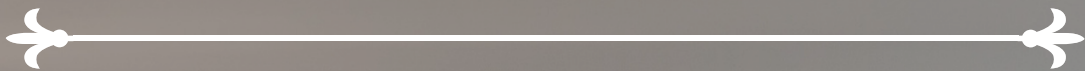




# THE COACH'S GUIDE TO DEEP COACHING

7 POWER MOVES TO ELEVATE,  
EXPAND AND UPLEVEL YOUR  
POTENTIAL AND PERSONAL POWER



You're a heart-centered coach and you care.

This means that right this minute, you have more power than you can imagine...

You have the power to change your own life and to change the lives of countless clients.

But first, you need to remember that power.

You need to own it.

And this is why you need to understand and embody this truth...

That you have what it takes to create an incredibly successful, profitable coaching practice...

That within you lies the potential to start a ripple effect that will be felt and experienced around the world as you create a meaningful contribution, leave a legacy...

And make an impact on your life and the work that you do.

This workbook was created based on Rich Litvin's "Deep Coaching" session at Evercoach Summit 2016 as a support guide through his teachings.

In this 90-minute intensive masterclass, world-class coach, best-selling author, and renowned speaker, Rich Litvin, shares how you can consciously use the power you have to create positive transformations in yourself, in your clients and everyone else in your life.

## **What This Workbook Will Do For You:**

This workbook is designed to maximize your personal power and use 80/20 power moves to achieve your highest potential as a coach. This book will also help you remember key points from Rich Litvin's "Deep Coaching" session so you can take action on his expert insights and ideas.

## **How to Use This Workbook:**

Read this workbook through once and watch the video. Then come back and work through the exercises, activities, and suggestions. You can also use this as a guide and journal.

## **Power Move #1: Tap Into True Confidence**

Don't compare how you feel on the inside with what "successful people" appear to be on the outside. As master coach Rich Litvin puts it, true confidence begins when you are connected and grounded in your body and when you can understand what you truly feel at any given moment.

### **Activate Your Personal Power:**

Every time you start to feel anxious or fearful, reconnect with your body and ground yourself by taking 3 deep breaths (Watch the start of the session for a demonstration from Rich). Journal about which are these situations and notice if their frequency starts lowering after some time of practice.

## **Power Move #2: Commit to Say “No”**

One of the biggest needle-movers to remembering your personal power (and taking it back) is to honor your wants and needs by saying no.

Commit to this: never say yes, when you mean no.

### **Activate Your Personal Power:**

Starting today, look for opportunities to be honest with yourself and others. If you're invited to a party, asked to participate in an activity, or a friend asks for a favor, take a moment to check in with yourself. Say yes only when you mean it. Write your experiences. Keep practicing until saying no starts to feel comfortable and empowering.

## **Power Move #3: Lean Into Discomfort**

We're always looking for comfort, reassurance, and validation but successful coaches teach themselves to rise above and deal with the discomfort that comes with growth and expansion.

The most successful coaches in the world don't just deal – they accept and embrace discomfort.

### **Activate Your Personal Power:**

If you're faced with something new and a little scary or if you're in a learning environment (like when you watch this training) look for ideas that challenge your current world view. Practice listening for insight. Avoid searching for ideas that fit into how you already see the world. Allow yourself to be transported by new ideas and new ways of looking at the world that you may not fully agree with. Lean into the discomfort.

## **Power Move #4: Develop Your *Distinctionary***

As master coach Rich Litvin defines it, a *distinctionary* is like a dictionary but it contains far more than a list of words – it’s your personal list of distinctions. When you have distinctions, you have discernment. And when you have discernment, you’re on your way to mastery.

For instance, oenophiles have a highly developed taste for wine. They can detect subtle nuances and distinctions, which is the secret behind their mastery over all things related to wine.

This is true for every area of life. The more distinctions you have the more power you have over yourself and your future.

### **Activate Your Personal Power:**

Use the space below or grab a piece of paper and think about the key areas of your life (perhaps your health, relationships and your business). Now think of ways you can push outside “conventional thinking” and move into distinct, exponential thinking that will move you toward your goals.

**EXPONENTIAL**

**CONVENTIONAL**

## **Power Move #5: Aim for Exponential Success**

Struggle - that's where most of us start out when we begin our coaching business. Next, comes striving, which in this class, is defined as fundamentally joyful. You may have experienced "striving" when you wake up in the middle of the night because you have a ton of ideas. You get to the end of your day but you can't get to sleep because you're energized instead of tired.

After striving comes the conventional success. This is where you achieve your income goals and gain expert status. But lots of people arrive at conventional success and realize it's not enough. They're not happy.

That's why you need exponential success. Success as defined by you – success on your terms.

### **Activate Your Personal Power:**

Define what exponential success is for you. Ask yourself what makes you truly happy? Dig deep. Imagine a time in the future when you have achieved financial security and recognition for your work as a coach. Now ask yourself what else you need to create true satisfaction in your life. How can you create a lasting legacy and have an impact on the world?



## **Power Move #6: Serve, Don't Sell**

The coaching business is a relationship business and this means it all comes back to serving your clients. Always serve. Never sell.

Coach based on insights and results – not on time. When you come from a place of service and results, selling becomes redundant because your coaching packages and offerings will sell themselves.

### **Activate Your Personal Power:**

World-class coach Rich Litvin shares this formidable mantra “*I will serve so powerfully, that I will change my client's world.*” Learn to master this mantra and embody it. Repeat this to yourself over and over until it becomes a part of who you are.

Journal on how it changes your mindset and confidence, and how it's reflecting on your coaching practice.

## **Power Move #7: Do Deep Inner Work**

As Rich Litvin says and follows, *'You cannot take your clients deeper and further than you have been yourself.'*

One of the biggest things you can do for yourself and your coaching practice is to keep improving and moving forward. Become the best version of yourself. You can do this with great success when you make the commitment and hire a coach to take you to the next level (yes, coaches need coaches too!).

### **Activate Your Personal Power:**

If you haven't already, start working with a coach. When you do this, it will set you apart from just about every other coach out there.

Expert tip – hire a coach who charges just a little bit more than you're comfortable to pay. When you pay a big number to your coach, it'll be a whole lot easier to ask for a big number to your clients.

## References

This guidebook is based on and inspired by the work of world-class coach, renowned speaker, and best-selling author of “The Prosperous Coach”, Rich Litvin.

It follows the structure of Rich’s teachings at Evercoach Summit 2016 in his session “Deep Coaching”.

