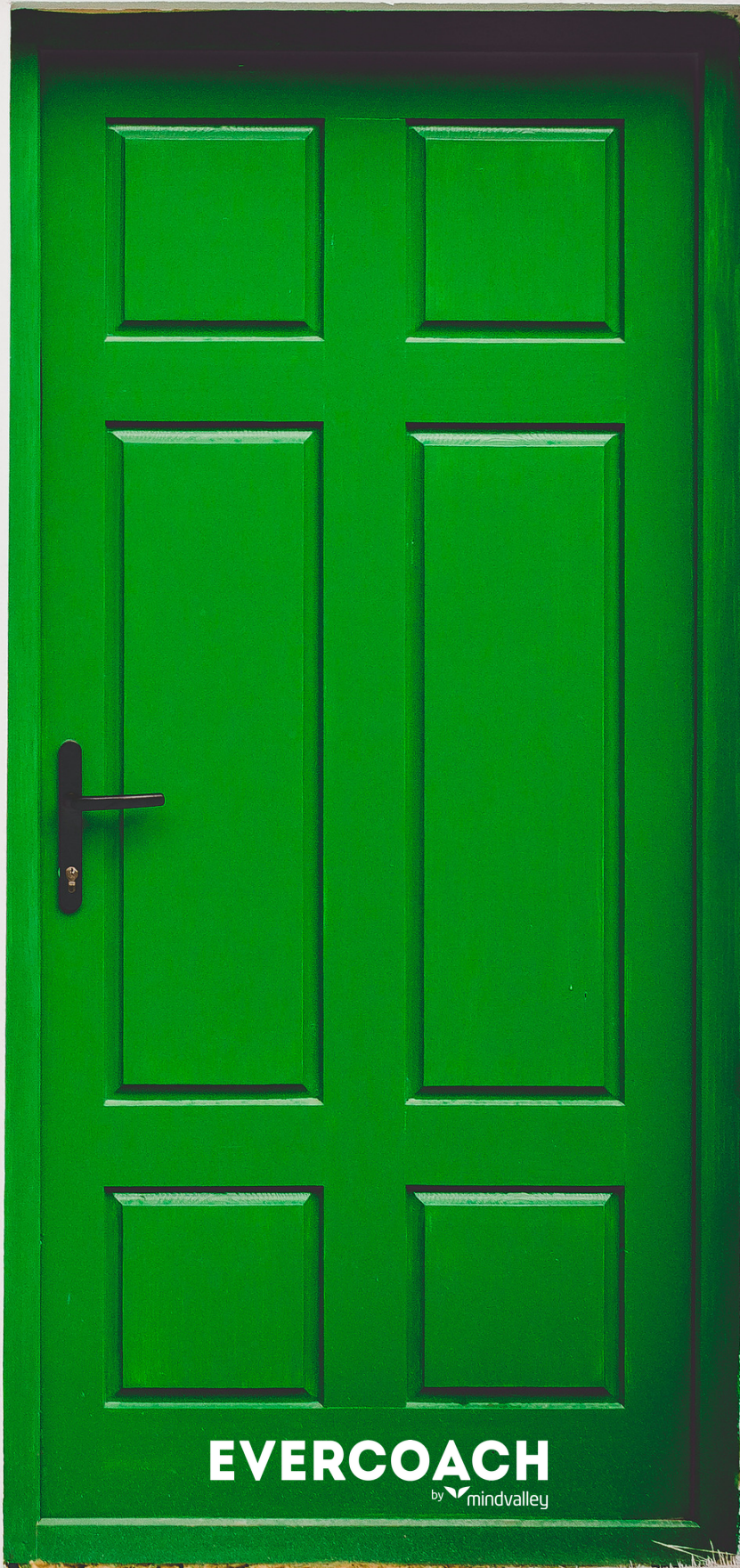


THE POWER OF NO

TRANSFORM YOUR COACHING PRACTICE WITH THE
LIMITLESS POWER OF A SIMPLE 2-LETTER WORD



EVERCOACH
by mindvalley

“No” isn’t a bad word.

But for most of us, it feels like the worst word in the world.

Why? Because we’ve been socialized to believe, by well-meaning parents and society at large, that saying no is somehow rude and selfish.

We’ve also been led to believe that receiving the word “no” from someone is about rejection and shame.

We think getting a no from friends and clients means there’s something wrong within ourselves.

To us, no is the word that’s inextricably tied to failure, disappointment, elimination, and dejection.

But what if you discovered the opposite is true?

What if you realized there is limitless transformational power in the word “no?”

And that you can use this power to shift your life and business to extraordinary, new heights?

It may seem counterintuitive but saying and receiving the word “no” will set you free.

