

THE BOOK OF COACHING

FOR EXTRAORDINARY COACHES



**AJIT NAWALKHA, CO-FOUNDER OF MINDVALLEY
WITH DR. NEETA BHUSHAN**

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support@mindvalley.com Printed in the United States of America

First Printing, 2017

ISBN: 0-9993665-0-5

ISBN 13: 978-0-9993665-0-9

Mindvalley Beaverton, OR 97005-2343

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To my grandfather, who served humans unconditionally
and who showed me how to do the same.

And to you, the coach who cares. Deeply.

Ajit Nawalkha

For the journey of elevating human potential,
and an even better world.

Cheers, to your next chapter.

Dr. Neeta Bhushan

"If you are serious about your coaching business, read this book. You will shave off years of trial and error."

– Christina Berkley, *Leadership Coach*

"A must-read book for new and seasoned coaches."

– Marisa Murgatroyd

Founder and CEO, Live Your Message

"One of the simplest, most powerful books for coaches."

– Lindsay Wilson *Entrepreneur and Sales Coach*

"Ajit's astute awareness of business structures and systems is absolutely stellar!"

– Laura Hollick

Award-winning artist, Founder of Soul Art Studio

"Ajit is a business genius who helped me simplify my product offerings and 2x my live events in 1 year."

The late, great Psalm Isadora, Author and Sex Coach

"The best business advice I ever got in 6 years was in a single call with Ajit..."

Keith Krance

Best-Selling author "The Ultimate Guide to Facebook Advertising",

Podcast host of "Perpetual Traffic"

"Working with Ajit has been a game changer..."

Ted McGrath

Founder, Message to Millions

"Dr. Neeta is a force disrupting cutting-edge leadership, and most importantly how to build internal resilience for your businesses & organizations."

Anurag Batra

Founder/Editor-in-chief BusinessWorld India

“Combining behavioral, brain science, & positive psychology Dr. Neeta breaks it all down, making it digestible so that you can lead better for the people you serve.”

– Alex Echols
Best-Selling Author, “Two Week Notice”

“Dr. Neeta shatters through the fears that business founders hide from: saving face, lack of emotional support, pretending you have it all. This is YOUR personal blackbook- from someone who’s thought through your journey from the tiniest steps so that you can be triumphant.”

–Emoke Vagasi
Hollywood Executive Producer

“How Dr. Neeta weaves empathy into her trainings for corporates, coaches, & organizations is what we are in most need of now. Changing the dialogue, she is the next generation for bridging the gap with her compassionate resilience.”

– Regina Manzana-Sawhney
Senior Executive, Google

“Doesn’t matter if you are a coach, executive, speaker, or teacher. Dr. Neeta’s unique approach to teaching & asking tough questions equips you with fundamental tools applicable to succeed in any industry.”

– Rohit Gandhi
Emmy Award-winning journalist & documentary filmmaker

“Ajit cuts right to the point in his coaching and teaching. I can’t stress enough how important it is to work with people who’ve already done what you’re trying to do...and Ajit has DONE it.”

– Summer McStravick
Founder of M.E. School and Flowdreaming

“The combination of fearless execution & serving love that both coaches Ajit & Neeta display in this masterpiece is necessary fuel for your next chapter.”

– Kute Blackson
International Speaker & Author of “You. Are. The. One”

“Ajit is not a featherweight coach. He will not necessarily tell you what you WANT to hear but he will tell you what you NEED to hear.”

- Lisa Nichols
*Best Selling Author, Speaker,
Founder & CEO of Motivating the Masse*

IGNITION

"We must never stop dreaming. Dreams provide nourishment for the soul, just as a meal does for the body."

-PAULO COELHO

Let me guess...

Your love affair with coaching began unexpectedly.

Maybe you hired a coach and figured; you really like the transformation you experienced.

Maybe you attended a weekend seminar or workshop, and you loved how the coach created incredible transformations and inspired the audience.

Maybe a friend became a coach and told you all about it.

