, SELLING IS EASY.”
— ANTHONY IANNARINO



You’ve had a great conversation with a potential client. They seem ready to start working with you. They are excited and prepared to take action. But then, they ask: “*What packages do you offer?*”

And you draw a blank.

Has this ever happened to you?

This scenario is more common than you might expect.

Coaches spend a lot of time developing their offer—and they should. But they forget one vital component before making a proposal that will seal the deal: the coaching package.

Don't go into the conversation unprepared. Know your coaching packages and know your prices, inside out.

When you know all of this, you can have a conversation with confidence.

That's when they'll enroll. That's when they'll sign up. That's when the adventure begins.

How do you create a coaching package?

Start by getting clarity on how many clients you want to serve and the potential revenue you would like to generate. Having an idea of your active coaching time will also help you understand how many coaching sessions you need to achieve your desired revenue. That tells you how much active selling you need to do.

Define the many ways your clients can work with you. But note that most of these ways you might only use years from today. Launching into all the different ways to work with you at the same time confuses your client. To begin with, think of about two to three ways of working with clients to get started, and then define two to five clear ways that your clients can work with you.

When you limit your coaching time and ways that you can serve your clients; you also help them make accurate choices. Fewer choices make it easy for them to select how they want to work with you.

Can't afford one-on-one coaching? Join the group program. Don't want to do something that's spread out over a year? Pick a more intensive program.

You will quickly start to recognize how your clients prefer to work with you, and you can create more programs attuned to their needs.

For me, intensives are winners. My clients love it when I come in for intensives every six months. I work with them for two days straight, and they walk away with solid action steps and strategies they can implement immediately in their business.

It's powerful for them. It's powerful for me.

How can you get awesome results for your clients? What are they asking from you? What is your preferred way of serving your clients?

Answer those questions and you'll easily define coaching packages that you and your clients love, and that will create a consistent revenue stream that supports your desired lifestyle.

Let me give you a framework that'll make it easier for you to create coaching packages. I call it the DSP framework.

The DSP framework

Desire — Solution — Package

The DSP framework focuses on your clients' Desires and the Solutions you have to offer in order to craft your Packages.

I've used this framework successfully, and here are some of the benefits I saw:

- I had more space to create better results for my clients because I was focused on a set number of outcomes.
- I could enroll more client as my prices were open and non-negotiable.
- I became clear on who my client is, and who they are not.
- It became easier for my clients to make referrals as they knew exactly what I was interested in doing, and they had experienced it for themselves.

If you want that clarity in your business, the DSP framework is the way to go.

Let's look at its elements:

1. Problem

This is the challenge your clients face in their current reality. It's an obstacle they want to overcome.

For instance, new coaches tend to have a problem on how and where to get started. Their practices are either non-existent or really frustrating because they grow so slowly and everything is an effort.

2. Desire

The *Desire* is what's behind the problem that the clients articulate. Their Desire is what they really want to get as an outcome. It is what moves them to take action.

The new coaches want success. They want to make money so they can quit whatever else they are doing. They want to see their impact on someone's life.

3. Outcome

An *Outcome* is the result that will take your clients closer to their ultimate desire.

The new coaches want a step-by-step process of what to do.

4. Package

Once you know the desire, the expected outcome, and your methodology, you can create an exact *Package* they can sign up for.

I created an online incubator that allows new coaches to work with me directly, so I can support them in their growth and impact without them feeling lost or overwhelmed.

5. Price

You set a *Price* by looking at the time you invest, the value you bring to the client, and how many of these packages you want to do.

Here is how you do it.

First, find your hourly price. A simple way to do that is to find out how much you want to make in a year and how much of your time you want to invest to get it.

Say you want to make \$100,000 a year and you want to work four hours a day for four days a week for 45 weeks in a year.

That means your hourly rate is: $\$100,000 / (4 \times 4 \times 45) = \$138/\text{hr}$

Then use this hourly rate to cost out your packages. If your package is a one-day intensive for six hours, your rate for the intensive will be $\$138 \times 6 = \828 .

I want you to note that this is the crudest math. You can charge significantly more if you can deliver better results to people.

Our online incubator is \$15,000, which is a year-long consulting with my coaches or me directly. You are likely to generate \$150,000 in the coming years from what you learn and execute in the accelerator. That's 10 times the price of the product.

6. Action price

You always want to reward action takers. Action takers are the ones who will get better and faster results with you. So give them discounted rates for taking action.

Our online incubator can be joined for \$15,000 if you say yes when speaking with my team.

Here is an example of how easy it is for clients to work with me, and for me to drive results for them.

If you are a new coach, you know the right training and support can make a big difference to your business. You know if you got your practice off ground you will make your investment back in weeks, if not months.

For anyone who is a coach doing under a \$100,000 in annual coaching sales, the online accelerator is a no-brainer.

Now, because you are an action taker, you get a \$15,000 product for only \$12,500. This product is the same in that it has the potential to generate \$150,000 over a period of time. Here is the catch. There is NO other way to work with me. There is no other format for a new coach to directly coach with me.

This does two things:

1. The client knows that if they want to work with me and enjoy the same quality results that my clients enjoy, the online accelerator is the only way.
2. I don't have to think of different answers for my clients. There is only one way.

It's simple for both parties.

It's a product-approach to packages. When a company makes a product, it looks at a problem and then finds the solution to the problem. The solution stays consistent for all clients.

Now that you know what your offer is, let's see how you can make this a journey for your clients.

But before that, here are some resources that can help you fine tune your coaching package:

Ultimate Guide to Creating Coaching Packages

Link: <https://www.evercoach.com/ultimate-guide-to-creating-coaching-packages>

“How To Create Your Coaching Packages” by Ajit Nawalkha

Link: <https://www.youtube.com/watch?v=SKoHmvgOgIY>

How To Price Your Coaching Services

Link: <https://www.youtube.com/watch?v=2QFSXU5zwwQ>

The DSP framework

Link: http://s42.mindvalley.us/mindvalleyacademy/media/documents/dsp_framework.pdf

Reflection time

Use the DSP framework to create your own Packages

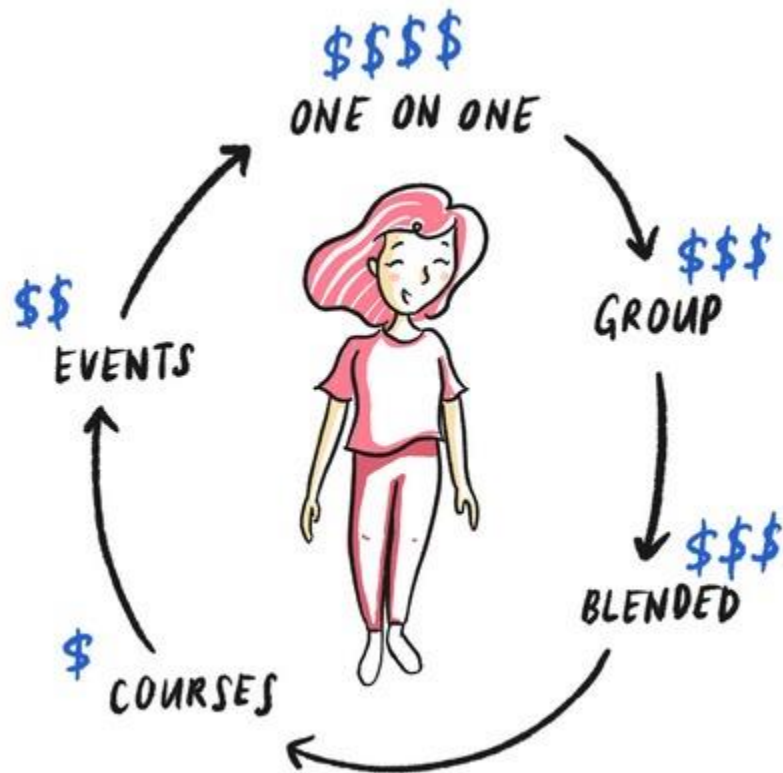
Desire	Outcome	Package	Price	Action Price

Chapter 20

Experience Escalation

— AJIT —

“NEVER TRY TO SOLVE ALL THE PROBLEMS AT ONCE.”
— RICHARD SLOMA



As coaches we often try to solve everything for our clients in one go. We want to give it our all. That's a great attitude, but a wrong approach. Too much information in one go will overwhelm your clients and actually prevent their transformation.

That's usually the challenge of training businesses. We create a catch all solution, and once that is done, the client moves on.

What's the point of building a business where your client interacts with you one or maybe two times? Why not have them interact multiple times?

This step-by-step journey is actually beneficial for your clients.

If you try solving all of your client's problems in one go you'll end up not solving anything at all; they'll get overwhelmed and quit before they actually get the answers. Imagine if someone were to dump a stack of 20 books on your desk and tell you to read them all in an hour! You won't learn anything. That's because you don't have the time to psychologically decompress. You don't have the time to receive the data, process it, and make it real for yourself.

It's the same for your clients. Too much learning in a small window of time can be overwhelming and unproductive.

Therefore, you need experience escalation.

In this approach, you solve a small problem at every step. You share small products and insights that incrementally give results and lead your clients to the outcomes they desire. At every step they create a better experience for your clients that escalates over time.

With experience escalation you can create perpetual client journeys. A client can stay with you for years and years because they are getting one solution after another.

A way to create escalating experiences is by creating a grid of solutions, a grid of ways people can interact with you in different stages and different ways.

How do you build that grid? By building a stack of your offerings. It could look something like this:

1. Launch a book. This is an introduction to your solution for potential clients.
2. Create a digital product that takes the book's ideas to the next level.
3. Offer a subscription program when the size of your audience is big enough and you have enough perpetual learners.
4. Build a high-end digital product that might be your catch-all.
5. Offer group coaching or masterminds.
6. Move to one-on-one coaching or VIP days for interested folks.

Grid Of Solutions	
Product 1	\$9 - \$49 (Book)
Product 2	\$99 - \$999 (Digital Product)
Product 3	\$XX/mo (Subscription)
Product 4	\$1000 - \$5000 (High End Digital Product)
Product 5	\$5000 - \$15000 (Group Coaching/Mastermind)
Product 6	\$15000 + (VIP Days/One on One/3-,6-,12-month coaching programs)

You don't have to do all the tiers of experience escalation explained here. See which ones are right for you and start there. The others can come later.

You aren't changing the core idea or the base content. You are just building a progression where your clients dive deeper into the subject and experience maturing outcomes.

In doing this, you change the depth of content, the way content is experienced and delivered, and the interaction with the content. You don't have to come up with a new skill! You just have to go deeper into what you already know how to do.

While you are building your grid, it's important to remember that the first two to three items on your grid are *loss leaders*. They aren't the ones that generate revenue. Think of them like acquisition drivers and advertising spend. They introduce who you are, how you serve, how you can help serve them, peak their curiosity, and build the foundation of a relationship. They are necessary to keep your clients engaged and lead them on a longer and more fulfilling transformational journey with you.

Here's a bit more about it from our essential coaching toolkit:

Link: <http://thebusinessofcoaching.evercoach.com/courses/the-essential-coaching-toolkit-/pages/5>

Reflection time

How can you create an experience escalation for your clients? What is the first step into your ecosystem of services? What is the final outcome you want to offer? Draw out your entire experience escalation.

Chapter 21

Money Models

— AJIT —

“MAKE IT SIMPLE BUT SIGNIFICANT.”
— DON DRAPER

There are many models to generate revenue in the coaching business, but we will go over the models that are easier to follow. All of these models can be used, but for now, just choose the one that feels better for you.

