

# RISE



A BEGINNER'S GUIDE TO BECOMING  
AN EXTRAORDINARY COACH

AJIT NAWALKHA

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**A Beginner's Guide to  
Becoming an  
Extraordinary Coach**

**By Ajit Nawalkha**

**“WE RISE BY LIFTING  
OTHERS”**

**- Robert Ingersall**

# **CONTENTS**

## **INTRODUCTION**

- **CHAPTER 1 The World is Waiting**
- **CHAPTER 2 The Hidden Power Within**
- **CHAPTER 3 Out of the Unknown**
- **CHAPTER 4 Tapping Within**
- **CHAPTER 5 First Step to Success**

## **ABOUT AJIT**

# INTRODUCTION

This is a book about becoming an extraordinary coach.

The kind of coach who inspires clients to achieve their potential.

The kind of coach who guides clients to become who they are meant to be.

The kind of coach who transforms lives.

Now, this may sound like a tall order but it's not.

Like anything else that's worth doing, becoming an extraordinary coach is about being willing to learn and grow.

If you're determined to discover the right techniques and adopt the right mindset, you will get to your goal.

Nothing will stop you.

So, no matter where you are right now — whether you've started a coaching practice or if you're just thinking about starting one — this book can help you.

But before we start, I need to ask you a question. It's a question that will help you get the most out of this book...

## ***How are you currently showing up in the world?***

I know, I know. That's a pretty heavy question to think about, right off the bat but it needs to be asked.

If you ponder on it for a few moment, you'll realize that how you're showing up in the world is connected to just one thing: what you know.

What you know shapes how you think and how you think influences your actions and reactions which are inextricably related to how you show up in the world.

***What you know ----> how you think ----> actions and reactions ----> how you show up in the world.***

Yes, it's that straightforward.

How you're currently operating in the world can be traced back to what you know which is based on the information, knowledge and education that you received.

You are, of course, also influenced by the people in your life. But the people who influence your life are doing so based on *their* perception of reality which is based on information, knowledge and experience.

Now, things start to get very interesting when someone enters your life with a different way of thinking.

Someone who has a different perception of reality.

This instantly changes the paradigm. It changes how you see the world, what you see as possible and what you see as not possible.

This kind of “someone” will rock your world.

So here’s my intention for writing this book...

I want to rock your world.

Yes, I’m going to move you. I’m going to jolt you straight out of your current reality.

A reality where there is only so much that you can possibly achieve in your life.

This is a reality that has been created by journalists who write news stories and by politicians influencing the world.

It has been created by your peers, by your family and yes, by you.

This reality has been created based on the information, knowledge and education of all these people.

Think of this book as your elixir. It is your guiding light.

It will provide you with *new* information, knowledge and education to break free from your current belief system and the “common” beliefs of those around you.

Beliefs that may be limiting you right now.  
Beliefs that perpetuate the notion that you can't have an incredibly satisfying career as a coach.

That you can't help people and make loads of money at the same time.

***The truth is, you can be an extraordinary coach and you CAN have it all.***

You can start changing people's lives with the experience you have right now, when you start to follow the right techniques and make the most of opportunities that come your way.

You can become a teacher, a speaker, a coach who is not just living a beautiful, luxurious life but creating fulfillment and happiness for others, by doing what you do.

You can feel inspired as you rise up to challenges and you can surprise yourself doing



things that you never thought you could ever do.

This book will help you create that perspective, that paradigm shift that will move you from a limited view of the world to a wonderful, new view of the world, that will make you go, "Oh, that's possible and so is that and this is possible too. Anything and everything is possible!"

This book will guide you to open your mind and your heart to endless new possibilities.

It will give the ability to choose the possibilities that you want to pursue. The possibilities that align with your values.

I wrote this book to be able to give you that powerful paradigm shift, give you that perspective.

This book is the key. It's time to open the door to a brand new world.

Ready? Let's begin

# CHAPTER 1

## The World is Waiting

***“The best time to plant a tree was 20 years ago. The second best time is now.” Chinese Proverb***

Mediocre. Average. Unexceptional.

How do those words make you feel? Most people feel uncomfortable just reading them.

Here’s the thing: no one wants to be ordinary. No one.

Unfortunately, countless people end up being exactly what they don’t want to be — a mediocre person, living a mediocre life.

A mediocre existence doesn’t happen overnight. It creeps up on you.

Before you know it, you are part of a legion of ordinary folk.

A legion that grows and expands everyday, as more people betray their dreams to lead unremarkable lives.

How does this happen? One tiny bit at a time.

***The slide into ordinary often happens when we try to embark on a journey that looks a little different from what we're used to.***

When things look different, uncertainty chimes in and with it comes a formidable foe — fear.