No matter what your introduction to coaching, you realized one important thing: as a coach you have the power to create changes. Ripple effects that will enhance the lives of others in a big way.

The thought of serving people in this way, of doing this work, fills you with joy and excitement and now you can't imagine doing anything else

So here you are now.

Reading The Book of Coaching. Feeling curious. Wondering how to get

started.

Or if you're already a coach, wondering what your next step should be. And here's the thing... You don't want to be just any coach. You want to be an *extraordinary* coach.

A coach who truly cares. A coach who's dedicated, and committed. A coach who believes in keeping promises to clients.

But there's something holding you back. It's a challenge and it's a big one.

Yes, you know what you can do. You know how much power you potentially have.

But you don't know how to tap into that power to create the changes you want to see in yourself and in your clients.

Or it could be you're a complete newbie and you're overwhelmed. What do you do first, next and after that? Where do you begin?

Plus, it's not like you haven't tried. You've been trying from day 1.

You've read the books. You've done the programs. You've attended the events. Maybe you've hired other coaches.

You've hustled. You've failed... And you've stood back up again.

I want you to know that I see you.

I hear you.

I feel you.

I know what it's like to want to make a difference but feel like you're getting nowhere.

If all of this resonates, then you're in the right place at the right time because I wrote this book for you.

The coach who has so much to give, that you wake up thinking about how to contribute more. How to create more impact and build a beautiful, abundant life and business in the process.

The coach who wants to be *extraordinary*.

This is not a book with vague theories and philosophies. It's a practical guide with specific strategies to create a thriving coaching practice now and in the years to come.

ABOUT US

I'm Ajit Nawalkha and my co-author is Dr. Neeta Bhushan. We're honored to serve as your guides - your personal coaches - throughout this book.

A little bit about me...

I'm the Co-founder of Mindvalley - a revolutionary digital education company that's changing the world.

But that's not where it all began. My story really starts in a small town in India - the ancient town of Jaipur - where I grew up with 21 other people in the house.

In India, we call it the joint family living arrangement. So you have aunts, uncles, grandparents, cousins, cousins' cousins, nieces, nephews...

Pretty much the entire extended family under one roof!

I love my family but to say that my early years were challenging is an understatement.

But I got past those years. I went way beyond what I was "*expected*"

to achieve.

And it's because of the amazing people - the mentors and coaches - who showed up in my life.

I would have ended up a disillusioned engineer or an unhappy salesman with broken dreams if my mentors, teachers and coaches hadn't shown me the way to a meaningful, abundant life.

If they didn't show me what I was truly capable of.

Our greatest purpose often arises from our greatest pain and my purpose and my mission comes from my journey.

Just like my mentors and coaches showed me, I want to show others that they have greatness inside them. I want to empower them to design the kind of life they dream of.

A friend once said, *"Don't start a business. Start a mission and make it your business"*.

To me coaching is not a business. It isn't even a profession.

It's a mission to help as many coaches, healers, and teachers as I can. I want them to become the best they can be and achieve their goals and dreams.

And I know this can only happen through education. Through a learning space. A space where these amazing folks can meet, mingle, build their businesses and fine tune their craft.

I looked around and no such space existed. So I created one... And Evercoach was born.

Evercoach is a virtual hub for coaches to learn timeless methodologies as well as the latest and greatest tools and techniques to elevate their game

and take their business to the next level and beyond.

Today, I'm deeply honored to say that it is the go-to digital home for a community of thousands of passionate, purposeful coaches from across the globe.

A little bit about my co-author...

Neeta is a highly sought after Emotional Health Educator and Executive Performance Coach to global leaders and CEOs as well as thousands of women from all walks of life. She's written a best-selling book called Emotional GRIT: 8 Steps to Master Your Emotions, Transform Your Thoughts and Change Your World.

Neeta's book is an in depth guide to ignite lasting transformation for anyone who wants to step into their power and become best version of themselves. From world class leaders to stay-at-home moms, Emotional GRIT is written to empower the individual so they can master their emotions, discover inner strength and revolutionize their homes, businesses and workplaces to create even more impact in the world.