Book-to-coaching model

Once you know who your clients are, write a book that serves their needs and meets their ambitions or desires. The book should be, in summary, what you do as a coach. Like a presentation card. For example, if you get the *Book Of Coaching*, you will see that it's the introduction to Evercoach, our digital platform.

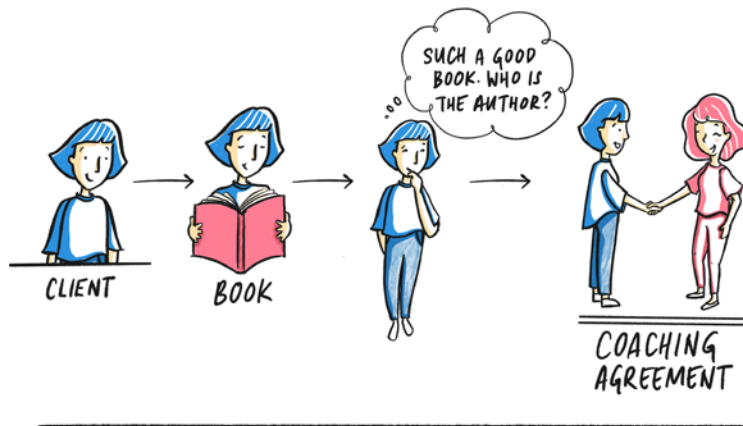
Look at the book *Awaken The Giant Within* by Anthony Robbins. You will find that this book was basically created to promote his seminars and personal coaching. That's how his business started.

In my book, *Live Big*, you will discover that you can create a balance between work and life. This leads readers, who want to take the next steps, into our consulting practice—the Global Grit Institute and Success Partners.

Another example of this method is Rich Litvin, who co-wrote *The Prosperous Coach* along with Steve Chandler. This book is for coaches looking to build a practice with a small number of high-performing, high-paying clients. The book has helped grow his high-performing coaching clients exponentially.

Jason Goldberg, the author of *Prison Break*, used his book's widespread success around mindset shifting to offer his Playful Prosperity program as well as launch his speaking career.

MONEY MODELS



Webinar-to-coaching model

Webinars are a very popular way to lead into a coaching business. Almost all the leading coaches have webinars, as they are easier to produce and take less time than writing a book.

Essentially a webinar is an hour-long online module that introduces your course. Once people see value in what you are offering, you can direct them via the webinar to a landing page where they can book a session. That conversation will lead to conversion.

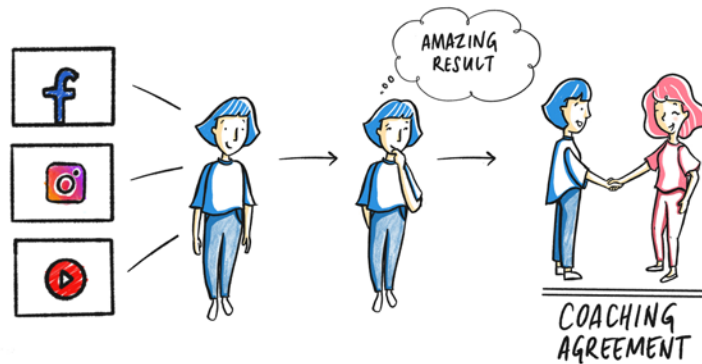
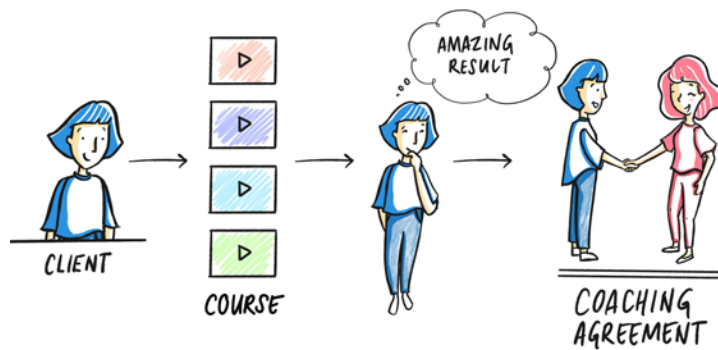
For example, if you access the webinar *Start Your Coaching Business* by Evercoach, you first arrive at a landing page that introduces what the course is about. From here you can enroll in the actual course.

Course-to-coaching model

A course is an online or offline way of engaging your clients who want a particular result. Let's say someone wants to lose weight. They may or may not be ready to work with you as a coach, but they could be open to an idea of doing a four-week online program. In this course you can guide them through changing their nutrition or introduce a few exercises to them.

An online course is a systematic path that solves a problem that your potential client has. These problems are broader and lack personalization that coaching can offer, but it still offers a result to your client. It's powerful, and if you do it right, it will pique your clients' curiosity to work with you as a coach.

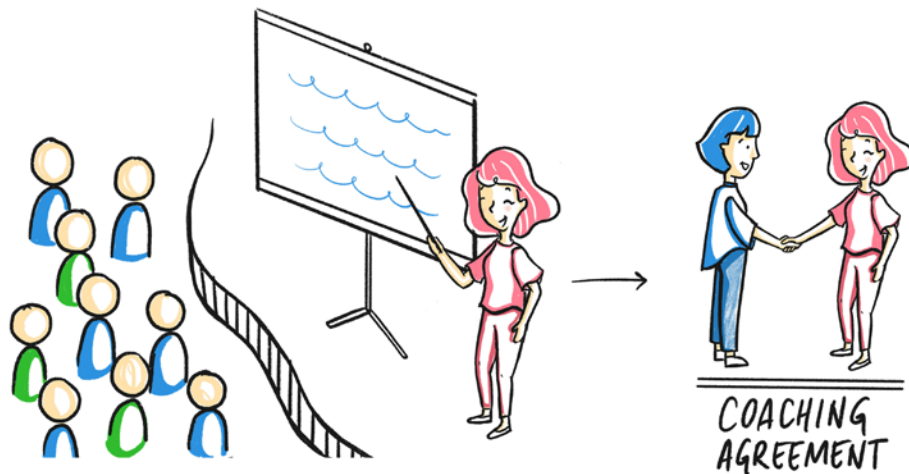
Think about it this way: If someone watches your videos for four weeks, follows your protocol, and experiences a change in their life, won't they be more likely to want to find ways to continue that progress? This is where a course helps you in creating clients.



Content-to-coaching model

You will need content to start sales conversations. Before people buy from you, they need to get an idea of the value you bring to the table. Creating great content and pushing it out regularly on relevant channels such as website, social media, and email is very important to build your coaching practice.

For example, if you follow our social channels, subscribe to our email lists, or land on our websites, you will find multiple content pieces that are designed to help you and lead you to the best program to meet your needs.



This model requires you to identify your key content pieces and formats. What are you going to talk about? Will it be written or video content? How will you showcase it to clients and how often? These content pieces will showcase your capabilities and open up conversations on the topics you coach on.

Event-to-coaching model

If you are more comfortable with in-person conversations, or if you just don't have the time to invest in creating a video-based course or write a book, then this approach may work best for you. Even if you do have a book, events are great places to connect with potential clients and get conversations going.

In this approach, you design a small event that caters to your potential customers' problems, needs, and desires. Then you invite people who you think will benefit most from the event and sell them the value of being a part of something like this. The event becomes your platform

to introduce yourself, find a solution to client problems, demonstrate your capability, and open enrollment conversations.

For example, we host an event called Live Big Live. Participants come to a three-day experience where they learn the concept of Live Big and how it can be applied to their work and life. They get intrigued by how else this concept can change their reality and enroll with Success Partners to explore these possibilities.

Each of these models has proven success rates. The model you choose must fit your comfort zone. Start with one model first and do a kickass job of it. As you get comfortable and your model is established, you can look at expanding into other models.

Now let's see how you can put all this together for the right clients. But first, you need to find the right clients!

Meanwhile, take a look at how you can go about creating an amazing online course:

9-Step Blueprint to Creating a Transformational Online Course

Link: <https://www.youtube.com/watch?v=CaWbQvsqBIk>

Reflection time

What is the money model that you can use to take your business to the next stage?

Awesome! You've got your offer in place, and an idea of how you can engage your clients in the long run. Now let's explore how you can build your coaching business. That's what this book is all about after all!

We've seen that building your business is not about being perfect, or being busy, or even being a marketing genius. It's great if you are! But that's not what your success depends on.

Let's talk about some of the key factors that will contribute a lot to making you successful. Let's help you find the right clients that resonate with your offer, and learn the art of influence to bring them into the fold.

SECTION 5

BUILDING YOUR BUSINESS

Chapter 22

Finding The Right Clients

— NEETA —

*“THE ONLY WAY ON EARTH TO INFLUENCE OTHER
PEOPLE IS TO TALK ABOUT WHAT THEY WANT AND
SHOW THEM HOW TO GET IT.”
– DALE CARNEGIE*

So now you know exactly whom you want to serve and have crafted the most powerful packages to bring value to the world. You have everything you need for a thriving coaching business.

Except that there is no business without clients to serve!

Most coaches—especially when starting out—think that finding clients is some sort of titanic endeavor reserved for some secret elite group with hidden sales knowledge. But the truth is that finding your clients is EASY.

Clients are everywhere! Yes, you read correctly. They are EVERYWHERE.

You can start a conversation in the supermarket line, choose the middle seat on a long flight, or go to events and seminars where you know you will find interesting people. You can go to your Facebook contacts and connect with those you know you can serve, or even to your high school yearbook.

Getting your clients to work with you is the fundamental aspect of growing your coaching business. This is probably the most important skill set you can have.

But most coaches make a mistake here. They think having conversations with EVERYONE will drive growth in their enrollment process. That’s not the case!

The truth is you don’t need every client, and that is a good thing!

There are clients everywhere for you. They WANT to work with you. But most coaches don't prospect their clients thoroughly.

You should work with people who are ready. You should seek out people who inspire you. You should work with people who are willing to learn and grow.

Prospecting for success

Before you make any offer, prospect your ideal clients by creating a list of questions that qualify or disqualify people.

One of our clients runs a large outfit as a health coach. Most of her trainings and programs are to help mothers on emotional strength and physical fitness postpartum. Qualifying questions for her to take on a client look something like this:

- *How many children do you have?*
- *Have you experienced any negative emotions after giving birth?*
- *Have you struggled with weight in the past?*
- *How long have you tried to lose weight?*
- *What has been stopping you from reaching your goals?*
- *Have you worked with someone in the past?*
- *What do you do currently?*

Notice how specific these questions are. She is very clear on whom she can help and wants to ensure that the client she takes on will benefit from her approach. That totally reflects in her approach.

To prospect right, you will need to specifically tailor your qualifying questions to your offer and to your ideal client.

While prospecting, don't shy away from understanding whether the prospect can afford working with you. Enrolling clients who think you are too expensive will waste both your time and theirs.

You are creating a massive transformation in someone's life as their coach. You don't need to twist their arm into working with you. When you enroll someone who you *didn't prospect correctly*, you run the risk of the following:

- “Pain-in-the-ass” client
- Clients that don’t value your work
- Clients that will be more problematic and won’t be good case studies for you
- More work for you in trying to ‘convince’ them to take action
- Brand/business harm

When you are just starting out you may be tempted to test out your sales and enrollment skills:

“Let me make the first sale.”

“If I get one more enrollment I meet my goal for this month.”