Sometimes, this fear manifests as anxiety or worry; apprehension or mild distress. Doesn't matter what you call it. It all comes down to fear.

Now, as you know, fear is a mighty uncomfortable feeling. Most people will do just about anything to avoid it.

They even choose to live a mediocre life without meaning to.

They choose to become the 95% of the world or the 98% of the world where you go, "Oh, this looks too risky, this looks too dangerous," and they choose to not move forward.

They choose to remain stuck. To remain unremarkable.

***The truth is being ordinary or extraordinary is a choice.***

You get to choose who you want to be - mediocre or remarkable. The opportunity to make this choice can arise at anytime, anyplace and in any situation.

I was faced with this choice recently, in the most unlikely of places...

At a scuba diving shop while I was on holiday.

## **SCARY OR DANGEROUS?**

Here's something you need to know about me: I don't know how to swim.

This means, bodies of water scare me. Pools scare me and the deep end scares me even more.

The ocean is absolutely terrifying.

To be honest, I get scared out of my mind every time I have to do anything in water (other than taking a shower, of course. I love showers but that's because you don't need to swim in a shower!)

Anyway, I was on holiday at this gorgeous island, walking along with a friend when we both came across a scuba diving shop. My friend, who knows I can't swim, suddenly goes, "You know Ajit, why don't you challenge yourself? Let's learn how to scuba dive!"

This set off an alarm in my head and the 'fear monster' popped up.

So, I did what most people would do. I tried to back out of the opportunity with a lame excuse. "Well, I don't think that's really possible. First, I don't think you can just show up and start scuba diving, and second, I don't know how to swim. I don't want to die today!"

Thankfully, I'm not one to walk away from a challenge. At least not without giving it a shot.

I wrestled with the resistance in my head for a while and then I found myself saying to my friend, "I don't want to live a life where I said, 'Damn! I should have tried more things.' I want to live a life where I actually give myself the opportunity to experience something new every single day, if possible. So you know what? Let's do this."

We spoke to the scuba diving instructors and they gave us a free session in the pool. It was little scary for me but I felt like that I could pull it off.

Next the instructors said we needed to learn some theory. At this point, I was feeling pretty confident, so I was like, "I'm game. I'm ready for the fight!"

During the theory session, we learned about the sign language that we would use when we were in the water, how to work with the oxygen, how to work with the pressure all that important stuff.

Then it was time for the real thing. My instructor's name was Max and Max then uttered the words that struck fear in my heart.

He said, "Okay, we go to the sea now." Max is a French guy, so picture a handsome French guy saying, "We go to sea now."

As we started walking toward the sea, I acutely felt the weight of my oxygen tank and the weight of my heart as it beat crazily in my chest.

I felt everything getting heavier and heavier because it suddenly dawned upon me that I was about to go into deep water with heavy equipment strapped onto me.

This is the part where I began to panic.

My mind kept telling me stuff like, "I don't think I will be able to save myself or come back up, because we're gonna be 10 meters deep in no time flat. You're crazy. You can't swim. You can't do this. You're going to drown!!!!"

I stopped walking. Max turned around and made the sign of, "Are you okay?" And I replied

with a sign of, "No, I'm not." He said, "What happened, Ajit?" And I said, "I'm scared, man. I'm scared shitless."

Then Max goes, "Well, listen, it's okay to be scared. What is not okay is if what you're about to do is dangerous. It would be dangerous if I took you into the ocean without teaching you the theory, without taking you to the pool first, without making sure that you understood everything you need to know to stay safe in the water."

I still felt uncertain so, Max continued. "If I just I threw you into the sea. That's dangerous and that's stupid. You don't do dangerous, but I gave you the theory and made sure you understood every sign in various scenarios. Plus, I'm coming with you. I'm an experienced instructor with hundreds of diving hours on me. So you are not doing something that is dangerous. You're doing something that is scary. There is a difference. It's okay. You can get past that fear. It's in your mind."

Something clicked and I got it.

***Scared and dangerous. They're two different things.***

I had known that the two words were defined differently, of course. But until Max spoke to me on the beach that day, I had never truly

understood how that difference would play out in the real world.

## **THE WORST THING YOU COULD DO**

Often we avoid taking action because fear sinks in. Because uncertainty sinks in. Because we feel we're not good enough. Because we feel scared

We start getting into that whole cycle of self-doubt, and fear and uncertainty, and all these different things that creep in and we go, "Hold on, hold on, hold on! Maybe I'm not ready for it."

And right before taking action we step back or even worse — we stop.

The truth is, we're not doing anything *dangerous*; we're just feeling scared.

So we don't take action.

It's the worst thing we can do to ourselves because we do not create what we could have created in the world.

We do not impact the people we could have impacted.

We do not have the wealth that we could have had.



This is my message to you and it's possibly the most important one in this book.

