

The Live Master Class Experience

Join Rich Litvin and 8,100+ participants to learn the system you need to create a High-End Coaching Practice...



YOUR OFFICIAL ONLINE EVENT GUIDEBOOK



6 Simple Tips To Get The Most Out of This Session:

1. Print out these Online Event Notes before the it starts so you can write down your notes as you listen.
2. Review the topic outline so you know what to listen out for.
3. Make sure you've set aside 90 minutes of private time for this session so you'll be able to focus and fully receive the benefits of the energy clearing session.
4. During the event, write down ALL the interesting and new ideas and inspirations you get while listening - that way you won't lose the most relevant information to you.
5. Think of how you can implement the system revealed in this session to get those "dream" clients.
6. Be in a comfortable position (ideally not driving) so you can fully take part in this online class.

6 sections that Rich will cover in this session:

Section 1:

His 3 step process to create a thriving business

1. _____
2. _____
3. _____

Section 2:

- How Rich build a _____ figure coaching business with clients he loves working with.

Section 3:

- How to do the perfect _____ to close more clients.

Section 4:

- What Rich calls _____ coaching

Section 5:

- How to do a powerful _____

Section 6:

- Common _____ that are holding coaches back

Section 1: The Process to Create a Thriving Coaching Business

You have to understand that you have to do _____ as a coach.

You can't take a client any deeper than you have taken _____.

You have to learn how to be _____ in the way you approach those *high performing, high paying* clients.

"You have to have a way of showing up, interacting with those clients and even taking "no" for an answer. That's what I call _____ coaching.

You don't attract clients, you _____ them.

The 4 steps to create a thriving coaching business are: _____, _____, _____ and _____

Section 2: Enrolment of high performing, high paying clients

Fill in this quote: "No high-performing client was ever created outside of _____. And no high-paying client was ever created outside of a _____."

What most coaches don't realise is that _____ is the enrolment process.

_____ is the way to enrol high performing, high paying clients.

The difference between successful coaches and struggling coaches is that the successful coaches are able to engage their clients in a _____.

Section 3 - The Perfect Pitch

It starts with the question: _____ to work with?

Before that - go one step back and ask yourself: "Who would I love to _____?"

If the people around you don't become your client they become: _____.

Now ask yourself _____ do I know?

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Connect: _____ do I love to speak to? And _____ do I know?

To get to know your client, you have to _____.

According to Rich, how many hours is the minimum you will need to spend with someone? _____

The key thing to remember is that you should never coach without _____!

Invite

Ask the person: would you like to have a _____ about that?

You will _____ their way of _____.

To craft the invitation, the question you need to ask them is: “Would that _____ with you?”

One of the things that is key to this is: understanding the use of _____.

People have this built-in self-resistance, so don't try and _____. Serve, _____, be there for people.

You can invite them to _____ deeper with you.

Create

You need to keep asking for _____. So continuously ask them: “are you ok with that?”

It does not matter how you coach. You have something _____. Bring it all, don't hold it back.

Serve them so _____, they never forgot your conversation for the rest of their life.

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Giving _____ all vs giving _____ all. Give _____ all.

Ask your client: How can I _____ ?

Don't close _____ - open a _____. And start finding out what would work powerfully for you and your client. And then you got your _____.

Section 4: Fearless Coaching

People forget the power of _____ when they are coaching.

Have your client do _____.

To get a really powerful coaching conversation, the one question you need to ask is: _____ else? Continue to ask this, and go deeper.

Be _____. Be _____ to share about yourself. Be willing to share that you understand where they're at. Because you have your own _____ too.

To enrol high performing clients you don't have to _____

Bring your _____ to your coaching. Ask questions that feel _____.

High performing clients will trust you more when you speak _____, when you are _____ and when you speak the _____ to them.

The most important this is that you should be selling _____ - not the _____ of coaching.

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All your high performing client will care about is the answer to this one question: “Can you _____?”

and the only way to know the answer to that is when you spend time with them and they get to _____ you.

Don't be afraid that if you give it all away, they will never _____ with you. Coaching is about being _____.

Don't forget, the magic is not in _____. The magic is in the _____ in front of you!

How does Rich call that “thing that makes a person amazing”? The _____.

_____ - don't sell. _____ - don't teach.

Your job is to _____ them, not to _____ them.

Fearless Coaching is: willing to feel _____.! If you are not, you are never taking your clients to that place.

Section 5 - The Proposal

You have to tell _____ and learn to _____?

Tell them what it would be like to work with you.

- How many times you would speak
- How they can reach you
- How much it would cost

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And tell them _____ is the least part of the edge of working with you.

They will need to lead into their edge to:

1. pay a _____ to be coached by me
2. bring the _____ that is needed for coaching
3. get past the _____ that come up

If your client says money is the issue, it means you have not _____

If that's the case, take _____ of the table and get back into the
_____.

Rich gives his clients 2 options only: _____ yeah! or _____ no!

Ask yourself this question: How many powerful proposals did I make in this past week? _____

You have to start with the _____? You would want to work with them. Then you say this is _____ it would be to work with me. And this is what it would _____ like.

Ask your client to capture: What is the biggest _____ to work on? Or, what is the biggest _____ we can handle when we work together?

Then you tell them _____ is why I want to work with you.

Section 6 - The Fears

Fear is the biggest thing that can get in your way as a coach. What fears does Rich describe?

- the fear of being _____
- the fear of not showing up _____
- the fear of showing up _____

Name some of the excuses coaches give:

- They can't _____
- I am not _____ that much
- I don't know _____ to speak to
- I don't know how to get into the _____ world

Use this space for your own notes

Thank you for joining the master class with Rich.