“How bad can it be if I sign on this client that’s not my ideal client?”

But it is NEVER worth putting your own mental peace, brand, and business at risk for a client you shouldn’t have taken on in the first place.

Remember, you have to help your clients choose you.

Do this by prospecting right, by using the art of influence and persuasion, and by building rapport that lasts.

Draw out a plan of influence

Before you have an enrollment conversation and present your offer, you should probably put your discovery cap on and understand a bit of human behavior dynamics.

You need to take into account how your potential clients gather information—truly understand their perspective and perception of the world. Most importantly, you really need to pay attention to how they process that information to make effective decisions.

Your plan of influence is centered on the pillars of information gathering and information processing. Let’s take a look at how this works:

Information gathering

There are four different ways people absorb information:

1. Visual - they need to see it on paper.
2. Auditory - they need to hear it.
3. Kinesthetic - they need to experience it.

4. Digital - they need to see it/scroll through it online.

The majority of your clients will be a combination of these styles of communication. To help them make a buying decision, you need to match their communication style of hearing, experiencing, visualizing, and perusing.

Your ability to influence clients and their decisions depends on your ability to communicate in all four styles.

Sarah's coaching practice thrived because she was able to use these styles effectively to communicate with her target audience.

After a 10-year career as a therapist, Sarah transitioned to her coaching business. As a therapist she didn't actively market her business, and grew mostly only through word of mouth and referrals. To build her new practice as a life coach, Sarah needed to reach her clients and convey a brand new messaging in various different ways.

First, she created a website as an anchor to all her communication. Her website was designed to appeal to the visual and digital communication styles. It was user friendly, uncluttered, and showcased her competence with client testimonials.

Next, she created a welcome video. This video gave a 90-second glimpse of who she is, a little about her back story, and most of all how she helps her clients build extraordinary lives through her coaching. This appealed to the visual, auditory, and kinesthetic audiences who needed to experience her before interacting or booking a discovery session.

Finally, in all of her social media posts and videos, she had a very specific call-to-action: she asked potential clients to book a 30-minute experience with her. This way, clients who had never worked with a life coach could understand her services and get an idea of what to expect while working together. This was perfect for communicating with and influencing kinesthetic and auditory styles.

Sarah's approach worked well not only to draw in potential clients, but also to prospect efficiently.

Information Processing

Once you know the client's communication style, you need to understand how their behavior is influenced by the information you give them.

In other words, how do they sort and process the information in order to make a decision.

As a neurolinguistics practitioner in human behavior dynamics, I find it fascinating how people are motivated by certain meta-programs they have formed from experiences, beliefs, and patterns in their life.

Here are nine meta-programs rooted in neurolinguistics that will help you master the art of influencing people's behavior. These programs will help you drive buying decisions for your coaching practice.

1. Towards vs. Away

Motivation comes in two types:

- Towards - something you want
- Away - something you don't want

Some people may only take action if it's either in the direction of what they want, or to avoid consequences that they don't want. This goes back to our instinctive behavior—of avoiding pain and wanting pleasure.

Let me give you a little backstory here. This is one of my earliest programs and beliefs as a child. My immigrant Indian father was a smoker. His father was also a smoker, and together they had a combined 70-year history of smoking. I never met my grandfather since he passed when my father was in his 20s. When my own father was given the diagnosis of his own stage-4 lung cancer I was absolutely devastated. I would lose him later that year, before I was even 20 years old!

After I lost him to the relentless and exhausting battle that would take his life, I became the biggest advocate for health. In fact, it's likely one of the main reasons I became a healthcare professional first, and devoted my number one priorities towards health in all of my beliefs. This life experience made my away value (to avoid pain and disease) so high that I would work out EVERY SINGLE DAY without fail, no matter what, throughout my 20s. Also, I would never touch a cigarette after losing my father that way.

Go deeper with your clients and get an assessment of them before beginning any conversations with them. Understand their rooted beliefs, patterns, and values to see whether you are the right fit for them. Apply this learning to figure out how you can influence their behavior and get them to see past what may hold them back. When you know what drives them, you can speak in a way that not only will be truly meaningful for them but also will affect their change in the way you wish to impact and influence them.

2. Internal vs. External Pressures

What is a bigger influence on how your clients make decisions? Is it their internal drive? Or is it external pressures from the environment, people, friends, family, or community that influences them more?

When you know their influence levers, you can leverage them in your conversations to drive conversion.

3. Possibility vs. Necessity

Do your clients make choices based on a favorable future outcome? Or do they react because of something they need at the moment that's essential to their well-being?

For example, take two brothers who failed an exam. The Possibility-driven person will likely get tutoring and change their studying patterns because they want to learn better and pass the exam next time. The Necessity-driven brother will react out of necessity and study harder to avoid the pain of failing.

4. Matcher vs. Mismatcher

Does your potential client see the positive side of things and visualize and how everything matches or fits together? In other words, when positioning an argument or a fact, are they likely to agree with you? A majority of people—the matchers—tend to do this.

Mismatchers on the other hand need more facts, more data, and will challenge you by asking the tough questions. They will try to poke holes in your offer, because what they see first is how things are absolutely different.

Knowing what to expect in conversations with matchers and mismatchers will help you prepare better for each situation.

5. Self vs. Others

Are your clients motivated by what they see, hear, or discover by themselves? Or does word of mouth, outside opinions, peer influences, stories, and feedback motivate them?

For self-motivated people, offering a one-on-one experience might sway their buying decision, while for people influenced by others' opinions, case studies, and testimonials can have a high impact on decision-making.

6. Generality vs. Specificity

Some people are broad visionaries. When they make decisions, they don't care for all of the details, they just need the big vision and actually get bored with the details. Others may ask for specific details before taking action—Where can they see the full scope of your offerings? What you will do at what stage? And what will they gain after each visit?

Understand what works for your client and be ready to give them either the elevator pitch or a detailed, in-depth walk through of your offer.

7. Convincer Strategy

This is actually dependent on belief. To believe that something is true, some people need to see it or experience it themselves. For others, hearing the same thing multiple times from other people might be necessary before they actually believe it.

8. Past vs. Future

Do your clients make decisions by avoiding situations from the past? Or are they motivated by how bright their future would look if they make a certain decision? For example, losing both of my parents to cancer in a span of three years and watching them both take their final breaths in a hospital formed some strong beliefs and programming around health for me. I vowed to never smoke a cigarette and to be hyper vigilant about healthy eating and exercise—both of which I follow to this day. Your past experiences (as well as your clients') shape behavior for what may or may not happen in the future, which can become the basis of many life decisions.

9. Cost vs. Convenience

This is a big factor in decision-making. To avoid wasting time you need to make sure that potential clients can work with you in the first place. Even if they do have the means to work with you, their choice will depend on cost and convenience. How convenient is it to work with you? Can they justify the cost in their mind?

It's the same reason why certain people can invest money in designer clothing but will never go on a vacation. Or why a person can purchase a brand new car, yet doesn't have enough to save for retirement.

Understand their personal preferences and showcase value in terms that they can appreciate.

Wow! We just dove into some major specifics that will help you draw out a plan of influence—a plan that removes psychological barriers in enrollment conversations and helps in making the decision to work with you easier and more efficient.

In his book *Persuasion Engineering*, Dr. Richard Bandler, the co-developer of NLP (neurolinguistic programming) shows you how to:

1. Find opportunities to sell
2. Set the stage for a successful presentation
3. Communicate more effectively with your prospect
4. Give your prospect sights, sounds and sensations that he or she wants to have
5. Build the intensity of those sights, sounds, and sensations

6. Link yourself to those sights, sounds, and sensations
7. Link your product to you

Influencing buying decisions is easy if you also follow these tenets from Dr. Richard Bandler's *Guide to Trance-formation*:

- Speak in the communication style that will resonate with your clients
- Unravel one of their nine meta-programs and understand how they process information
- Use these insights to provide the best possible outcome for your sales enrollment process

Here are some more resources to help you find the right clients:

How To Get Clients For Your Coaching Business: 3 Unconventional Strategies

Link: <https://www.youtube.com/watch?v=Vm-V-LlpjJE>

How To Create Coaching Clients with Rich Litvin

Link: <https://www.youtube.com/watch?v=Y88M1WNQ7ug>

Reflection time

Create a list of 50 people from your contacts—this can be from social media, email, and even your personal list.

Now, use this guide to create pre-qualifying questions as they were your clients:

1. Needs - Identify what is it they need. Can you help them fulfill that need?

2. Wants - What are their deepest wants and desires?

3. Wounds - What have they experienced in the past that may be triggering or that may motivate them to want to work with you?

4. Authority - Are they one to respond to what you are offering? Would they follow through? Have they worked with someone before? How do your prospective clients respond to authority? Do they make decisions for themselves or depend on other people to help drive decision-making?

5. Money - Are they qualified financially to work with you? What income bracket, professions, and jobs are they in to warrant being able to afford working with you so that it is a winning solution for both parties?

Chapter 23

Serve Love

— NEETA —

*“PEOPLE DON’T CARE HOW MUCH YOU KNOW UNTIL THEY KNOW
HOW MUCH YOU CARE.”
– THEODORE ROOSEVELT*

Serve Love is the motto we use in everything we do! Serve Love is the guiding principle behind every action, every conversation, every ad, and every strategy in our business.

When you have an enrollment conversation with a potential client, you are not just selling your offer. You are opening the door to the *possibility* of them achieving their hopes and dreams.

They don’t come to you because they want to buy something! They come to you because they have made the decision to take the next step in their journey. They come to you because they are ready to move out of their comfort zone and grow.

And getting out of the comfort zone is not something that comes easy for us human beings!

So when you have an enrollment conversation, you should give your prospects a taste of the transformation that's possible when you work together. But transformation is not possible without a true connection.

The first thing you have to do is establish *rapport*.

5 principles for building rapport that lasts

When you have found where your ideal clients hang out, online and offline, you need to start **building trust**. You want the best for them right? Then make them feel it! They need to feel that you have their best interests at heart.

Here are five principles that can help you build rapport, both online and offline:

1. Find something in common

You are building a relationship. At a networking event you build connections by finding a common ground to build conversation. The same way you'll build commonality in your online content to attract your prospects. This commonality will come through in your articles, in your social media posts, and even in your videos.

2. Match and mirror

People want to work with you only when they have built a relationship with you. When they believe that, then you can help them. When they feel that you understand them. To achieve this, conveying similarities becomes important.

You can do this by matching their gestures, agreeing with their statements, and even mirroring some of their past hurts. *For example, "I've been there too, I totally understand where you are coming from."*

3. Watch that tone

Tonality is powerful and deeply underutilized. One of the most important skills you can build is shifting the tone of your voice to convey strength, empathy, compassion, and your personality. When you speak, bring enthusiasm, depth, and cadence to your tone. Do this online and in your content with emojis, capitalized text, or exclamation marks.

4. Body language is important

Your body language is still over 60% of how people perceive your energy, whether on a live call, presentation, or meeting. Mastering your gestures, eye contact, and *conveying your presence* to someone before words are even exchanged leaves lasting impressions.

5. Pace and lead

When taking someone through a conversation while getting to know them; be sure you are pacing them by identifying their behavior. You can pace by matching their eye contact, their breathing, their tone of voice, gestures, posture, and their tempo. Once you have matched their pace, you can lead them in the direction where you wish to take the conversation.