***Don't stop. Never stop. Especially when you're on the edge of something great, which you are right now.***

How do I know? Well, you're reading this guide. This tells me that you're inspired, excited about taking this opportunity and turning yourself into an exceptional coach.

You're on the edge of something great.

You may be asking yourself, "Why me?" I have the answer to that too.

Because you are the one who's going to go past fears, who's going to go past self-doubt, who's going to go past all that drama that the world brings and all the blockages that the world creates for you.

You are going to get past that.

This is exactly why you are the one who's supposed to become a coach.

It's exactly why you're supposed to be the one who's going to transform lives.

It's exactly why you're supposed to be the one who is going to be that next special someone.

The next Tony Robbins. The next Lisa Nichols.  
The next Oprah.

Because you're the one who's going to get past your fear, challenge yourself and educate yourself so you are not only able to transform lives and help people get past *their* fears and *their* challenges but also create a beautiful lifestyle for yourself.

A lifestyle where you have freedom.

Freedom of time, freedom of energy, freedom to be with loved ones.

The freedom that money will bring. Freedom to do what you want to do and what you need to do to live an epic life.

A life that is exceptional. A life that is anything but mediocre.

This is your time to change your life, to get past your fears, to make an impact.

The world is waiting. It's time to begin.

### **3 TOP TAKEAWAYS**

- Getting past your fear is the difference between living a mediocre life and an extraordinary one.

- Scared and dangerous are two different things. Avoid danger but feeling scared is a common, natural experience.
- Never (ever) stop when you're about to start something great.

## CHAPTER 2

### The Hidden Power Within

*“We are what we believe we are.”*

*C.S. Lewis*

My job is to coach people and show them how they can skyrocket their business growth and reach their goals.

I show them exactly how to create incredible success.

And as a coach, I can tell you that creating this kind of business success involves many, many moving parts.

Growth strategy. Marketing. Copy. Product.

These are just a few areas that need to be tackled. But even if you're doing really well in all these areas, success will stay out of your reach if you're missing one critical trait.

*Everything depends on this trait.  
Everything.*

*I'm talking about self-belief.*

These days, I coach people to cultivate self-belief but I'll let you in on a secret: for a long

time, I found it almost impossible to develop this trait in myself.

Instead, I was immersed in the opposite of self-belief.

I had a ton of self-doubt. I didn't believe in my own power as a coach, to create change and transformation.

The thought that ran through my mind constantly, like a broken record was, "Who am I to do this? I'm just a young kid from India. How can I be a person who coaches millionaires, and multi-millionaires, and people who run really successful businesses?"

Some of the people I coached had been in business for 15-20 years, and when I started out as a coach, I was brand new to business.

I felt inadequate. I kept wondering, "Who am I to tell these experienced business owners how it should be done?"

You may be able to relate to this predicament.

You want to be a coach, you want to have an impact but you find yourself thinking, "Who am I to be a coach? Who am I to tell these people what to do?"

Well, I'm going to tell you exactly why YOU are the right person to coach others.

Why you are the one who will create impact and transformation in the lives of your clients. The one who will change the lives of so many others and in the process, change your own.

## **WHY YOU SHOULD BE A COACH**

Many times in life, the way we look at the world is different than how anybody else looks at the world.

If we have a 10 or 15-minute conversation, I would probably be able to share with you the five things that are unique about you.

The things that make you different and special. The things that will make you a very, very good coach.

But without even knowing you, I can already tell you that you have one extremely critical character trait that will make you an extraordinary coach and that's of the fact that you're actually interested in the field.

***The fact that you're interested in the field tells me that you're coming from a place of, "I want to help people. I want to create a positive impact."***

This is a fundamental point and it makes all the difference.

This is why you should stop wondering if should be a coach and start embracing the truth.

The truth you are the best person to be a coach because you come from a place where you want to impact someone, positively.

Not everyone has that kind of motivation or inspiration.

Even if they do, their way of bringing that message to the world is very different from the way you are bringing your message to the world.

Here's another reason why you should be a coach...

It's because you believe you can or at least because you want to give it a chance.

You want the opportunity because you have a message and a calling within you that is bursting to come out but fear is stopping you.

And as I said in the previous chapter, fear arises from uncertainty.

You're like, "What do I do first? What do I do next?" But these are external issues and there are answers to these questions. Solutions to those kinds of problems.

***A far bigger concern is the internal beliefs that drive you. The beliefs that stop you from taking action on your dreams.***

And one of the most destructive among these, the one that stops just about anyone from becoming a coach is the belief that goes, "I'm not good enough to be a coach"

I'm here to tell you that you ARE good enough to be a coach. You are more than good enough.

Let me ask you this: have you had experiences in life that are unique to you?