No is about setting healthy boundaries and learning to do powerful work despite restrictions.

This is the fuel that will ignite your motivation and allow you to chase your biggest, boldest goals and dreams in life and business...

Goals that are congruent with your values and beliefs.

Dreams that will set you free to be who you are, create a thriving coaching practice and live the life you want.

What This Guidebook Will Do For You:

This guidebook will help you integrate and implement the power of “no” to create a successful coaching practice.

How to Use This Guidebook:

Watch Ajit Nawalkha’s video on “Power of No” and then work through the exercises, activities, and suggestions in this guide.

#1 - Opportunity, Not Rejection

If you desire to channel the power of no for positive results, you must consciously shift your perception of the word itself.

Right now, you're afraid to hear the word no because, to you, no equals rejection.

No also means the end of a conversation or invitation. The end of the road. There is nowhere to go after a client says no.

This is not true.

Great coaches are masters at handling the word no. They understand that it's not a personal rejection.

And they know, that that "no" is often just a stopping point. Not the final destination.

In a sales conversation, no indicates an opportunity to explore new options with a client, and to dig deeper.

Your client may be unwilling to sign with you because they have misguided expectations or may not have expressed exactly what they need from you as a coach.

It's your job to find out more and create ways to help them make a favorable decision.

Power Practice:

The next time you're in an enrollment conversation, and a client says "no," use it as a chance to start shifting your perception. Think of "no" as an opportunity and not a rejection.

Tell yourself, "This is a sign to dig deeper and to find out more."

Instead of ending the conversation, gently ask your client more questions about what they need and what their expectations are.

Then, look at how you can meet or exceed these expectations with a coaching product or package that would be a perfect fit for them.

Reflect upon your experiences and use the space below to write down your highlights and key learnings.

#2 - Path to Yes

No is nothing more than a milestone on the road to success.

It's the first stop on the path to yes.

"No" highlights areas and the aspects of your life and business that need your attention and focus.

No is not a prohibitive block that you can use to let yourself off the hook with a dismissive, "Forget it. It's over."

The world's most successful coaches use "no" as feedback to help them grow and expand.

For instance, let's imagine you want to write a guest blog post to establish your expertise in your niche. You've chosen a prestigious website about coaching, and you submit your post.

You have high hopes, but they're instantly dashed when you receive a "no" from the editor.

This isn't a sign that you should ditch your dreams. Instead, use the "no" to ignite your motivation and improve your writing skills.

Do some research, read a book, take a writing course or find other ways to upgrade your skills, so the next time you submit a post, you'll get that yes without breaking a sweat.

Power Practice:

This exercise is going to take some courage, but it's worth it.

Use the space below or your journal to list down the times you received a “no” during your work as a coach or while running your business. When you have at least 5 items on your list, look at each item and think about what you could have done to have received a yes instead.

These are the areas of growth and expansion you need to focus on. You might notice you need to improve your selling and marketing skills. Maybe it's your self-confidence or ability to speak on stage that needs a boost.

This is an incredibly useful exercise to help you see that “no” isn't failure. Just feedback. This activity will also help you integrate a powerful new belief: No is not about defeat. It's the first stop on the path to yes.

#3 - The Excitement Filter

What would happen if you begin to consider the word “no” as a massive advantage that works in your favor?

The first time a client says no, it could be an opportunity and not the end of the road (see #1 - Opportunity, not Rejection).

But what if a customer says no more than once? What if they say, “I’m not interested” and means it?

When this happens, it’s time to celebrate.

No kidding.

Yes, it may feel like a rejection at first, but in reality, a client who gives you a firm no is doing you a huge favor. You’re likely to save a ton of time and heartache because of it.

Here’s the thing...

A client who says no and means it, or one who says no multiple times, is demonstrating something important - they’re not excited to work with you.

They’re not excited to connect with you and dive deep in ways that will help them hit their goals.

They’re not excited about your methods or the transformations that you can help them create in their lives.

When you view it in this context, you’ll see that “no” is a blessing. Not a curse.

No works as an “excitement filter,” and it tells you exactly who you should work with and who you should walk away from.

Always remember: Never, ever try to convince a client to work with you when they’ve said no more than once.

Power Practice:

Make this a part of your daily routine - look in the mirror and say the following words out loud at least once a day: “I will work exclusively with clients who are excited and happy to work with me.”

Commit to this practice until it becomes a part of who you are. Your satisfaction and success depend on it.

Clients who are happy and excited to work with you are clients who will see results. These are the clients who'll keep coming back to you. These are the customers who will fuel your love for coaching – and that's the real secret behind building a powerful, profitable coaching practice that lasts.

Write down your insights and reflections below.