For example, let's say in a client conversation you discover some limiting beliefs they had about past coaches. Their breathing becomes rapid and they change their tonality. You can express your empathy to pace them and subconsciously affect their tempo to calm them. After this, lead them to what you think would be a better solution for them.

If you are building your coaching business through social media, ask yourself—are you really going out of your way to interact with your followers? Are you putting up content that truly challenges, engages, teaches, motivates, or inspires?

Even if people don't work with you they will still follow you, comment, share, like, and TELL OTHERS about your service. The impact that you provide from each conversation will be what creates your long-lasting community to build a coaching business that THRIVES.

Creating disproportionate advantage and market dominance

By now you have a fair idea of what your clients want and how you should build an offer that appeals to them while solving their problem. The thing is, you are not the only one aiming for that. There are a lot of coaches out there who will address the market problem and solve people's problems.

Why should clients come to you then?

To be a coach that people clamor to work with, you need to give your clients more than just the solution. You have to move them from wherever they are to a greater level of experience with you. *How do you do that?*

How do you get your clients to feel better about working with you?

How do you create a disproportionate advantage and market dominance in your space?

How do you get people to stay engaged and keep getting value from you?

Here is how I do it:

Let them see you

We tend to think that our clients are one-dimensional because we think from our own context. I might think that because I am a leadership coach that focuses on high performance, my clients only want to talk about leadership and I'll only engage them on that front. But guess what? That's not how it works.

When you only talk in one context, you become a one-dimensional person for your clients.

As human beings, we are multi-dimensional. We have personalities, inner struggles, past stories, personality quirks, and so on. If you really want people to fall in love with you, then you have to become multi-dimensional. You have to let them really see YOU.

Create multi-dimensional content

Go beyond your expertise area and create content that your audience will find useful. To build a relationship with your audience you need to show your character—who you are, how you function, what moves you, and how you solve your own challenges. Get vulnerable to build trust and transparency. When you start talking about these things you create multidimensional content.

It could be as simple as how-to videos. Here's how you can make them:

1. **Find the topics** - Inspiration can come from anywhere! Find ideas from commonly asked questions, look for what your clients talk about otherwise, think about what are some of the things you want your audience to know that you don't necessarily teach. And there you have it—your list of topics for a whole quarter!
2. **Show your character** - Make it personal, human, relatable, and yes, a bit more vulnerable since that alone will allow you to build connection and trust with your audience.
3. **Talk about the problem** - Give context to what you are talking about and why.
4. **Share 3–5 tips** - Tell them how you go about solving this problem. What are some of the things that have worked for you? Share a framework or tool if you use it.
5. **Get them to take action** - Don't sell, but tell them to do something! Take a small step, make a micro-commitment. It could be as simple as “like this video” or “subscribe to the channel.”
6. **Stick to the magic length** - Don't make it boring or overwhelming. Make it easy to consume. If you are using YouTube, stick to three to five minutes of video. If you are using Facebook create 90-second to three-minute videos that showcase your personality, themes that you care about, and most importantly, what your ideal avatar is attracted to and will resonate with.

As you create more multi-dimensional content, you'll start to see a stronger relationship with your ideal clients. Congratulations! You've built a connection beyond the run-of-the-mill!

BUT, you still haven't made it to an emotional connection.

Share beliefs

Emotional connections build when you share beliefs. Do you follow anyone politically or religiously? Think about it—what are you really following? It's actually *their* belief system or values.

Now think about this. How many times do YOU talk about your beliefs to your audience? Maybe once in a while? Inconsistently?

Sharing beliefs polarizes the audience—they'll either agree with you or they won't. They will either love you or hate you. But that's okay. When you share your beliefs, you get an audience that has a similar belief system. That empowers you to be your unapologetic self. That helps you show up fully and create the impact you want to create.

To be able to share your beliefs you must know what they are. Let's do this now! List out what you believe about work, life, love, and relationships.

About work	About life
About love	About relationships

Now take a look at what you are comfortable sharing. Not all of us will be comfortable sharing everything at the get go. Find your comfort zone and channelize your belief. As you do it over and over again, you'll develop yourself and your character, and you will get more comfortable and confident sharing even those beliefs that may not be so popular.

Create emotional experiences

Can you tap into emotions beyond your beliefs? Can you tell a story?

Great content creates immersive experiences. Stories help people relate to your experience and see their story in context.

For example, consider that you were going to make a video on '*How to not be overwhelmed*'. You could make it a fact- and tips-based video, OR you could tell people a story of what you did when you were overwhelmed to get past it.

What are the stories that lead to your beliefs? What are some of your stories people can relate to? What are the vulnerabilities that make you who you are?

Do it consistently

No relationship is fully built in the first conversation. It takes time—just like your personal relationships. You are building a connection and a relationship between your audience, your avatar, and the community that you serve. The key is to do it consistently. If you don't, all your effort will be a waste and it'll fail.

To show how I do it consistently, here is an example of my ritual.

Every month Ajit and I bulk out our video content. We block out two days a month for video, one specific day for writing out our scripts/bullet points for thematic content material, and another day to sit in front of the camera—recording, reciting, and getting familiar with our styles on camera.

Just these TWO DAYS gets us a lot of great content to work with—as much as one video twice a week!

Doing it this way has also made it cost effective and easy for us. This system allows us to shoot 6–10 videos a day! We just load the content on a teleprompter, get the video person ready, and we are good to go! This future planning and scheduling has helped us stay consistent in delivering great content to our audiences.

Let's make it easier for you to serve love—here are some resources that will help.

Coaching Principles Every Coach Should Follow To Become A Master Coach

Link: <https://www.youtube.com/watch?v=kFu7DjP9LaE>

Content Creation and How It's Changing The Coaching World

Link: <https://www.youtube.com/watch?v=CaWbQvsqBIk>

How To Communicate Your Message Effectively To Your Clients

Link: <https://www.youtube.com/watch?v=3VMHZXXKtfU>

Reflection time

List what you believe about work, life, love, and relationships.

Work

Life

Love

Relationships

What are the stories that lead to your beliefs? Think about three stories that others could relate to. What are the vulnerabilities that make you who you are?

Chapter 24

Help Your Clients Make The Right Decisions

— NEETA —

*“IF YOU WISH TO PERSUADE ME, YOU MUST THINK MY THOUGHTS,
FEEL MY FEELINGS, AND SPEAK MY WORDS.”
– MARCUS TULLIUS CICERO*

Closing your prospective clients should be desirable for both you AND your client. This is where you should prepare your client experience in advance.

Think about it! You are creating a long-lasting business—what is it that you can do to personalize your sales conversations? Perhaps write a thank you note? Record a personal video after each conversation you have?

This is where going the extra mile to have maximum effect on your prospective clients can reap rewards and even have them raving about you to their friends!

Preparing for your best client conversation

Here’s what you need to do first:

1. Know who the customers are and anticipate their needs or hurts
2. Know your offering—the pros and cons of it—in and out
3. Know your competition in the same space and industry as you
4. Know all potential objections and have answers ready
5. Expect the best and prepare for the worst
6. Create the demand; maybe have a waitlist. Only enroll certain times of the year, make it clear that you can only hold their spot for a few weeks before giving to someone else, etc.

Add these three elements to your client conversations to make them more meaningful:

1. **Demonstrate how you will take them through a transformation.**
This is where you show your client what the offering will do and how it will be delivered to them. You can even demonstrate it via a discovery call so that they can experience it themselves.
2. **Give examples of past success.**
Nothing convinces people more than knowing that something has worked in the past! Showcase case studies and client testimonials relevant to your conversation. Use stories that may have similar concerns, reservations, or pain points to bring about your argument for the sales conversation.
3. **Have facts and statistics that back up your offer.**
Some people may need facts to back up their thoughts, conditionings, and beliefs. This not only establishes authority, but also shows that you have done your research. It tells them that they may lose out on something valuable if they don't work with you. Facts strengthen the power of your conversation.

Don't fear the dreaded 'No'

While this section is all about getting you comfortable with the sales process in general, remember, even if your clients don't sign up now—it doesn't mean no forever. Remember the mantra—no just means *not right now!*

To convert a conversation to sale, connection is key! Your attitude is key! Let a potential 'no' be your challenge. Create a beautiful strategy and work towards combating objections.

Yup, not right now.

It's still in your value proposition to always leave people better than when they started interacting with you. You just never know, they may and do often come around when you leave them with a great impact.

Best-selling author Sally Hogshead teaches how to fascinate other in her book *7 Triggers Of Persuasion And Captivation*.

Here are some fascination approaches you can begin to incorporate in your conversations. These approaches bypass rational processing and evaluation to powerfully influence your client's primitive limbic brain.

7 Triggers Of Persuasion

<p>LUST Sparks a craving for sensory pleasure or experience. Stops people from thinking and causes them to start feeling, makes the ordinary emotional, uses all five senses, teases, flirts.</p>	<p>MYSTIQUE Provokes curiosity with unanswered questions, builds mythology, and limits access.</p>	<p>ALARM Creates urgency with a threat of negative consequences, deadlines, and distress—focuses not on the crisis most likely, but the crisis most feared.</p>
<p>PRESTIGE Increases respect within a group, with emblems, standards, scarcity, and action.</p>	<p>POWER Uses authority to command and control, dominate, reward, and punish.</p>	<p>VICE Encourages a creative approach or rebellion against rules by creating taboos, leading astray, and defying absolutes.</p>
	<p>TRUST Builds loyalty with stability and predictability by familiarity, authenticity, and repetition.</p>	

How can you add more fascination in your own techniques and personality? Are you creating enough conviction for your prospective client to justify their buying behavior? What is it that they need to believe in order for them to work with you?

There are a lot of tools and techniques we have been talking about. Don't get overwhelmed! No one gets it right in the beginning.

Remember, it's simply a conversation. No matter how much we discuss theory, there is a big learning curve here. It's okay and definitely needed to make mistakes.

See what your conversation style is; how you maneuver the objections; how you can take clients through the stories, pitfalls, challenges that lie in their own head; and how you can inspire and influence something they weren't necessarily aware of before the conversation.

An effective sales conversation depends a lot on you and how you are feeling. If you are stressed, that will show in your conversation. If you are not in your most confident state, that will come through in your conversation. If it's forced, it WILL sound sales-y (and that's totally not what you want!). This is where the jitters come in—fears and blocks around the art of enrollment and sales.

Remember this, you are there to serve them, and it's in their best interest to know why they should work with you. That's why your paths have crossed in the first place!

Most coaches don't practice and have enough conversations. Instead, they start thinking that their process isn't working!

In the beginning, it will take a lot to have an effective closure rate. You are compounding for the future, for the long haul. Have compassion for yourself, and think, "I am just providing value, I would be doing a disservice if I didn't share how people can work with me."

Think about any service you come across on your daily route. For example, when getting your car washed or getting your nails done, they may ask you if you would like your tires waxed or if you would like the ultimate organic buff manicure. That is their way of providing value to let you know of the additional services that can enhance your overall experience. Now it's up to you to make that decision—whether you want the shiny tires or the buffed manicure.

After all, effective sales skills take time, a ton of practice, and serious dedication.

Here are some resources that would help in your journey:

"How To Master Enrollment Conversations" by Christina Berkley

Link: <https://www.youtube.com/watch?v=w10oT5HAuac>

How To Master The Art of Selling & Enroll More Coaching Clients

Link: <https://www.youtube.com/watch?v=qNpmMLSuyp4>

Reflection time

What is it that you can do to personalize your sales conversations?

Create your script

What will you say to introduce yourself?