Have you ever experienced a moment where said to yourself, "Damn! I wish, I really wish someone could have told me this would happen before I got into this situation?"

Once you have that thought, you've figured it out. You have an answer to the problem or the difficult situation or experience.

For example, in business, there are a lot of times where I think to myself, "Damn! If only somebody had me this when I started my business 5 years ago, I would be so much further along by now! "

Let's say, you've just got out of a bad relationship and you're finally free, do you



think you could help others come out of a bad relationship too?

How about if you experienced bad health and were able to move yourself out of that situation?

Maybe there was a time when you were in a work environment where your colleagues were a pain the ass and you solved that problem by taking certain steps?

When you look back at your life, there are so many problems or challenges that you have solved and overcome.

And because you have overcome them, you now have a way to solve these things for other people.

And if you don't step up to do the work that you are called to do, you are limiting your access to the people you can help.

You are limiting the opportunity for them to be able to work with you and instead of helping them, you're actually allowing them to take the same, difficult, "school of hard knocks" path that you took.

So here are the answers to your questions:

Why are you ready to be a coach?

Why are you a coach?

Who are you to coach?

You are the person who is going to support 100, 200, 500, 5000 lives in the course of years to come, as a coach.

You will help all these people navigate the problems and the challenges that they are facing, or the growth that they are looking for.

You will help them navigate that and achieve a greater reality of themselves. You will help them become a better version of themselves.

And in case you're thinking about it, don't stress out about, "Oh, I don't have a strategy and methodology yet." You can learn strategies and methodologies.

There is in an abundance of those the world. You can get that information figured that out as we go along.

But what comes first and is the most important, is the belief

The belief within you that holds you strong, that motivates you to take action.

The belief within you that goes, "I'm ready to do this. I'm going to be an extraordinary coach."

### **3 TOP TAKEAWAYS**

- When you're starting out as a coach, self-belief trumps strategies and techniques.
- Every life experience you've had, even unrelated experiences, will help you become an extraordinary coach.
- You are the right person to coach because you are motivated and inspired to positively impact others

## CHAPTER 3

### Out Of The Unknown

***“Start where you are. Use what you have. Do what you can.”***

***Arthur Ashe***

Here’s a tough truth about business that very few people will tell you...

You will have no idea where or how to get started.

Most coaches rise from the unknown and seem to appear out of nowhere.

Because that’s what really happens in business. You won’t always have leverage and you won’t always have a strong foundation to get started on.

You pretty much need to start wherever you are. You may start with your desktop in your den, after your kids are asleep.

You may start with a tablet at your day job or on your commute to work.

Or your start could happen in a rather unusual way. Like it did with a dear friend of mine.

He started with deck of cards on a beach in Thailand.

## **THE BEACH COACH**

Today, this friend is an author at Evercoach, a vibrant and dynamic community for coaches that I co-founded.

But not too long ago, he was a passionate and dedicated teacher, who was fired from his job. It came as a huge shock because at the time, he believed he was on track to becoming the vice principal of the school.

He was broken hearted. Disappointed. Disillusioned.

He didn't know what to do so he took a break and went on a trip to Thailand.

While he was sitting at one of the gorgeous beaches Thailand is famous for, he felt deeply inspired to connect with the people he saw there and to help them in some way.

That's when he got the idea to start coaching some of the people he randomly met.

His method of doing this was rather ingenious. He created a deck of cards with coaching questions on them and he would just tell these people to pick a card.

And he would just keep asking those questions and help people through the process of asking the right questions and finding the answers, through that deck.

And that's how he got started as a coach. He didn't know anybody. He didn't have a huge network to leverage on. He didn't have lots of strategies and marketing tactics.

He pretty much had nothing except his own willingness to help people and to find a way to do that.

And that's how all of us start.

We don't need to know a thousand people to be able to become a coach.

To become an exceptional coach and to be able to create a five, six-figure income, sometimes you need to connect with 500 people but sometimes you need to connect with just 50 people or maybe even just 5.

Here's the thing: rising from the unknown is a common phenomenon for coaches.

This is something that you should expect.

***Get comfortable with the idea of nobody knowing you and nobody knowing what you do.***

Focus on showing up and just passionately coaching people, doing what you do best, which is to ultimately help other people achieve their goals.

Especially when you're starting out, just focus on showing up passionately and allow the forces of nature to help you create success.

You see, as more and more people benefit from you, more and more people will discover you, more and more people will give you testimonials, your existing clients who have transformed their lives with your help, will introduce you to more clients.

This is an unassailable truth. The more you focus on creating success for the clients you have, the more clients will arrive at your door.

## **THE GEARS THAT WILL MAGNETIZE CLIENTS**



As this continues to happen, you will go from a place of being a complete unknown to a place where people know who you are.