Neeta is also my partner in business and in life. She is my beloved wife.

What This Book Will Do For You

This book will show you how to elevate the 3 critical elements of becoming an extraordinary coach with an extraordinary business. These 3 elements are:

You
Your Methodology
Your Business



YOU

There's a coach I know. Let's call him Jack.

Jack has been coaching for 10 years and he's successful. He makes over a quarter of a million dollars a year. He works with companies where he coaches and consults their highest level executives.

Things look perfect on the surface but there's more to it than meets the eye.

Jack's been stuck at the quarter million mark for 5, long years now. He's not having financial issues. I mean, \$250,000,00 a year? No complaints, right?

But here's the thing: Jack is stuck in the vicious "dollars for hours" cycle and he doesn't know how to get past it.

This is what I call "stuck in version 1.0."

You see, like software, at different stages, we embody different "versions" of ourselves. Every time we hit a big personal breakthrough, we upgrade to a new, better version.

If you're stuck, your current version needs an upgrade.

And let me tell you a secret: there will *never* come a time when you won't need to upgrade.

You must upgrade your current version all-the-time. Constantly. It's endless.

It may sound exhausting or tiresome but it's not. It's the mark of a well- lived life.

Continuous growth and expansion. So, how does this lead back to You?

Well, all of this means that your business - and your life - cannot move forward until you do. You are the first element you need to think about when you think about your skills as a coach and business owner.

Your current "version" will define your level of success.

Your current version will define the number and quality of clients you attract. Your current version will define the impact that you have and the revenue that you generate through your coaching practice.

Higher version of yourself = higher version of clients.

Higher version of clients = better results, more impact, more income. You need to consistently create higher, better versions of yourself and this book will show you how you to do that.

YOUR METHODOLOGY

Your methodology is about how you impact your clients. How you create a transformation in their life. Your methodology includes the skills, strategies, techniques, systems and innate intelligence that you bring to your coaching sessions so your clients experience game-changing breakthroughs and amazing results.

Essentially, your methodology has to do with how you take your clients into the profound experience of transformation.

This was the area Jackie was struggling with when she came to me.

Jackie is an Intuitive Coach and she helps clients by tapping into her intuition – her gut feeling – and by helping them tap into theirs so they can come up with the solutions they need.

Jackie was great at enrolling clients. Her biggest problem? She couldn't seem to get them to come back to her, after a couple of sessions.

I worked with Jackie and found two easy solutions: create long-term coaching packages and increase prices.

Jackie did exactly that and immediately noticed a 30% boost in her revenue. She was happy.

I met Jackie again a few months later. This time she had a new problem.

Her clients were not re-enrolling even after staying with her for longer periods. Jackie couldn't understand why.

Here's the thing...

Jackie had forgotten the one rule of extraordinary coaching.

Being an extraordinary coach means continuous learning. Continuous growth. Continuous adoption and implementation of new coaching strategies you can use to up your game.

If she's serious about growing a sustainable, thriving coaching practice, Jackie needs more than a couple of coaching tools. She needs an expanding toolkit of techniques.

And so do you.

As you will discover throughout this book, you need to collect a growing set of tools you can turn to at any time so you can continue to create powerful, transformational experiences for your clients.

This book reveals a powerful set of coaching techniques, and trainings from different schools of thought that you can include as part of your unique, personal coaching methodology. The best part?

You can immediately start to use these to jumpstart your journey to becoming an extraordinary coach.

YOUR BUSINESS

Jill felt frustrated. *"I just want to help people. I know I'm a good coach. Why aren't my coaching skills enough to help me get clients?"*

Sounds like a great question, right? But it's not.

Jill's question is the same as asking, "Why isn't the world perfect? Why can't everyone wait on me hand and foot? Why don't I have a million dollars fall from the sky and into my hands?"

I know, I know. I'm exaggerating a bit but you catch my drift.

Just because you're a great coach doesn't mean you'll be a *successful* coach with a profitable practice.