What are some of the things you can do to create rapport? (Ask about their life or find common points in your experience)

How will you establish where they are now? What is it that they came to you for? What is their pain or desire?

How will you clarify their ideal outcome? How will you help them paint an ideal future in their personal, professional, and financial life? (Notice where they get excited—emotion creates action.)

How do you establish relevance? What can you say to clarify why their ideal outcome is important? How will you find the motivation behind their vision?

How will you establish what their biggest challenge has been so far in relation to reaching their ideal outcome? (Once you know what has stopped them before, you can help them get past their blockage and move forward.)

How will you get an idea of how committed they are to their own goals? (Ask them to rate from 1–10 how committed they are to their own goals.)

How will you communicate the cost of inaction? (Analyze with them what it will cost, financially and emotionally, for them to avoid taking action towards what they really want.)

What will be your offer? How will you present an action plan or solution map to help them get to where they really want to go?

Pause. Wait. Let them respond. Let them digest their own commitments and dreams.

Chapter 25

Make A Desire-Fueled Coaching Business Plan

— NEETA —

*“A GOAL WITHOUT A PLAN IS JUST A WISH.”
— ANTOINE DE SAINT-EXUPÉRY*

Many in the coaching space believe that you must only serve. That you must only care about helping other individuals. And when you do, business magically unfolds.

Well, that assumption is wrong!

Coaching is a business, and like any other business, it needs a business plan.

When you have a coaching business plan, you are able to:

- Not be distracted with everything that is coming at you at the same time
- Not get excited about every opportunity
- Direct your energy towards something that really works
- Create predictability in your income

Traditional business plans can be intimidating and can often lead to us losing interest in actually making them. So, I am making this business plan structure as simple as possible.

It has just five parts:

1. Intent
2. Channel of Connection
3. Channel of Conversation
4. Channel of Conversion
5. Execution Plan

Let's map out your business plan starting with *Intent*.

Intent is why you do what you do. Write down why it is important for you to do this work. How does it create results in the world outside? Why is this work important in the context of you and your needs?

This last part is important: You need to ensure your plan is designed to serve YOU as much as it serves the world.

Be selfish in your growth, your desires, and your dreams. When you are selfish about your personal care and vision, you show up as selfless when you are serving others. When you care about you, you empower others to care about themselves.

Once you have a clear intent for your business, it's time to identify the *Channels of Connection*.

In our digitally-connected world, real connections are losing out, which is why it is imperative for coaches to build real connections—something beyond the transactional, that leans more into the emotional arena.

In a world where information travels fast, transformation has slowed its pace. In this world where we have the tools to be digitally connected all the time, and we are hungry for real human connection.

How will you connect with your clients?

Will it be through social channels or through live events? Will it be by reaching out to one person at a time? Will it be by reaching out to many people at a time and then going deep with a few?

List the three ways you will be building deep, meaningful connections.

As we connect, we must be conscious to create insightful, meaningful, and transformational *Conversations*.

As a coach, communication and language are your primary tools. Answer these questions to help understand how you can best provide this:

- How are you inciting a conversation that leads to meaningful transformation?
- Is there an opening question, comment, or insight that leads to opening up a relationship with your potential client?
- How will you go from that meaningful transformation to presenting a powerful future for your potential client?
- How do you prefer these conversations to happen?
- What will be the channel and how will the conversation unfold?

Next is moving from conversations to *Conversion*.

Converting your potential clients to real clients is the only way for you to create real transformation.

How are you getting potential clients to say HELL YES to working with you?

This is a factor for you to consider in your packages, program options, quality of conversations, methodology, and enrollment plans. (We talk about it more in the section on building your business.)

Lastly, the *Execution Plan* is how you bring it all together.

This is where your intention comes to life. This is where you write down what happens, so *your intention becomes your reality*.

Your execution plan can be drafted in the next 30 minutes. Here is what you need to do.

Take a piece of paper or open a spreadsheet on your computer and recreate the table below:

	Connection	Conversation	Conversion
Week 1			
Week 2			
Week 3			
.			
.			
.			
Week N			

Write down which weeks you will connect, and how many wonderful individuals you will connect with. Then write how many conversations are you hoping to open up from those connections and jot down how many conversions you are expecting based on these conversations.

Remember, you don't want every connection to be a conversation, and not every conversation should be a conversion.

You are looking for the right YES.

Someone who is right for you and right for your business.

Intentions become your reality when you take action towards them.

A business plan for your coaching business is your path to success. You write it not to impress someone, but to show yourself how you are making your dreams come true.

Take time this week and make your plan. A plan that shows you how to win this week, this month, this year. A plan that will give you confidence in yourself, belief in your business, and a way for your clients to find you and work with you.

Creating Persistent Action

The most important thing you can do to thrive as an entrepreneur and business owner is to prepare, plan, and persist.

Persist during the roller coaster times in your business.

Persist when there is doubt.

Persist, because it MATTERS.

Persistence is the ability to maintain consistent action in your business. Here's how you can begin planning to create persistent action:

1. Create an annual calendar for business related activities. This marketing calendar should include all the elements related to revenue generation in your business. This is the heartbeat of your business. Without a calendar, business tends to run chaotically and many times without intent or direction.
2. Once you have your annual calendar, list the items you will conquer monthly. For example, what are the themes for content or outreach? What are specific activities you will do? Which events will you organize or participate in? What are the revenue benchmarks?
3. Schedule a quarterly review, check-in, and analysis. This allows for small tweaks in your outreach and marketing and helps you spot small pitfalls before they get larger. Review your goals for the quarter. How did you do compared to last year or last quarter? Have you noticed growth or changes? What can you do better? What needs your attention currently?
4. Plan out three months in advance and schedule time to review the month at a glance. This keeps you, as well as those who support you, aware of where you are at in terms of revenue and where you wish to be.
5. Make a weekly checklist—your own internal process of the three things that need to be accomplished and why. It could just be a phone call or a meeting! In the long run they add to your persistent action and bottom line.

6. To get even more specific, plan out your days. What are the business and revenue generating activities you will do that day? Or what service delivery activities such as coaching and serving your clients are on the agenda? Or will you spend time in writing/client creation activities.

For more tips on creating a business plan, watch this:

How To Create A Coaching Business Plan In 5 Steps

Link: <https://www.youtube.com/watch?v=1HHTst1ujsw&t=3s>

Reflection time

Intent: Why is it important for you to do this work? How does it create results in the world?

Channel of Connection: How will you connect with your clients? List the three ways you will be building connections.

Channel of Conversation:

- How are you inciting a conversation that leads to meaningful transformation?
- Is there an initial question, comment, or insight that opens up a relationship with your potential client?
- How will you go from that meaningful transformation to presenting a powerful future for your potential client?
- How do you prefer these conversations to happen?
- What will be the channel and how will the conversation unfold?

Create your execution plan in a separate spreadsheet or piece of paper using the table template below:

	Connection	Conversation	Conversion
Week 1			
Week 2			
Week 3			
Week 4			

By now you have a sense of how to find the right clients and what to offer them. You have built your business, and now it's time for the next step – growth and longevity.

While starting a business is easy, growing and sustaining it is an entirely different ballgame. It requires you to think differently. It requires you to operate differently. And it requires you to shed some more myths and preconceived notions.

Let's explore some of the things that would be of great value when you are growing your business and concepts that will accelerate your path to becoming an abundant coach.

SECTION 6

PLAYING THE LONG GAME

Chapter 26

States and Stages of Business

—AJIT—

*“WHEN WRITING THE STORY OF YOUR LIFE, DON’T LET ANYONE
ELSE HOLD THE PEN.”
– HARLEY DAVIDSON*

In order to succeed as a coach, to have sustainable growth, you have to take care of three major focal points throughout your journey. These are: You, Your Methodology, and Your Business.

There is no way for you to have a successful coaching business without having a clear methodology that brings in results, or if you are burnt out!

All three pillars are essential.

Knowing and using these focal points to figure out what you want to do changes everything. Now you no longer need to look at the outside world to create your progress.

What you need to look at is which element YOU need to focus on.

That allows you, as a coach, to have a tremendous amount of comfort and make more effective decisions. Sure you can listen to what others are saying, but you don’t have to REACT to what the world says you should do. You just have to decide on what you KNOW you need to do.

Let’s talk about YOU a little more in detail.

YOU are the central point of your coaching business. Without you, nothing else is possible. Taking the best care of yourself is key for everything else to unfold. Only when you go deep within yourself will you find the blocks that are stopping you and release them to move forward. Your motivation and purpose lies within.

Ken Wilber, an American writer on transpersonal psychology, explains that as human beings we move through stages and states of consciousness.

We progress through the stages in the same way we graduate from one grade to the next. Once we move to a new stage, we don't go back. It's extremely difficult to unlearn things.

For example, as a coach you go from just starting as a coach, to a little bit more experienced, to having more success, more clients, and so on...

States of consciousness are different. We can go in and out of states of consciousness all the time. You can be in a different state every moment—motivated, sad, excited, etc.

The state you are in affects you, your clients, and your business. States have a deep impact on the stages of your life and career and how you move through them.

Focus on the states that serve you in order to move through the stages faster.

Let's dive deep into states and stages to give you a little more perspective.

The stages in your coaching journey

Stage 1: The soldier stage

This is the stage when you decide to start your journey as a coach. You are just starting out! You may even be beginning it as your side hustle while you build your coaching acumen. Typically, at this stage you will likely have a full-time job (which is smart!) to pay the bills while you figure out how to create an income from your coaching business.

You may also realize there is a huge learning curve as you are doing most things on your own. As you begin to further develop your skills, you may get more and more excited about how you can serve others and feel inspired to help more.

Timeframe: First 1–2 years

Revenue: ~\$10K a year

Impact meter: 5–10 clients

Stage 2: The Dame or Knight stage

In this stage you start feeling more confident in your coaching abilities. You have a real idea of what you are doing (or what is working and contributing to your growth!), and how you may serve your ideal avatar. Your client list grows as well as your income.

You may even have more of an idea of which product suite and offer stack you wish to build upon. You're starting to think about quitting your job and dedicating fully to coaching, but also understand that you need enough *safe income* aside in order to take that *full* leap. You have

started thinking about creating coaching packages, but feel overwhelmed with your to do lists for growing your business.

Timeframe: 2+ years

Revenue: ~\$10–50K a year

Impact meter: 10–20 clients

Stage 3: The Prince or Princess stage

At this stage you are likely working full time as a coach, immersed in your coaching practice and making safe income. You are seeing progress and success. You are starting to get excited about what's happening. You are feeling more confident about serving others powerfully and are confidently claiming your authority.

You've gained some good traction, and you're successful. But this is also the stage where you may start to feel stuck—and that's a good thing. You've worked a ton and are now seeing the fruits of your labor. This is where the work on your inner game and emotional grit become vitally important. At this stage, you may be working way too hard and need to shift things a bit, so you don't feel the burnout or head into entrepreneurial exhaustion. You are also likely wondering how to sustain your growth rate with so much on your plate. You start to value your time more than money, since there's only 24 hours to do everything every day.

Timeframe: 3+ years

Revenue: ~\$50–200K a year

Impact meter: 20–100 clients

Stage 4: The King or Queen stage

At this stage you get to experience more stability in your business and a greater work-life balance. You have an online presence. You want to have a greater impact and wider reach. You hire a team, and maybe even different departments inside of your team.

Your challenges at this stage may be around the clarity in your business, or growing different elements of your business, or team dynamics. You now want to be part of high-level masterminds and find a community that understands you, your challenges, and your vision. You want to know what's next.