## **YOU DON'T HAVE TO BE THE NO.1**

The good news is, you don't have to become as well-known as Oprah to make a 6-figure income, or even a good 5-figure passive income that you're generating on the side as a coach while doing what you love to do, which is to help people.

You don't need to be the most well-known person in your field of expertise or your niche.

Think about this for a minute: if you're charging \$100 an hour or even \$50 an hour, all you need is 10 or 20 purchasing a package of 10 hours each, to create a nice, little side income for yourself.

If you do the math, 10 clients purchasing a monthly package of 10 hours each, at \$100 an hour works out to a very respectable \$10,000 of income in just one month.

Even if you want to coach full-time, you could generate an awesome income with just 10 clients.

You just need to charge a little bit more. Instead of a 10-hour package over a month, you might be doing year long packages at



\$10,000 each, and all you need is 10 clients, and you have \$100,000 in annual revenue!

This is doable. It has been done before. It will be done again and coaches in our Evercoach community are doing this right now.

Almost all of them rose from the unknown.

If you're freaking out a little about the fact that nobody knows you, here's a very powerful mindset shift that you can put into practice right now.

When no one knows you, it can actually be a good thing. If no one knows you, you don't have to worry that you're in the spotlight.

You don't have to be afraid of what people think of you (because no one knows you yet, right?).

So, all you have to do is to take that first step and start talking to people. Start coaching people and helping them.

***Do what you love to do. Just do that first.***

Here's a story that I think will inspire you.

A coach I know was on a flight one day. This was on a budget airline, by the way.

She happened to be sitting next to a man who was in the management team of a decent-sized company. A couple of million dollars in revenue, kind of company.

So this coach and the guy get to talking.

Eventually, he got around to asking what she did for a living. She explained that she helps high performers reach even greater heights.

Keep in mind that this was not a rehearsed speech. The coach just explained what she did and she spoke from her heart.

When you speak from your heart and when you come from a place of honesty, amazing things come to pass.

That's exactly what happened on that budget flight. The management guy became curious when he heard what the coach said.

They started talking about the company where he worked. He opened up about the problems they were facing. The challenges they had in the areas of progress, and performance, etc.

By the time they got off the plane, she had coached the guy for over 90 minutes. He was so grateful and happy that he said, "How can we work together?" And, without even trying, she had found an incredibly lucrative new client, on a random flight.

Stories like these happen all the time in the field of coaching.

Why? Because coaching is a powerful tool that is based on helping others. It gets you to help somebody, first. It gets you to achieve a result with somebody.

And because that happens, it becomes so much easier to have a follow-up conversation.

All you need to say next is something like, "Hey, I know you liked what happened," or, "Thank you for saying that you liked what just happened and your transformation. How about we continue this conversation? How can I help you further?"

And that's when the magic takes place. That's when everything changes. That's how you get started on the path to being an extraordinary coach with a highly successful practice.

As you can see, not being known is not a problem at all. It can even be an advantage at the start.

***When you don't have hundreds of thousands of eyes on you, you're more likely to take action and take risks.***

You are far more likely to step out of your comfort zone and do what needs to be done because you know no one is watching.

And this is exactly what's going to get you known.

To become awesome at what you do, you don't have to be known because you're not looking to become a celebrity.

You're looking to become a coach.

### **3 TOP TAKEAWAYS**

- Most coaches — even the well-known ones — start out completely unknown
- Focus on your dream of helping people and find a way to do that
- You don't have to be no. 1 in your field to be an extraordinary coach.

# Chapter 4

## THE WORLD NEEDS YOU

***“Help others achieve their dream and you will achieve yours.” Les Brown***

No one is born knowing how to coach. No one is born a thought leader.

Not Stephen Covey, not John. C Maxwell, not Brene Brown. Not even the legendary Tony Robbins who is arguably the most well-known coach in the world.

Everyone had to start from nowhere. Everyone had to start from scratch.

So, let’s start from scratch together.

I’m going to guide you past the uncertainty of starting your coaching practice to help you begin your journey of contribution and growth.

I’m going to show you how to start your practice on solid ground.

***This is not just about creating a 6 or 7-figure practice although it’s bound***

***to happen when you start out on the right track.***

What you're about to do is reach as many people as you can with the insights and wisdom that only you can share.

You're about to help as many people as you can, achieve the inner transformations that will change their lives.

And the incredible benefit that you can count on as a coach is that it will change your life too. You will never be the same again.

How do I know?

It happened to me and it happened not too long ago.

## **SEEING THE TRUTH**

Just a few years ago, I was living what you might call a "perfect" life. I had the car of my dreams, a gorgeous house, a wonderful wife and a great job.

Yes, it certainly appeared to be the perfect life. At least that's what it looked like, from the outside.

For a long time, I believe it was perfect too until the day it all began to unravel.

