

# YOUR PERSONAL EXPONENTIAL COACHING GUIDEBOOK

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The only 5 coaching elements you need  
to become a world-class coach

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**EVERCOACH**  
by mindvalley

Coaching isn't about what you do.

It's about who you are.

It's about how you connect and communicate with your clients.

It's about giving it your all - 100% of yourself - at every single client session.

It's about knowing exactly how to inspire powerful breakthroughs that will bring your clients' dreams to life.

This is coaching at the highest level.

This is coaching that changes lives.

This is exponential coaching.

And right now, it may feel out of your reach.

You may think it's going to take months and months or years - maybe even decades – of experience and practice to reach this level of skill and competency.

But what if that's not true?

What if you could start creating incredible results and driving permanent, positive change for your clients not in months or years but days?

The path to exponential coaching isn't complicated or difficult. You just need to understand and implement 5 game-changing coaching elements.

These are the elements that create extraordinary transformations for clients...

Elements that are massive needle movers...

Elements that will take you from where you are as a coach and transport you to world-class status.

Ready to play? Let's go.

## **What This Guidebook Will Do For You**

This guidebook will help you understand, absorb and implement Rich Litvin's 5 key coaching elements for exponential coaching. You'll discover strategies and action steps to rapidly move into exponential coaching even if you're just starting out.

## **How to Use This Guidebook**

Watch Rich Litvin's video "The 5 Elements of Exponential Coaching". Then come back and work through this guidebook. Take action on the journaling exercises so it becomes a personal reference book you can use to easily integrate the 5 key elements of exponential coaching in future client sessions.

## **Exponential Coaching Element #1: Deep Listening**

The only secret you need to know about deep listening is this...

Presence.

Deep listening is about bringing your entire focus, attention and awareness into a single moment...

Moment by moment by moment.

Deep listening means getting comfortable with silence and stillness. Silence gives you time and space to bring your full awareness and understanding to every client session.

The best coaches in the world can easily drop into deep listening mode in seconds. It might take you a bit longer to do it right now but with practice, you'll be able to go into deep listening whether you're in a quiet room, or the middle of a noisy street at rush hour.

**Key Distinction:** Listening for Insights and not for Information

**You are in a Deep Listening mode when:**

You can feel your own body, your heartbeat and your consciousness within yourself. You can tune into your client's emotions even when they don't share their feelings with you. You are deeply curious and you have the courage to ask the right questions – even when the questions are tough.

### **YOUR NEXT MOVE:**

Practice deep listening with your next 3 clients and journal your experiences and takeaways in the space below.

## **Exponential Coaching Element #2: Eliciting**

This is a natural continuation of deep listening...

Eliciting is about extracting your client's secret dreams and goals, even the ones they keep hidden from themselves. Exponential coaches evoke these hidden goals and bring them up to the surface.

You can do this by asking clarifying questions and listening and watching for spoken and unspoken cues including body language and tone of voice.

Eliciting involves discovering where your clients are coming from and how they view the world.

Exponential coaches also elicit their clients' hidden fears and limiting beliefs. Bringing these through from the unconscious to conscious awareness allows clients to release these blocks and move towards their goals quickly.

**Key Distinction:** Perspective versus Instruction

**You are in Eliciting mode when:**

You are able to identify and highlight your clients' true goals and desires as well as their hidden fears. You can bring forward their secret ambitions and help them release the fears that hold them back. Focus on where your clients are coming from when they speak to you. Pay close attention to their inner perspective and the framework of their thinking not just to the words they say.

## **YOUR NEXT MOVE:**

In the space below, list out 3 explorative questions that will help you elicit your clients' secret hopes and dreams. Then list 3 more explorative questions that will help you elicit your clients' secret fears and limiting beliefs.



## **Exponential Coaching Element #3: 10X**

We live in a fast-paced, innovative world. A world that is far beyond what our grandparents – and even our parents – could imagine.

Yet so many people are still playing small. They focus on incremental changes that bring insignificant results.

Exponential coaching is the opposite of this.

It's about going big. Being bold. Reaching for more. Creating massive results.

Exponential coaches motivate their clients to go far beyond what they think is possible and then they help them achieve 10 times more than that.

**Key Distinction:** Greatness versus Possibility

**You are in the 10x mode when:**

You can approach your clients and motivate them to stretch and expand in all aspects of their lives. You are able to go far beyond what you were hired to do. You can see your client's potential, and you can ignite a fire and inspire your clients to hit and sustain high performance in many areas.



## **YOUR NEXT MOVE:**

Think about topics that are related to your area of expertise or niche and list them below. For instance, if you are a business coach, you can list “mindset” and “productivity” as related topics.

When you have your list, write down how you plan to help your clients stretch and challenge themselves in these areas.

## Exponential Coaching Element #4: Leadership

Leadership in exponential coaching is not just about having others follow you...

It's about knowing when it's time for you to follow others.

This is the kind of leadership that does not hold you above your clients. It's about leading from a place of deep love and connection. The power of exponential leadership arises from vulnerability and transparency.

It's willingness to hide nothing and hold nothing back.

You can see what your clients are capable of and believe in them. Remember, the 4 most important words in coaching are "*I Believe In You.*"

Just knowing and feeling that someone believes in them can propel your clients to do unbelievable things.

Leadership in exponential coaching is also about creating powerful agreements with your clients that will help them create the same out in the world.

### **Key Distinction:** Agreements versus Expectations

#### **You are in Leadership mode when:**

You are able to share your stories and experiences to help your clients in an authentic way. You are not focused on showing your clients how much you know but how much you can do for them. You can champion your clients, support them and believe in them even when no one else does... and especially when they don't believe in themselves.

## **YOUR NEXT MOVE:**

Journal about your current exponential coaching leadership qualities. Are you transparent? Are you willing to hold nothing back? Are you ready to believe in your clients no matter what?

Write about your strengths and your weaknesses, and then list how you plan to improve your leadership skills.

## **Exponential Coaching Element #5: Strategy**

Strategy isn't just about identifying what your client should do now, next and after that...

Strategy in exponential coaching encompasses more than just tasks, techniques and tactics...

It's about creating an overarching container where all of these actions will take place. It's about creating a supportive internal environment where your client can implement these actions to create results.

This means showing your client how to nurture themselves and how to take care of themselves so they experience joy and satisfaction, not just after they hit their goals but every step of the way.

**Key Distinction:** Strategy versus Tactics

**You are in Strategy mode when:**

You can show your clients how to take care of themselves at all times. You can help your clients prioritize self-care so they can show up with high energy, complete focus and creativity every step of the way.

## **YOUR NEXT MOVE:**

Brainstorm methods and strategies that prioritize self-care. Think about how you're going to inspire your clients to nurture themselves on the way to success and then write all of your ideas and strategies in the space below.

## References

Rich Litvin is one of the most successful and respected coaches in the world. He is an Evercoach author and co-author of the bestselling, must-read coaching manual – The Prosperous Coach. This guidebook is based on and inspired by Rich's personal, proven high-level coaching methodologies.