Timeframe: 5+ years

Revenue: \$200+K a year

Impact meter: 100+ clients

Some people can skip through stages. When you decide to start your coaching business, sometimes even in the first year you might move on to the dame or prince stage. This is because you may have done a lot of relevant work prior to deciding to work as a coach. Many of you

have done a tremendous amount of training before, and now in this new venture it is beginning to compound. You have been creating an impact unknowingly.

This happened to me.

I was coaching people as a skillset for years—as a leader in various organizations as well as an entrepreneur. When I started my coaching business, I could skip over stages. I had done the work even before I started charging for it and so I was already at the prince stage when I started my practice.

Knowing the different stages of your coaching journey increases your awareness of where you are and where you want to be. Now, there are many times where the reverse could happen. You come from a large enterprise and are happy to keep things small and tight since it's the stage of life that you are in.

This is not a linear journey. It's only a map that you can use as a guideline for the next steps in your journey. It stops the fear and uncertainty and creates momentum. You know what is needed to go to the next stage.

All of us are different. We all have our different stories and journeys. There is no way I can give you a formula. I can't say how your life will unfold exactly, but I can give you a framework.

These states are not in any way to box you. Their purpose is to help you avoid feeling stuck, frustrated, and panicked. The intent is to help you make that progress by following an outline and doing the work.

Let's talk a bit more about the states that impact these stages.

States of consciousness

For the sake of simplicity, we will simply say there are two states. Red State and Green State.

Red - not good for you. Stop.

Green - a positive state. Go!

Being in these states can disempower or empower you and take you in a negative or a positive spiral. This also goes back to building your emotional intelligence and your self-awareness. Once you are keenly aware of these states, you have the power to make a choice of which state to be in.

The red state

This is the demotivated place you fall into when you think it's you vs. the world. When you believe that people are out to get you. When you are surrounded by negative emotions that may consume you. When you feel alone in your journey, and think there is no one you can count on. When you act from a place of competitiveness and not from a place of generosity. When you see the world from a scarcity mindset and not as an abundant universe. When you compare yourself to others, constantly measuring what is lacking, instead of what you have.

You get into the red state when you don't feel good enough. When you feel as though someone will find out you are a 'fraud', aka imposter syndrome. When you feel you can't help a client who is smarter, wealthier, or more successful than you. When you get in front of a camera and you feel your message is not valuable enough. You start to drop into a negative state. That's not empowering for you.

You also get into red states when you allow external factors to control the way you feel. You feel ill-equipped to do something. You think you need a lot more training, more education, more investment, more time, more...everything, before you can serve.

In red, you are constantly in a place of stress, overwhelming pressure, anxiety, and fear. It stops you from moving forward.

And then there is the other side. The state that serves you AND the world...

The green state

Also known as flow or peak state, the green state is where you want to be. You are driven by your passion. You know what you are creating and how that adds value to the world. Your drive incites action. You want to learn. You are curious, excited, empowered. You know and embrace exactly where you are, simply because you know that's that stage you are in *right now*.

You get to play and experience life on your *own* terms. Every day. You feel confident about what you do. You are deeply rooted and comfortable with what you do. You are internally motivated. You are not competing and comparing. You want to grow and you want to be challenged.

You are in a state of positive vibes. You feel equipped. You feel you have the right tools. You want to serve others, in the way that you know you can. You feel trained. You have an urge to move forward and take on the next challenge.

The more you can keep yourself in green states, the faster you progress through the different stages of business.

The red and the green states will *always show up*. You will experience both, but it's important to have the awareness of which state you are in, and where you want to be more. It's your own internal awareness and understanding of which states tend to show up when. With practice you'll learn to move to green faster.

When I was a kid, I was often compared to others for my grades, my weight, and so on. I had developed a habit of constantly putting myself down as a human being. I kept thinking I wasn't good enough. I would not amount to anything. That made me a really competitive person.

And for a good part of my life I operated from there. I was moving forward, and I was moving fast, but mostly in red states. It cost me my health and my relationships. I realized the more I stayed in red, yes, I moved forward, but not as fast as I could in green. I realized that when I am in the green state I get to keep everything—my friends, my relationships. I play more, live more, and take care of myself and my family.

Learn to identify your red states faster, and build strategies to move to green.

Get more information on states and stages here:

Stages of Business & What It Takes To Build A Successful Coaching Business

Link: <https://www.youtube.com/watch?v=JcCFI62Sz8I>

Reflection time

In what stage of coaching are you in right now?

What do you need to do now to move to the next stage in your coaching business?

What actions can you take to switch from being in red states to being in green states?

Chapter 27

Overcoming The Fear of Failure

— NEETA —

*“DOUBT KILLS MORE DREAMS THAN FAILURE EVER WILL.”
— KARIM SEDDIKI*

Karen decided that this was going to be the day. It had been a long time coming. In fact, she had been toying with the idea for months. And so, she parted ways with her business partner of three years.

Karen wanted something more, something different, but just couldn't quite articulate what that would look like. She was already tired of all of the business decisions she had to make now that she was going 'solo'.

A fellow colleague referred Karen to me and we had a conversation. She confessed that she didn't feel 'ready enough' to handle the business building, and would much rather go back and work for another company, putting her business aside.

We talked about what she liked and how she envisioned her entrepreneurial journey three years from now.

She said she loved group dynamics—that was the work style she and her partner had built up prior to their separation. She loved being a facilitator—this stemmed from her 13-year experience as a corporate trainer, prior to her entrepreneurial journey.

Karen painted a picture of where she would be three years from now: teaching and training, hosting workshops across the country, and finishing the book that she had been talking about for years.

We began to map out what that actually looked like and how could she get there. In the process we unraveled some of her own imposter syndrome—the fear that she was not good enough to run a coaching and training business without her business partner. We also dove in and resolved the normal angst and fears that come up during the roller coaster entrepreneurial journey.

Now, Karen's story could have ended in a few different scenarios:

1. She could have put down her business and gone back to a corporate job
2. She could have found another business partner
3. She could have created collaboration opportunities with others
4. She could have given herself some time to process and move slowly through the stage of business she was encountering

At some point, each one of you may have had a Karen moment.

A moment of despair, wondering if your retreat will actually be a success.

A moment of self-judgment based on mismanaged expectations.

A moment of doubt of whether you can *actually* write that book, publish a new post, write out that course, launch your program, or even continue operating your business.

These are real confessions and fears of established entrepreneurs!

6 reasons why you may fail and how to overcome them

If you've had a Karen moment, pay special attention to this section. There are a variety of reasons why you may fail in your business. Sometimes it could just be a redirection or a pivot. However, it's good to check if your self-doubt and fear of failure are rooted in some very real challenges.

Here are six obstacles that could lead to failure. Take note and see how you can work through them.

1. ***You are unable to manage your inner critic.*** Managing your emotional mindset and emotional grit is 100% vital through the choppy waters of business-building. It's the reason why you should consider working with a mentor, business strategist, coach, or consultant. You need a community to support you through the murky waters at this stage.
2. ***You have too many open windows.*** All too often coaches believe that they have the capacity to 'keep up the pace' and do it all. They launch the podcast, the YouTube show, the online group, and their eBook all at the same time... and then wonder why there are crickets! Don't burn off your starting capital before you've enrolled clients. Start with one thing, and do it profoundly well.
3. ***You are invisible in the market.*** You haven't branched out your message in the right ways for exposure. You could be depending too much on one channel such as online, or you still haven't crafted your value proposition. In other words, you haven't uncovered your full and robust marketing and messaging plan. You haven't

differentiated in order to stand out, and create that special experience for those who you wish to serve.

4. ***You are operating in the red.*** You've done investments to grow and build your audience, but didn't fully think through the ways to serve them. You've invested in advertising prematurely and didn't have a plan B if those ads did not 'convert'. Think of the journey you would like your client to go through and truly walk in their shoes. Understand what they want before jumping deep in 'testing' if something would work.
5. ***You don't have a business plan.*** Most coaches don't have a business plan. Yet this is one of the most vital documents you can create for how you wish to operate. No, it doesn't have to be fancy. But it should have some foundational aspects like your revenue generation plan, and benchmarks for your success where it can be easily referred to and modified. Write it out and keep it somewhere where you'll remember to revisit it periodically.
6. ***You are a team of one.*** Solopreneurs are fabulous. If you choose to be one, that's great. However, if you try to do everything yourself, it won't be sustainable in the long run. Many coaches burn out because they are trying to play every role: that of a graphic designer, content writer, editor, coach, CEO, sales person, accountant, back end systems person... in a nutshell, pretty much run everything in their business. Are there some tasks that you *can* delegate? Is there some way you can manage your team and time better? Then do that!

Want to know more about overcoming fear? Watch this video:

“How To Deal and Overcome Any Fear” by Ajit Nawalkha

Link: <https://www.youtube.com/watch?v=v71PTuVoAjM>

Reflection time

Analyze your business today. Are you doing an activity that is draining you of energy? What can you do today to fix that?

Chapter 28

The Wealthy Mindset

— NEETA —

*“STUPIDITY IS DOING THE SAME THING OVER AND OVER AGAIN
BUT EXPECTING DIFFERENT RESULTS.”
— ALBERT EINSTEIN*

When you start your coaching business, most of you come with set expectations on revenues. This money mindset that coaches have about what they should be doing, what they should be earning, and how they should be working must go.

We are wired to:

- DO... because it's necessary to fit in to society's standards, our own internal expectations, and the so-called rat race...
- Slave away at our business... because the pioneers before us made that the industry standard of what 'success' means...
- Fight to achieve seven-figure revenue... because it's obviously talked about, encouraged, and is the society's requirement of fitting in—or so you thought, right?

What about figuring out what's fulfilling? What about choosing a path that works best for you? What about aligning your goals to the stage of life and business that you are in?

Maybe you are a seasoned executive who burnt out at a corporation. You want to scale down, focusing only on high performance, and simply not about 'doing or being busy'.

Maybe you are a mother of two babies who require your love and attention. You want to take it slow and build something that lasts, and not a seven-figure enterprise.

Maybe you are in a season of life where you want the freedom to explore. You want to see what works best for your clients and for the four-hour workday lifestyle you want to build, and definitely not be a *slave* to your passion.

You can achieve your goals better and compound wealth if you let go of preconceived notions.

Here are four myths we are going to end right now!

Myth #1: You should do what everyone else is doing, because they have done it better, smarter, and have a proven track record.

Absolutely not!

The trend may be to create an online course or to start a podcast, but it may not be the smartest business decision for you—especially if you are in an earlier stage of business.

Take Donna, for example. Donna has been a women's empowerment coach for years. Her revenue cycle consisted of:

- *Three retreats a year that were always booked out*
- *Monthly workshops in different parts of the world that she had a waitlist for people signing up*
- *Four private one-on-one clients per month at any given time*

This structure allowed her time to work on other writing projects during the month.

She was curious about adding an online dimension to her business. After attending a seminar, she went and created her online course. When she put it out, she heard crickets. She didn't have a single sale.

Granted it was her first time launching an online product, and naturally in business there are some tweaks to be expected. Yet, Donna had thought that adding an online component to her business was going to be simple. She had invested in her video team, took time to think, build, record, and execute the course—and not a single sale!

The problem here is that Donna didn't ask her community.

Later, client surveys revealed that her community enjoyed her live format. She had been doing live workshops, retreats, and seminars for years. That's what her community was used to.