Being a great coach is the first step. There are MANY more steps to becoming an extraordinary coach with an extraordinary business.

You could be the best coach in your area of expertise but that doesn't mean people will know your name.

And even if they do, it doesn't mean they'll trust you.

And it doesn't mean they've bought into the idea of trading their deepest, darkest secrets, and greatest challenges with you.

Coaching is serious stuff, people. You are moving someone through a transformation.

For someone who's going to an early grave because of poor health choices, they need to be certain their health coach can save their life.

They are risking their health with you.

For someone who's facing the end of their marriage, they need to be certain their relationship coach can save their marriage.

They are risking their happiness with you.

For someone who is desperate to grow, transform and change their life, they need to be certain their life coach can help them escape mediocrity.

They are risking their future with you.

Yes, you need to be able to do your job as coach well. Bloody well.

But you also need to know that the act of coaching is only one part of a long, trust building process that leads to success.

You also need to connect with your clients *outside* coaching sessions. You need to be at the top of their minds when they think of the challenges they have to overcome. When they think about taking their game to the next level and the next and the next.

You are the person who will transform their lives. Change everything. They need to trust you.

This book will show you how to build that trust.

When you have that trust, only then can you create a powerful, impactful business with a structure and systems that work.

Systems that allow you to work from a place of confidence and calm - not anxiety and overwhelm.

Structure and systems in your business are the building blocks that form the very foundation of an extraordinary coaching business. They create ease and efficiency and allow you to make a great living doing what you love, for a long time to come.

So, there you have it. The 3 critical elements - You. Your Methodology. Your Business.

Imagine these elements as a circular progression. You are always working on each of them to create holistic forward momentum.



This book will guide you to grow, expand and transform in all 3 elements.

How to Get the Most From This Book

Give yourself time to let everything you learn in these pages, to sink in. Reflect on the questions at the end of some of the chapters. Watch the suggested videos and talks that will help you understand new methodologies, techniques and concepts. Implement the ideas that feel right. Leave the rest. Maybe come back to them after a while and see if you feel differently.

Always remember to:

1. Keep an open mind. If you read about a tool or technique you already know, don't skip the section. Look at it with a fresh perspective.
2. Allow yourself enough time to reflect and work on the exercises and action items at the end of each chapter using the Ask Yourself section for reflection on the big ideas, as well as using the Tools as practice exercises to help you take instant action.
3. There are amazing resources, additional reading material coursework, and in depth programs to continue and deepen your learning throughout the book. Utilize them intently, and use the Resources section at the end of the book as your guide during the process. This is where the big magic happens.
4. Be patient and practice self-compassion. There's a steep learning curve ahead of you but you and your coaching practice will improve dramatically. No question.
5. Enjoy the process. Have a sense of adventure. Test out ideas and have fun!

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Our Websites: To learn more about us and our work.

<https://www.evercoach.com/>
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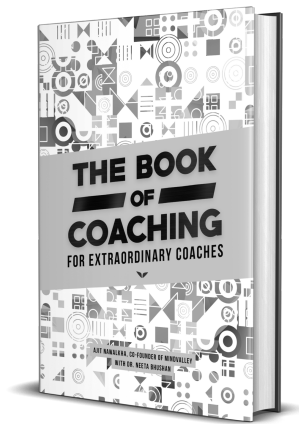
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Calling all coaches, transformational teachers, authors, experts, impact makers and anyone with a burning desire to change the world...

We'd love for you to join a growing tribe of rockstars just like you!

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The secret password is "Mastery" ;)



Special offer: Get *The Book Of Coaching* in paperback, sent to your home or office, for free.

If you liked what you saw in this 1st chapter, you'll love having the book on your shelf at home.

As Neeta and I launch *The Book Of Coaching*, we're committed to sending out free copies of the book to as many dedicated, ambitious, heart-centered coaches as we can find. And all we ask is that you cover the small shipping fees, which can vary from \$9 to \$29 depending on how far we have to send your book.

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