



4 MYTHS

**THAT HAVE BEEN STOPPING
YOU FROM**

**STARTING YOUR
COACHING BUSINESS**

YOUR PRIVATE ACTION GUIDE
WITH AJIT NAWALKHA

WELCOME TO YOUR PRIVATE ACTION GUIDE

5 Tips to Get the Most Out of This Masterclass

1. Print this guide before the Masterclass so you can take notes as you listen. You can also download and type directly in the guide to save paper.
2. Review the contents of this guide before the class so you know what to expect, and you can best set aside private time before, during, and after the Training 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 improve your communication and impact.
5. During the Training, use the dedicated space on the right side 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**.

"Serve, don't sell"

- Ajit Nawalkha

PART 1: PRE-TRAINING EXERCISE

Manage your State

Write down and set your positive intentions here and the current state you're in. How do you currently feel? What are your intentions for joining this Masterclass? What do you hope to leave with?

"We're not selling sneaky snake oil."

- Ajit Nawalkha

WHAT TO EXPECT

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- Read what other people say about Ajit Nawalkha.

PART 2

4 MYTHS THAT HAVE BEEN STOPPING YOU

Myth 1: I am not ready to start coaching. There are so many coaches.

Industry Insights

- The Personal Coaching Industry tops \$_____ in 2018.
- Google recognised Coaching as a key skill for leaders over a decade long study.
- _____ aggressively engage coaches for their top staff.

Why do we believe that we can't get started?

The single biggest reason for this belief is **Social Media**.

We live in a social bubble that echoes what we think and want. Therefore we feel that there are so many coaches in the world, while there actually are not.

Take action: What is the story you have been telling yourself?

Why do you want to make an impact, why do you want to coach?

Myth 2: You need complete clarity on what you're offering

We believe we need to be perfect before we start. To break this we need to distinguish between Clarity of Outcome and Clarity of Process.

Clarity of Outcome is the _____ of transformation you want to take your clients through to deliver results. Most coaches are confident about the outcome they can deliver.

Clarity of Process is _____ you want to deliver these results. Be it 1-on-1 coaching, intensives, retreats or otherwise.

Take action: Write 1 outcome your client will get when working with you.

What are some of ways to get them the result?

Have conversations and propose those ways. The way doesn't matter. What matters is for your clients to get the result.

Myth 3: I need to have a perfect methodology

Think about you becoming a pilot. You have to do some training for it. However, a pilot becomes a great pilot because they put in the hours to fly the plane.

Your coaching methodology **is a** _____ and not a prerequisite to start coaching.

The important thing is that you spend more time **actively testing** and validating your methodology.

To do that, understand the 10 Principles of Coaching:

- Tap into your past experiences
- Build an understanding of core human behaviour
- Learn the art of asking questions
- _____

Take action: What is 1 the step you'll do take after this class?

Myth 4: Getting clients is hard

Clients are everywhere. They don't hang out at a special place.

The question you want to ask is:

Who would want the result you offer in their lives?

You enrol a coaching client by sowing your client their _____ and possibility.

It has nothing to do with marketing skills. We're not in the business of selling snake oil ;-)

Answer this question: How would you shine light on other humans?

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 4 myths. Write down your key takeaway & one action step for each of these questions.

1. What has been stopping you or letting you wait to stop coaching really?
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 start coaching?
5. What action are you going to take from here to get your coaching business off the ground?

**THANK YOU for joining this Masterclass with
Ajit Nawalkha!**



To take your business and impact to the next level please visit [**http://bit.ly/start-your-coaching-business**](http://bit.ly/start-your-coaching-business) for a very special offer on our new Start Your Coaching Business Quest.

But don't sign up before the end of the masterclass as you'll find a very special offer exclusive for attendees.

PART 4: REVIEWS & STUDENT STORIES



"One of the sharpest entrepreneurs and business growth experts in our industry"

Ajit Nawalkha spoke recently at our private high-end mastermind, and everyone was impressed. Ajit is one of the sharpest entrepreneurs and business growth experts in our industry. I highly recommend learning from him.

Eben Pagan

Founder of Getaltitude.com



"Ajit cuts right to the point in his coaching and teaching."

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



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

Within the first few minutes of talking with Ajit he pin-pointed the exact issues that were holding my business back from the next level. The clarity of his observations lifted a fog and opened my eyes to a whole new way of perceiving my business growth.

Laura Hollick

CEO of Soul Art Studio Inc



"Brilliant at sharing the simplest paths to get them"

Ajit rocks! Besides having a massive track record of huge results from Facebook ads, he is brilliant at sharing the simplest paths to get them. He also has a genuine desire to help and due to that he gives immediately implementable ideas that have exponential value.

Lindsay Wilson

High-end Sales Coach, Author of Booked by Evercoach



"Ajit's training will play a direct role in helping my business create 7 figure revenue."

Ajit provides clear, actionable steps to take your business and life to the next level. I'm confident that Ajit's training will play a direct role in helping my business create 7 figure revenue.

Sean Patrick Simpson

Co-Founder at "Verbii.com", "Alaska Publishing" and "Adventures In Manifesting"