It started on a night that I was alone at home. It was 2am. I was wide awake. Staring at the ceiling. My mind was totally blank.

I wasn't tired. I wasn't excited. I wasn't sleepy. I wasn't feeling anything.

I was numb.

When it was time to go to work the next day, I did what I was supposed to do, hit my to-do list and knocked it out of the park.

But my heart wasn't in it.

***I had no idea what was going on. I felt empty. I felt like I had fallen into a pit of nothingness.***

This emptiness lasted for days, weeks and then it stretched into months. It began to scare me.

Would I never feel excited or enthusiastic again? I realized that it was time to take a cold, hard, no-holds-barred look at my life.

And when I did, I saw the truth.

I saw that even though I had "everything", I really didn't have anything at all.

I felt unfulfilled inside. The toys, the phones, the parties, the holidays. They no longer held any charm for me.

When this realization hit my, it took my breath away. I saw that I had locked myself into a prison.

It was a golden prison but a prison nevertheless.

Unexcited. Demotivated. Uninterested.

Life was a total drag and it was eating away at me, slowly but steadily. Ever heard of slow poison? Well I was living it.

Then one day, a simple video pushed me out of that darkness and into the light.

It was a video of the renowned Tony Robbins, the coach to millionaires and billionaires. He spoke about the 6-human needs.

I encourage you to [watch it here](#). It's just 7 minutes long but it will change the way you think and the way you look at your life.

If you watch the video right to the end, you'll see Tony talk about the contribution and growth.

Understanding these two concepts — these human needs — changed everything for me.



## **THE INNER GAME**

Tony showed up as a coach, a hero in my life, at just the right moment.

He showed me what was possible. How I had full control of my life, my thoughts, my emotions and my outcomes.

He showed me how to understand who I was and what I wanted and needed.

Ever since that day, I can tell you that everything in my life was transformed.

My relationships and my business. Everything.

I now travel across the world, speak at conferences, coach some of the brightest minds on the planet and enjoy every moment of it.

Not just financially but emotionally and spiritually. This is what happens when a powerful coach touches your life.

***This is what will happen when you touch someone else's life as a coach.***

***Profound realizations arise.***

***Incredible transformations occur.***

And you get to witness them all.

In his best-selling book 'The Education of Millionaires', Michael Ellsberg unravels the flaws in the acceptance of education as a reason for individual success. It just doesn't work anymore.

Most millionaires he interviewed were either not that great at school or college, and if they were, they admitted that they learned no real life skills in a classroom or lecture hall.

They had learned what they needed to learn in the outside world.

Traditional academia is grossly inadequate for the world we live in today. I would go so far as to say that it is a failing system.

This is why we need to look outside the classroom for business and life coaches and teachers; people like Oprah or Tony Robbins or Vishen Lakhiani or Robin Sharma.

In his book "Abundance" Peter Diamonds shares that our world is becoming increasingly affluent. Most of us don't need to struggle for food.

We don't fight for clothing, or any other basic needs. This means as humans we have evolved to higher needs.

The need to follow our passion. The need to have a purpose. The need for self actualization.

We are becoming beings who are now more conscious. We are aware of our emotions. We treasure our values.

We are making career choices based on what we love to do, instead of what we have to do.

***Life has become an inner game. This is a game we were never trained for.***

We could all use a buddy, a friend, a coach who can help us navigate this exciting and uncharted new world.

The world of abundance and infinite choices.  
The world of highly complex fragments of society.

Take a moment now and think about the individuals who have had the greatest impact in your life. They're likely to be your teachers or your mentors.

Now think about the greatest impact you have had on another person. What role did you play?

You played the role of a teacher or a mentor. And, ultimately, what is a teacher or a mentor? A coach.

This is a powerful insight. It will show you what coaching truly means.

What it can give to a person. This is why the world needs you to step into your power and to embrace your calling as a coach.

Think about it this way...

Not only is coaching a profession that creates an alternate stream of income and a lifestyle of freedom, it will give you a wonderful way to contribute to the world.

It will bring you joy and fulfillment.

Is there any other feeling that can match up to the feeling of having a conversation with someone and then seeing their eyes light up, their souls open up and tears of relief and happiness when they say “thank you”

Over the years, this has happened to me more than a few times and it never gets old.

It gets to me every single time.

Even thinking about it as I write this, fills my heart with love and gratitude for what I do and how I get to contribute to the greater world.

## **WHY WE NEED YOU**

The possibility with coaching goes far beyond just working with individuals.

Coaches naturally progress to become teachers, speakers, best-selling authors,

consultants. It really depends on what kind of coach you want to become.

Which bring us to the critical thing you need to do as you embark on your journey to starting a coaching practice.

It's time to disintegrate self-doubt and chase away your uncertainty.

