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The Prosperous Coach: Increase Income And Impact For You And Your Clients

"A must-read for every coach!" – Marci Shimoff



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Synopsis

Show your clients what they cannot see. Say to your clients what no one else would dare to say. And you will have all the clients you ever desire. Whether you are a new coach or you already have a six-figure coaching practice, *The Prosperous Coach* will show you how to:

- ¢ Access a set of tools you can use to begin creating your own clients immediately
- ¢ Sign clients you love while maintaining your integrity
- ¢ Match your unique skills and talents with the clients you serve
- ¢ Develop a system that works for you for referrals and new clients, time after time
- ¢ Make bold, life-changing proposals
- ¢ Move beyond the deep-seated beliefs that hold most coaches back from success for themselves and their clients
- ¢ Overcome "forever" the two levels of fear that coaches face
- ¢ Move from people-pleasing to powerful service
- ¢ Be a world-class coach with highly committed clients

And so much more... Praise for *The Prosperous Coach*:

"A must-read for every coach. Rich Litvin and Steve Chandler offer a revolutionary approach to creating a career and business that you love. No internet marketing. No email list. Just one great relationship at a time."-- Marci Shimoff, #1 NY Times best-selling author of *Happy for No Reason*

"The sad truth of the coaching industry is that many of the most caring people give up after a time because they can't make enough money to survive and thrive. Steve Chandler and Rich Litvin are on a mission to give every coach the chance to succeed on their own terms."-- Michael Neill, founder of Supercoach Academy and author of *The Inside-Out Revolution*

"The Prosperous Coach grabs you by the collar in Chapter 1 and doesn't let go. My heart is still racing. This is one of the most direct, bold, and provocative books I've ever read. You are doing your clients a disservice if you don't finish it and act upon it immediately."-- Derek Sivers, founder of CD Baby and author of *Anything You Want*

"Once in awhile a book comes along which gets you to focus on what really matters -- human relationships! *The Prosperous Coach* is one of those rare gems which inspires, challenges, and allows for no excuses. Its contrarian approach may yet change your business and your life for the better. Grab a copy now!"-- Shama Kabani, best-selling author of *The Zen of Social Media Marketing*

"Rich Litvin and Steve Chandler are business thought leaders who count. They shatter the myth that you can't create wealth whilst making a big impact on people's lives."-- Chip Conley, founder of Joie de Vivre Hotels and author of *Peak*

"In *The Prosperous Coach*, seasoned pros Rich Litvin and Steve Chandler reveal the secrets that have catapulted them and their clients to outrageous success."-- Mandy Evans, author of *Emotional Options*

"Rich and Steve have written a fantastic field-guide for creating a successful coaching practice."-- Jamie Smart, author of *Clarity*

"Litvin is a rare breed: a world-class coach who is also an expert at understanding the business of coaching."-- Dr. Sean Stephenson, author of *Get Off Your BUT*

"This book will shake

you up. It will challenge you. You will have to show up and serve boldly in order to get the results they promise. And why wouldn't you?"-- Molly Gordon, Master Certified Coach "The Prosperous Coach should be mandatory reading for anyone considering a coaching career or joining a coaching program."-- Bryan Franklin, Top 1% Executive Coach "What Chandler and Litvin get is the law of crushing it as a coach. You practice these disciplines and you crush it. Period."-- Chris Dorris, Personal Transformation Coach "Chandler and Litvin are the best in the world at supporting coaches to build a prosperous practice."-- Christine Livingston, Executive Coach

Book Information

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Customer Reviews

This is an excellent book for any coach to read. His method of "creating clients" is how just about any high-earning consultant got to where they are. They recognized that what they have, holds value, and then got really good at selecting only those who were worthy of receiving that value. At its core, it's scarcity marketing. Sometimes a product or service perceived value is directly related to the price paid. The good:-Inspirational. If you're struggling to get clients, this is a great book to read.-He shares his method of creating high earnings, with high impact clients. I also like that he says it is his path, and what worked for him might not be the right way for you. He gives you

permission to find what works for you, but also shares what has worked for him.-He drills into you that you can't be needy as a coach. He doesn't spell it out, but being needy de-values your coaching. Be selective, turn down clients that aren't a good fit, and make sure your potential clients are invested. If they aren't, challenge them.- Within the book you can decipher his method of creating clients, however I don't know if even Rich understands the methodology behind why this works. He creates scarcity and has a high rate, which raises his perceived value.The bad:He has some hyperbole in there about how you should not market, not e-mail, don't go to networking events, don't cold call people. After stating this advice, 2 pages later he tells you to call someone right now. He calls it "having a conversation." Semantics my friend. He also has some examples of e-mailing people, which he also says not to do multiple times, but I think does a fair job of showing how e-mail should be used to add value to the client, and/or get them on the phone.

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