In order to introduce a new format, she needed to start slowly and accustom her community to an online platform. She could have first created an online community and used it to offer live trainings and updates. Once the audience was receptive to an online format, she could have launched the course.

Donna's example is similar to many coaching businesses when first starting out. What has worked for others may not be the best solution for you, your business, and your season of life. Yet we try to do what is trendy! We try because we see others do it, without setting up a strategy for how it will fit within the confines of the business you are building.

You do YOU, and what works for you.

Myth #2: Outsourcing work instead of hiring will help save money.

In the digital, gig economy, outsourcing has become very popular. When you are a brand new startup, of course you would like to save as much as you can. The thought of paying someone from the Philippines \$4/hour may be quite exciting in the beginning, until it isn't.

Here's why.

Depending on your personality and leadership style, you may be getting yourself into more of a headache, especially when you are trying to learn the ropes of your business first. Hiring an offsite assistant may add more stress and hardship; you may spend much more time in training the right person and figuring out if outsourcing is the way to go. The point is not to hire people just because others do.

Instead, first decide who it is that you need on your team. Is it an assistant? What would their job roles look like? How much time would you need them for? What will their responsibilities look like? How will they help you and give you more time? Do you have two months to properly train them? How are your communication skills? Do you hope your team members will figure things out, or are you the one that can delegate and automate with details and specifics? Would you like to see your team members every day or are you okay with touching base virtually and never see them?

This will require more analysis and trial and error for you to see what's the right fit for you. There is no right or wrong way of building your team. The only thing to remember here is to hire slow and fire fast. Before you make a decision, ensure it's a right fit for you, for your needs, for culture and alignment. Fire fast if it is not! There is no need to hang on to toxicity in the early stages of your team building since it can be a detriment, and can spread to others in your team.

Myth #3: Creating a seven-figure business should be my goal.

Any seminar room, conference, workshop, or online ad will always try to sell you the dream. There's absolutely nothing wrong with this, by the way, but it doesn't paint the entire picture.

I want you to think differently. It is NOT the revenue size that you should be focusing on.

Whenever I have these conversations with coaches about the businesses they wish to build, they begin with this bold myth, yet when I keep asking why, they do not have a clear answer. What is it that you will do with that money? Most importantly, what is the profitability you wish to have in your company?

When I ask this, most are dumbfounded. You can have a million dollar revenue generating business and spend 99% of it on operating costs and marketing. That wouldn't make you profitable!

Ask yourself: what is the revenue you would like to generate, and how profitable would you like to be?

Myth #4: As an entrepreneur I must work hard to reap the benefits.

As with anything you initially start out with, entrepreneurship *is* hard. But it doesn't have to consume your life. You do not need to work 12–18 hour days, unless that is one of your main desires.

Your goal should be to work *smarter*. Your desire should be to create a meaningful business that leaves you feeling fulfilled.

Also, hard work doesn't always mean immediate success. When you begin building your coaching practice, the fruits of your labor may not occur in the first year (sorry to those who thought they would get instant secrets to instant gratification!).

An average thriving practice will have the seasons, stages, and phases of a business cycle. This is normal and to be expected.

The 7 rules of wealthy coaches

There are seven rules of how wealthy coaches operate. This may be something to bookmark and refer to again later. This may be something you print out and post by your desk where it is easily visible.

Many of these rules will seem glaringly obvious. Yet, time after time coaches fail to follow them. This leads them to report lack of growth or success in their business. This visible reminder will help you ride through any difficult phase of your business.

Here are the seven rules summarized for you:

Rule #1: A wealthy coach is clear on whom they serve; and they actively make a point to disengage with anyone that is NOT that person.

Rule #2: A wealthy coach is clear on the ways they serve the above mentioned person and they resist every other path the client may suggest.

Rule #3: A wealthy coach loves creating value through service; they resist “gimmicks,” “fads,” and “tactics.”

Rule #4: A wealthy coach embraces enrollment and values the art of conversation that leads to conversion.

Rule #5: A wealthy coach knows where their potential clients ‘hang out’ and have effective social media and online channels to reach and communicate with them.

Rule #6: A wealthy coach knows their strength and plays it to their greatest capacity.

Rule #7: A wealthy coach is clear on how to create consistency in results for their clients and for themselves.

For more tips on building a successful coaching business, take a look at these resources:

How To Make A Living Coaching & Create Your Ideal Life (Even If You're New)

Link: <https://www.youtube.com/watch?v=-o1TTEngKFc>

The Ultimate Guide to High-Performance Coaching

Link: <https://www.evercoach.com/ultimate-guide-to-high-performance-coaching>

Reflection time

What are the two things other people are doing in the coaching business that might serve yours? What are the two things that other people are doing that will not serve your business right now?

Do you need a team right now? What do you need help with? Make a full description of their role and how will it help your business. Take into consideration the time you will need for training and follow-up, as well as the time that you can save by hiring.

How much money do you want to make in profit each year? WHY?

How can you work smarter? Less hours, more gain.

Chapter 29

Playing The Long Game

— NEETA —

*“IF YOU WANT TO KNOW HOW TO SELL MORE, THEN YOU BETTER
KNOW WHY CUSTOMERS BUY.”
— STEVE FERRANTE*

This is all about the long game.

You aren't running a sprint; you are focused on the *marathon!*

You are focused on improving and celebrating small wins DAILY.

When I was working on the research for my first book *Emotional GRIT*, I was fascinated by data. I wanted to collect as much data as possible on what characteristics were most important for leaders.

From the business titans, non-profit heroes, entrepreneurs, and community builders that I researched across the globe, the answers were clear. Among the characteristics that were wildly important (resilience being the top trait) there was one huge thread that connected every leader.

It was their ability to think *entrepreneurial*.

It didn't matter if they led large or small organizations, communities, households, or even the industry they were in.

What mattered was their mindset.

To grow.

To continuously learn.

Mostly, to want to learn from others.

As you build your coaching practice, you need to play the long game of entrepreneurship.

How are you continuously improving your skill sets in your coaching business? How are you committing to keep gaining results for your clients? How are you learning and developing your entrepreneurial skills?

Do you have the right financial management skills? For example, let's take your client enrollment cycles. How will you plan and budget effectively so that you can manage any cash flow problems?

What about being able to effectively put systems in place that run smoothly? How about the skills to effectively delegate, build, and hire? How do you understand what's needed and when it's time to grow or cut back?

There's a reason why top entrepreneurial thinkers focus on growing their skills. There's a reason why learning to become more entrepreneurial will help you weather any storm that may arise and shift easily with the seasons of your business.

Here are four ways you can start becoming more entrepreneurial:

1. ***Look at learning how you look at exercise.*** Top business leaders focus on the five-hour rule. Mark Zuckerberg, Warren Buffet, Oprah Winfrey, and Bill Gates—they all dedicate ONE hour to learning or reading every day¹. It's a deliberate practice of consistent improvement over time and build a habit of learning.

What does learning look like to you? Is it a podcast? An audiobook? Reading articles and books? Playing YouTube videos? Find your preferred learning method, and do it everyday.

2. ***Give yourself time to reflect.*** In the beginning things may be busy. Things may be all over the place, and probably chaotic since it's new! Still, allow yourself to reflect. Bake it in your weekly or daily routine—just like you would look at your bank statement.

Give yourself time to reflect on what is happening with you as a leader and your coaching business.

3. ***Play, experiment, discover.*** Whether you are a startup or an established business, don't underestimate the value of play. Look at things through a different lens, from a different perspective. It's one of the main reasons why other ventures took off at Google and Facebook when employees were allowed time to play and explore other

¹ <https://www.businessinsider.com/bill-gates-warren-buffet-and-oprah-all-use-the-5-hour-rule-2017-7#we-should-look-at-learning-like-we-look-at-exercise-5>

ideas and side projects². It increased ingenuity, creativity, fun, and revenue growth for these companies.

Now, this may look different for your coaching business. Allow yourself a season of trying different ways of serving. It may be a season where you test and discover what works best for your clients. It could be a live event, masterclass, content strategies, or a private group.

It's okay to devote time to other projects. Spend 10–15% of your overall business capacity in experimenting and trial and error. This is where you will find your personal gems that work for you. The more you play and discover, the more you will be able to grow and expand your message, your community, and your coaching business with ease.

4. ***Fail, and fail fast!*** Oh yes! It's best to fail fast. Everyone fails. Failure is simply feedback on what isn't working. Perhaps it's your messaging. Perhaps it's not knowing all the needs of your clients. Perhaps it's timing. You don't know until you fail.

Knowing that failure is a part of your entrepreneurial journey and embracing it allows you to get clarity on what does work. More importantly, you'll be able to perfect your product stack and the revenue generators that are big wins as a result. Not to mention, failure builds your grit and resilience, preparing you for long-term success in your business.

Managing yourself and your expectations

As you and your business grow, two things can happen:

1. You get excited and reckless and take on more projects because of the easy wins.
2. You plan for the short-term wins and begin to make some risky investments.

Whether it's doubling down on advertising, or doing *more* events, *more* things—we see a lot of clients who bite off more than they can chew. They think more work would, and should, equate to more cash flow and higher revenue streams.

When you are compounding wealth over time, there's simple math that not everyone takes into account:

² <https://www.inc.com/adam-robinson/google-employees-dedicate-20-percent-of-their-time-to-side-projects-heres-how-it-works.html>

You can generate six-figures or seven-figures in your business, but in actuality how much are you profiting from it?

Many entrepreneurs want to chase the contagious idea of a ‘seven-figure business’—the thing that you read in your Instagram feeds or Facebook ads. But even if you do hit six or seven figures, when you are profiting 5% or 10% of that, is it merely your ego at play?

The real question is—can you keep the wealth that you generate?

How will you set yourself up for financial management and budgeting so that you compound wealth year upon year?

Have a goal of profitability, and understand what you need to do to take that home. You may find that all you need are *x number of clients per month*. To get those clients, you need to do a few offline or online events and build your client roster and conversations over time. Let’s say this allows you to make only \$300K in the year. But because your overhead is much lower (let’s say 33%), you take home \$200K as profits. Now, let’s say you build a \$1M business, but your overheads are at 80% and so the take home is \$200K. In both cases the take home is the same but the effort is different.

The question you should think about is—what is it worth to you? Plan A probably involves less stress, less team members, less offerings. Plan B will involve more stress, more team members, and likely more lower end offerings.

The ability to manage your expectations versus your desires of how you wish to build your business is key. You may want to consider Plan B vs. Plan A. Most of you may choose coaching because you can reap more of the benefits and lifestyle with Plan A. It all depends, and ultimately it’s your decision.

The most important point here is that your internal management, emotional capacity, and business building decision-making will be what compounds your success and wealth creation in the long run.

Let’s look at how you can manage yourself and your expectations over the stages of your business:

Years 0–3: The grind

The first 0–3 years of your business is the grind phase. Your money mindset, emotional leadership, and financial management are crucial here. You may notice wins, and you may notice cycles of your cash flow, but you likely won't have a steady rise as of yet. This is only because business is in the testing and experimenting phase.

You need to be more cautious and wise about your investments here. Understand that more than anything these are the crucial years for building your community and message. This phase will require the most work from you as the leader. Some of you may even go through a period of burnout!

Years 3–6: The stabilization

This period is when your business stabilizes. You should have systems and probably teams in place to give your startup legs. You may be looking to scale your business or your products. You've found a consistent business model that drives consistent revenue with small tweaks, usually in your marketing. The big goal for this phase is creating systems, processes, and structure as you choose to scale.

