



7 STEPS TO A FULLY BOOKED COACHING PRACTICE

YOUR MASTERCLASS WORKBOOK
WITH AJIT NAWALKHA

WELCOME TO YOUR MASTERCLASS WORKBOOK

5 Tips to Get the Most Out of This Masterclass

1. Print this workbook before the Masterclass so you can take notes as you listen. You can also **download and type directly** in the workbook to save paper.
2. **Review the contents** of this workbook before the Masterclass so you know what to expect, and you can best set aside private time before, during, and after the Masterclass to complete the activities.
3. **You can pause the Masterclass video** to take notes or fill in the blanks by clicking on the video screen.
4. Think of how you can quickly **implement the secrets revealed** in this session to increase the quality your life.
5. During the Masterclass, use the dedicated space on the right column to **write down ALL interesting new ideas** and inspirations you get while listening - that way you won't lose the most relevant information to you.

WHAT TO EXPECT

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Set your intentions before the Masterclass.

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Create awareness by asking yourself powerful questions.

PART 4: REVIEWS & STUDENT STORIES

Read what other people say about Ajit Nawalkha.

PART 1: PRE-TRAINING EXERCISE

Start with Intention

Write down and set your positive intentions here. What are your intentions for joining this Masterclass? What do you hope to leave with?

2. 7 SIMPLE STEPS TO A FULLY BOOKED COACHING PRACTICE

What is that outrageous number, that you'd love to attain. Write it down. It can be in the form of annual or monthly revenue or your preferred measurement tool.

Follow along the Masterclass and fill in the blanks. **You can pause the video to write down your answers or take notes on the right. Click on the video to pause and unpause.** But pay attention, because you cannot rewind!

Step 1: Clarity of Audience

Knowing who we speak with changes everything fundamentally. You define who you serve not to shrink but to _____.

When you're focused on _____. You find depth and momentum.

Exercise: Answer this...

I _____ do _____ with _____

(who you serve)

(result they get)

(what method you use)

Step 2: Clarity of Results

Our clients are looking for a greater possibility for themselves. What does your client get when they work with you?

Step 3: Clarity of Price

Pricing is a function of just 3 things:

1. Size of result
2. Size of market
3. Your confidence

1. What would it cost them if they didn't get the result you promise?

Example for Health-coaches: What is the cost of an unhealthy mind/body?

2. How big is your market and quality of service they get?

If you can promise better results, you're likely to price yourself more effectively, if the market is big

Questions:

Are you operating in a busy market?

Can you provide extraordinary service?

How confident are you about the results you can provide? Can you guarantee results?

Step 4: Where to find them clients

Clients are everywhere. Everywhere is somewhere. Where are my clients hanging out?

Myth #1: You NEED social media. *You actually don't.*

Myth #2: You NEED a website. *You actually don't.*

Myth #3: You NEED ads. *You definitely don't.*

Right now you don't need any of these. What you need to know is this:

Where do your clients consistently go?

Step 5: Qualify, Qualify, Qualify

The mistake most make is that they don't qualify. Do you qualify a place before you travel? yes, right?

How do you know the person you're speaking with is likely to say yes?

How can you learn about qualifying clients?

Step 6: Engage, Serve, Propose

It's all about trust. Does your potential client trust in your services?

Engage

How are you engaging a client?

How do you start the initial dialogue?

Serve

How will people know about their possibilities?

How will they know that you can get them there?

Propose

How do you propose to your prospects that they should take action?

How can they know that the outcome they'll get is worth the price?

Do you know how to engage, serve and propose consistently?

How are you going to do it.

How do you engage: _____

How do you serve: _____

How do you propose: _____

Step 7: State Management & Consistent Action

Most business don't grow because of lack of consistent synchronous action.

Daily Unpredictable States Break Consistency!

Consistent: How can you stay in a consistent predictable state?

Synchronous: Is there a "through line" in everything you do? Do you have a way that you create synchronous action in your business?

Do you know your consistent synchronous actions? What are they? Do you do them consistently?

PART 3: REFLECTION

The right questions can spur your unconscious mind to feed you the right answers. Go through your notes and reflect on each of the 7 steps. Write down your key takeaways below.

1. What has been stopping you or having you stuck?
2. What's your key takeaway from this masterclass?
3. What are some other learnings you took from this class?
4. Why ARE you ready to grow your coaching?
5. What action are you going to take from here to grow your coaching business 10X?

THANK YOU for joining Ajit Nawalkha's Masterclass!



To implement what you learn and grow your coaching business, watch through the end of masterclass.

At the end of the masterclass there will be special offer to join the Grow Your Coaching Business Quest at an unbelievably discounted price.

6. STUDENT STORIES



“This course was perfect for helping me to consolidate my ideas around my coaching business...”

This course was perfect for helping me to consolidate my ideas around my coaching business in the form of client packages and gain clarity on how to take them to market. What makes the course stand out in value is the interactive Facebook environment which provided very useful feedback on specific questions I had, including the opinions of the other participants and the group facilitator on my client packages. The second stand out feature were the Live Calls where Neeta provided personalized answers to several of my questions. She really gave her all in terms of bringing her knowledge and thoughts to the answers. I would highly recommend the course if you are looking for clarity on how to set up your coaching business and looking for some extra courage to rapidly work through the main steps in a supportive and motivating environment.

Michael Simmonds, Mindset Coach, USA



“I’ve had one new client every week, in some cases, two!!!”

This Quest was amazing for me. It made me think big and understand that I just have to go out there and try and get better, and try again and improve my conversations and keep trying!!! I realised the importance of understanding the clients, their needs, their fears, frustrations, expectations. Pricing has been a challenge and the exercises opened my mind so much. I am empowered and grateful. From the moment I started posting my packages, a couple of weeks ago, I've had one new client every week, in some cases, two!!! That had never happened to me.

Juanita Andrade, Communications Business Coach, Mexico



“...after the first month I had already surpassed the income I was making from my last job...”

This quest helped lay the foundations and build momentum for me and my business to grow WAY faster than before the quest. I was working for a couple months on my own, it was slow. Then with the quest, everything accelerated, and after the first month I had already surpassed the income I was making from my last job that I had quit to start coaching! Definitely worth the time and money I invested in this course!

Rusty Osborne, Musician Coach, USA

This is the first time in 10 years that I got really clear on my different types of avatar and how to communicate to them individually.



Here's what happened in my business in the past 6 months as a result of the inner work I've done in the past and as a result of going through the Grow Your Coaching Business Quest:

I've realised the importance of the *names* of my packages and renamed them to attract more clients. This is what I teach other coaches now as well. As a result of the weekly coaching calls of the quest I got the opportunity to have conversations with 2 new potential clients every week - which was really great. By listening to the people in the community I learned how to showcase my packages in different phases, too. On top of that I understood my boundaries better and how to communicate them with

potential clients. I bought the two books Neeta suggested and started using that specific language with my clients which made a really big difference. I started to use some words/strategies from the 1st book in my courses for bartenders (how they can communicate better with their clients in order to create the wow effect) and got new amazing testimonials through that. Through these testimonials I got a new opportunity to create more programs with the tourist agency in Rome. Finally, I learned that there are 3 types of 'Yes' which I had never looked at before. Eventually this helped me to be even more specific with my avatar. Getting my avatar super specific was one of the most powerful shifts for me, because I saw how I'd need to understand my clients' avatar as well. This is the first time in 10 years that I got really clear on my different types of avatar and how to communicate to them individually.

~Concetta D'Emma, Expert in Food & Green Marketing Strategies, Milan, Italy