It's time to show you that you're ready to become an extraordinary coach and I'm going to help you do that with just 3 questions.

These questions are simple and will take just a minute or two to answer. But make no mistake, they are a potent way to step into your personal power as a coach.

Read the following questions and answer yes or no. Don't think too much about it. Allow the answer to arise from your heart.



### **3 QUESTIONS TO HELP YOU STEP INTO YOUR POWER**

If you answered yes to these questions, you are ready to be step into your power.

You are ready to be an extraordinary coach.

And I'm going guide you through the first step to success in the next chapter.

### **3 TOP TAKEAWAYS**

- The right coach has the most powerful impact on an individual's life

- Coaching is about living the good life and it is about bringing joy and fulfillment to yourself and others
- You are ready to become an extraordinary coach!

## CHAPTER 5

# THE FIRST STEP TO SUCCESS

*“The first step towards getting somewhere is to decide you are not going to stay where you are.”*

*J.P.Morgan*

Before we start on your first step to success, I'd like to talk about a couple of things that keep many coaches awake at night.

I call it the “Finding Clients Conundrum”

Some of the questions coaches ask me over and over...

Where can I find clients? Are there enough clients for all the coaches out there? Can I find my ideal clients?

Here's what you need to know once and for all: you will find clients. Not just clients but your ideal clients.



Think about this for a moment. Coaches are needed everywhere and by just about everyone.

When an executive is burning out, or having challenges, a coach can provide support and strategy.

When a young woman is struggling to get out of a bad relationship, a coach can provide wisdom and guidance.

When a middle-aged father is dealing with overwhelming financial issues, a coach can create a plan and an ultimate vision.

Coaches are powerful allies during the tough times. The struggles. The challenges. So, clients are everywhere and finding clients is never *ever* the real problem.

This should create ease and satisfaction when you're starting a coaching practice. But that usually doesn't happen. Instead, fear takes over.

You think "I can't be a coach because I don't have a professional degree"

Well, let me tell you this. You don't need one.

***You don't need a degree to help someone. You need to have a burning desire to help others. You need a***

***method. You need a good heart, which you already have.***

People think “ I can’t be a coach because its so hard”

Coaching is not hard. Does it need to be understood? Yes. Does it need to be practiced? Yes.

Can you do it? Heck, yeah!

Once you’ve understood this, coaching can be as easy as simply asking the right questions by developing a great coaching strategy.

And that’s the first step to success which I’m going to get into right now.

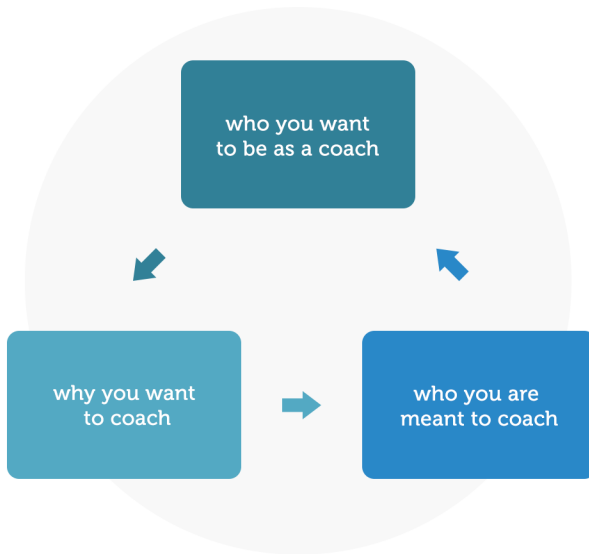
I’m going to reveal a solid methodology that will get you started on a successful coaching practice.

I call it the Extraordinary Coaching Formula

## **THE EXTRAORDINARY COACHING FORMULA**

There are 3 key components that make up the Extraordinary Coaching Formula.

These components will reveal your specific inner motivations and they are your first step to success as a coach.



## **THE 3 COMPONENTS OF THE EXTRAORDINARY COACHING FORMULA**

Since this is a guide about becoming an extraordinary coach, and coaching is about asking the right questions, I'm going to ask you the right questions for each component.

I invite you to answer these questions from the heart.

Ready? Here we go!

### **WHO YOU WANT TO BE AS A COACH**

At first glance, this second component in the Extraordinary Coaching Formula may seem like an easy one to tackle. Who do you want to be as a coach?

You want to be the kind of coach that helps people, of course. And you want to make a good living doing it. If possible, you'd love to build amazing wealth, helping people and being of service.

While those answers are great, they're just skimming the surface.

As I've mentioned before, coaching changes you as a person.