Years 6–10 and beyond: The maturity

This is the phase where your business is mature. Now you may decide to not be involved in day-to-day running of the business and find a CEO or COO instead. You may explore other side projects or solely focus on the vision. You may simply be focused on creating your legacy, working on books and lectures, and perhaps may already have teams and systems in place that may require less involvement from you.

Now, this is all relative. What I've highlighted in terms of timelines is a generalization. There may be unicorn businesses, those that have scaled quite fast. There may be businesses that realized scaling down is a much better model for them. The intent is to give you an idea of how to manage yourself during some of the toughest business building years, and what is required of you as the leader of your ship.

Managing your systems and processes

Systems are the bloodline of your business. Without systems, you as the coach, the business operator, and owner can run in chaos. Let's be honest, there is already so much happening! Do you really have time to deal with more chaos?

Putting systems and processes in place for your business and automating them will save you a lot of time and headache. It will ultimately allow you to scale and compound your wealth much earlier.

Author and performance expert Ari Meisel shares some wisdom in his bestseller *The Art of Less Doing*. According to Meisel, there are three keys for entrepreneurs to achieve more by doing less—Optimize, Automate, Outsource.

He encourages entrepreneurs to break down tasks into their bare form, eliminating everything that is not completely necessary. After optimization, assess which tasks you can automate, delegate, or outsource.

Let's say you want a more efficient system to respond to inquiries that come in from your website or from social media. First, make a list of possible questions. For example:

- *How do you work with clients?*
- *How can I book my time with you?*
- *How long are the sessions?*
- *What do your packages look like?*
- *What is your fee structure?*

This standard list of questions will help you optimize the response process. Instead of responding to each and every inquiry, you can answer all of these questions in a pre-crafted, automatically generated email. Or you can have them listed as FAQs on your website. You can then choose to automate or delegate this task. An offsite assistant, someone in your team, or scheduling software can reach out to the prospects for a discovery call to learn more.

Just by doing this you have begun to create a process for your client/lead outreach!

Another example of a system is time management. Block your creative and service time chunks. For instance, check your email only on certain days and at certain times of the day. Create an auto-responder to let people know when you will access your email and how long after that will you revert to them. Scheduling frees up more time and space for you and trains others' expectation of your response times.

Just like these examples, there are many more ways to make your business more efficient and self-sustaining. Get thinking about how you can optimize, automate, and outsource mundane and everyday tasks that you do repeatedly.

In the beginning you may think that these small minutiae are not necessary to worry about, or that it may take you even more time to create the process. However, once the task is optimized and automated you only need to do it once before you begin to delegate. That helps you save time and effort in the long run.

When you make systems more efficient, you get more time for yourself and more freedom to work on the business vision instead of operations.

It takes a team to go the distance

The biggest and best kept secret to entrepreneurial growth and compounding business wealth is your *team*.

Entrepreneurs often feel that they are far more capable of doing things for their business faster, better, and easier than anyone else. But one person cannot do everything. We talked about owning your strengths earlier.

Do more of what you are good at; delegate the rest.

Yes, it's not easy to find amazing talent and team members. Yes, sometimes you don't need anyone onboard full-time. Yet, delegation is essential to scale and grow your business—not to mention actually serving value and love to your clients everyday without worrying about some of the routine tasks.

Here are some of the key 'teammates' that you ought to consider in your journey. You can engage with them full-time or on a project basis—whatever suits your and your business' needs best.

1. ***Web developers.*** Unless you were in IT or you love building websites and do all of the things that involve the 'back end', you need web developers. Even if you know how to do it, it's best to get help. Just think about the many hours that you will invest in this activity that can otherwise go into serving another client or networking for leads. It's not worth wasting that time to save a few dollars!
2. ***Graphic designers.*** Thanks to online platforms like Canva, design for web or social platforms has become easier. It definitely beats trying to use PowerPoint or Photoshop! Get people from [fiverr.com](https://www.fiverr.com) or [upwork.com](https://www.upwork.com) to help you with long-term

brand and marketing projects. Professional help will keep your brand elements, messaging, and language top notch.

3. ***Social media managers.*** Love it or hate it, social media will be an important part of your business growth plan—it is your voice to the world. Whether you post once a day or two times a week, whether you post articles, videos, or images—you *should have a plan.*

While there are great social media software available to help you plan and schedule campaigns, sometimes you need a person to manage the activity. Get a social media manager to help you brainstorm ideas, create the content for you, and post it on relevant channels.

4. ***Consultants.*** Strategy, branding, marketing, and business—these are just some consultants that may prove useful and point you in the right direction. Rome wasn't built in a day, and surely it wasn't the work of just one person that built the empire. Don't go it alone—get support when and if you need it.
5. ***Copywriters.*** If writing isn't your strong suit or you have zero time to focus on it, hire a copywriter. These ninjas make your world much more peaceful and effective. If you find someone who truly understands your voice and is in alignment with your vision, you've hit the jackpot!
6. ***Personal assistants/Project managers.*** They are lifesavers. If you are a true visionary dealing with a variety of things, you will likely want someone on your team who will keep you focused and on task. In the beginning you will have to devote time to train this person, but over time they will shoulder a lot of responsibility and manage every small detail that is required to run your business.
7. ***Accountants/bookkeepers.*** If you are great at managing your finances and money, then great—many times you just need tax planning, filing, and expenses that can be managed via software tools. But as you build your wealth, forming a relationship with an accountant or bookkeeper will keep you accountable and give you timely warnings about potential pitfalls.

Remember, smart and savvy business owners don't want to, and shouldn't, do everything in their business. It is the power of your team that will allow you more freedom to soar as an entrepreneur. Don't cut corners on getting the right team in place!

At our business consulting institute we see early-stage coaches (many of whom don't have a business background) struggling with basics of business building. And so we have created **The Ultimate Guide on Building Your Coaching Business**. Find it here:

Link: <https://www.evercoach.com/ultimate-guide-to-starting-a-coaching-business>

Want more great ideas on how to have an amazing coaching business that stays in the long run? Watch this video on **How to Start a Successful Coaching Business**:
Link: <https://www.youtube.com/watch?v=Wzj-ddsVWJ8&t=31s>

Reflection time

What does your ideal life look like 10 years from now? Be as specific as possible.

What are you going to implement TODAY in your personal life to make this 10-year vision happen?

What are you going to implement TODAY in your professional life to make this 10-year vision happen?

Chapter 30

A Marathoner's Secret To Success

— NEETA —

“SUCCESSFUL PEOPLE ASK BETTER QUESTIONS, AND AS A RESULT, THEY GET BETTER ANSWERS.”
— TONY ROBBINS

Have you ever run a marathon? Or do you know someone who has? I have, and that was how I got into my fitness journey.

Building your coaching business is much like preparing for your first marathon. It's the long game. If you run a marathon like a sprint, you are definitely set to burn out!

Running 26.2 miles, or 42.185km, is quite an extraordinary accomplishment! And so is building a startup coaching practice ground up.

The key to success for both is preparation.

Preparation starts with intent. Making the decision that the marathon is for you. It's a challenge that you wish to undertake. It's embracing an entirely new way of thinking.

When you made the decision to run, you already planted the seed to BE a marathon runner.

How can you make this intent a reality?

You need to ask questions to uncover what you need as a marathon runner. Some of these could be:

- *How do marathon runners train?*
- *What are the habits they need to build for consistent success?*
- *What do they eat?*
- *What are they NOT eating?*
- *What will help build endurance?*
- *What material will help absorb sweat for longer distance running?*

- *What tools will help them stay hydrated for longer in hotter/colder weather?*
- *What will help improve time and speed?*
- *What shoes and socks will help to run that distance?*
- *What does their aftercare and post-run routine look like?*
- *What groups offer support and community?*
- *How much sleep per night to marathoners need?*
- *For the days before the race, what mindset do marathoners have?*
- *What do marathoners think about or visualize especially during tough moments?*

When you answer these questions and act on them, you are already preparing yourself for the run.

Building your business is like a marathon—you won't build it overnight. You must be committed to the long run.

Just like preparing for a marathon, if you have been thinking about building a coaching practice, you have already planted the seeds of entrepreneurship.

As you build your business, YOU the entrepreneur will change many things about yourself:

- The way you think
- The way you make your decisions
- The way you manage your mind
- How you plan your vision
- How you pursue your passion
- How you understand practicality
- How you build your habits
- How you focus on your strengths

In order for your business to take off, thrive, and be long lasting, you need to prepare. You need to ask the right questions.

The art of asking better questions

Asking the right questions is critical to preparation. Preparing for the journey ahead of you. Preparing for client conversations. Preparing to create new programs and offers.

As an entrepreneur you need to prepare your mindset for bigger, deeper, more thoughtful questions while you are building your business.

In the book *The Art of Asking Better Questions*, Terry Fadem, a former corporate manager, explores the art of asking better questions to get much better answers.

You need to ask better questions to promote innovation, drive change, identify hidden problems, get failing projects back on track, and achieve better results. A *Harvard Business Review* article³ says that when you ask better questions, you self-reflect. In the process you learn more about yourself.

Remember, it's not about the quantity but the QUALITY of your questions that will prepare you to play the long game.

Reinforce your marathon toolkit with these resources:

The Art of Asking Better Questions by Terry Fadem

Link: <https://www.amazon.com/Art-Asking-Better-Questions-Answers-ebook/dp/B004M18NI4>

“The Art of Powerful Questions” by Christine Hassler

Link: <https://www.youtube.com/watch?v=sGv-moiGZps>

An Open Letter To All Entrepreneurs From An Entrepreneur, Husband & Father

Link: <https://www.youtube.com/watch?v=m-Eg6nnNYiw&t=10s>

Reflection time

In order for your business to take off, thrive, and be long lasting...

What do you need to do first?

What are the questions you need to ask yourself?

³ <https://hbr.org/ideacast/2018/05/ask-better-questions.html>

What skills do you need to build?

What mindset do you need to have?

What are the habits of successful coaches with thriving businesses?

What are the strengths you need that will make you soar?

A Letter To The Abundant Coach

In the previous pages we've gone through various phases of your journey as a coach. We've talked about what it does and doesn't mean to be a coach. We've talked about the factors that will make you successful as a coach and the assumptions that you need to let go of. We've talked about models and methodologies that will help you create your coaching practice. And we've talked about how you can deal with and benefit from the emotions that arise along this journey.

It's a lot to take in. For some of you it might be overwhelming. But that's okay. Remember you don't have to do everything right now or at once or based on someone else's goals or expectations.

Take it one step at a time. Set goals that will stretch you but not stress you.

Whatever you do, evaluate it on the parameter of happiness. Is it giving you joy? Is it making you content? Is it fulfilling your purpose?

I'd recommend you read this book again, and again if needed—at every stage of your coaching journey. See what you can adapt and what works for you at any given point in time. But don't try to do everything at once, that'll just confuse you about the path you need to take.

Remember, building a business is not an overnight job; it takes time. Ultimately what matters is being consistent. Consistency is what will get you to your desired outcome.

And that's why Neeta and I wrote this book—to help you get there. It's our wish to help you achieve your goals. This is a guidebook that will allow you to take these ideas and go anywhere you want. So take it, and run with it!

Finally, to quote *Alice in Wonderland*:

“Begin at the beginning,” the King said, gravely, “and go on until you come to the end: then [start again].”

Wishing you a successful coaching career. With love,

Ajit and Neeta