***Becoming a coach will inspire and motivate you to see life differently.***

So here are 3 questions that will help you get to discover who you want to be as a coach:

- *What do you want to experience in your life?*
- *What kind of character traits do you want to embody?*
- *How do you want to perceive the world around you?*

These questions will help you understand yourself. Who you are as a person and ultimately who you want to be when you show up as a coach.

You will know the areas you need to focus on to improve your skills so you can help your clients.

These questions will also increase your self awareness and help you grow spiritually and emotionally.

## **WHY YOU WANT TO COACH**

This component has everything to do with your contribution and at this time, let's leave money and finances out of the equation.

Just to be clear, I'm not saying money isn't important because it is. In many situations, money is incredibly important.

But money is important only to a degree. Beyond that, other crucial facets come into play.

Facets like values and life satisfaction. ***Money, on its own, will not help you live a satisfying life.***

It will not necessarily help you feel at peace or help you grow as a person.

So when it comes to thinking about why you want to coach, you need to rise above financial goals and look these 3 questions.

- *Why you do you want to help others?*

- *What are some ways you can contribute to society using your skills and character?*
- *How will you benefit from helping others?*

These questions will help you hone in and shed light on the true reasons and motivations that have inspired you to start a coaching practice (and which inspired you to read this far!)

## **WHO YOU ARE MEANT TO COACH**

Just like with any business, service or practice, if you're trying to reach everyone you'll reach no one.

Here's something I need you to remember at all times and no matter what else is going on:

***You are not meant to work with everyone.***

I have seen highly experienced coaches make the mistake of wanting to work with everyone.

This is an easy trap to fall into because good coaches are passionate by nature. They want to help everyone who approaches them. But this is the road to burnout and disappointment.

No question about it.

This is why it is so important to identify, right from the start, the kind of client that you are meant to work with.

Here are 3 questions that will help you do that.

- *Why did you go into coaching?*
- *Who are you naturally drawn to help?*
- *What are the kinds of challenges that you had to overcome in your own life?*

When you're trying to decide who you are meant to coach, never underestimate the power of your own story.

Some of the best coaches in the world are those who have experienced the very challenges that they help their clients with.

For instance, great finance coaches usually had to tackle major financial problems themselves. They had to crawl out of debt or find a way to fix their shopaholic tendencies.

If you had to do it yourself, you'll find it natural and even easy to guide others to do the same.

We often times make the best teachers in areas where we also happen to be students.

***We can best teach people the things we had to learn for ourselves.***

When you answer these questions and you answer them from your heart, you will gain one of the most important benefits of all — clarity.

Clarity on why you want to coach, how you want to coach and who you are meant to help.

This is a powerful trinity that will help you create a powerful coaching experience for your current and/or future clients.

A powerful coaching experience involves creating real world results for your clients. Not just theories and strategies.

Results.

Creating real world results may sound like a difficult thing to do but it's not. It all starts with answering these questions.

This is the empowering, inspirational and ultimately fulfilling heart of coaching.

So go ahead, get a fresh piece of paper, set aside some time and answer these questions.

Take a leap of faith. Be honest. Be true to yourself and your values.



You will so glad you did and even more important, when you're done, you will have a clarity and motivation to take action and begin.

I know you are ready.

You've read this far. You are passionate. You are committed. You want to do this.

Often, we ignore that quiet inner voice that tells us to take action and bring about the change in our reality.

The change within each of us that will eventually change the lives of all of us.

It is time to take action. Time to become the extraordinary coach you dream of being.

It's time to Rise.

### **3 TOP TAKEAWAYS**

- Coaching is about helping others and you don't need a degree to help others
- Just about everyone needs a coach today. So, you can always find clients
- The Extraordinary Coaching Formula is the first step to success as a coach. It involves getting clarity on 3 components — Who you want to be as

a coach, Why you want to coach and  
Who you are meant to coach

## **ABOUT AJIT**

At the age of 23, after finishing his work with a student run non-profit, Ajit entered the corporate world and found himself pondering this question:

***“If virtually everyone spends about 80% of their lives at work, why do they live hating it?”***

This one question led Ajit on a tireless quest to help entrepreneurs find better ways to run their businesses.

To be more productive.

To be more engaged at work.

To live a more fulfilling life.

Ajit’s genius lives in growing businesses at an incredibly fast pace and this inspired the nickname — “The Doubler”.

His unique business structure, which combines the pillars of “Influence” and “Solutions,” has helped hundreds of businesses to make more money, serve more people and create a greater impact on the world.

Ajit is the co-founder of Evercoach and Zenward and the author of The Multiplier Method. He is the creator and co-founder of

Blinkwebinars, a webinar automation company.

Ajit also trains and mentors entrepreneurs to create an exceptionally successful business and life in his mastermind, Zentrepreneur.

Find Ajit at [Facebook](#), [Twitter](#) and [www.evercoach.com](http://www.evercoach.com)