

Online Training  
with Ajit Nawalkha

**EVERCOACH**

 mindvalley

# ONLINE TRAINING WORKBOOK



## The Ultimate Guide To Getting Clients

*with Ajit Nawalkha*

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## YOUR OFFICIAL ONLINE TRAINING WORKBOOK

### 4 Simple Tips To Get The Most Out of This Class:

1. Print out this workbook before the class starts so you can write down your notes as you listen.
2. Review the topic outline so you know what to listen out for. Make sure you've set aside private time for this session, so you'll be able to focus and fully receive the benefits of it.
3. During the event, write down ALL the interesting and new ideas and inspirations you get while listening — that way you won't lose the information most relevant to you.
4. Think of how you can implement the systems and techniques revealed in this training.

### Preparation Tips:

- Make sure you are in a quiet place where nothing can distract you and that you are not driving a car or any other vehicle. Be in a comfortable position and a right setting, so you are not distracted or anxious.
- Stretch your muscles before starting the class. Stretching loosens the muscles and tendons allowing you to sit more comfortably. Additionally, stretching begins the process of “going inward” and brings added focus to the body.
- Get yourself a cup of tea or coffee. Drinking it promotes increased activity of the anterior cingulate gyrus in the specific areas of the brain that are involved in planning, attention, monitoring, and concentration.

Thank you for joining our online class. We hope you enjoy it!

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Online Training  
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## Part 1: Self Assessment Exercises

This section is for your own information and self-awareness, and does not relate directly to the presentation and content presented.

### SECTION I: UNDERSTANDING YOUR COACHING VALUE

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***“Serving your audience is always the first step for you to create a really thriving practice. If you can deliver value in a consistent and powerful way, your clients will come to you.”***  
**- Ajit Nawalkha**

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#### **Which of The Following Personal Aspects Would Be The One Most Valuable to You?**

Rate from 1 to 5 in order of importance.

- Be congruent to who I am in all areas of my life \_\_\_\_\_
- Improve my coaching knowledge and skills \_\_\_\_\_
- Stick to my unique style when I work with other people \_\_\_\_\_
- Improve my confidence to charge higher rates \_\_\_\_\_
- Be able to make people come back to me over again \_\_\_\_\_

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Online Training  
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## SECTION II: DEFINING YOUR BLOCKS

### Which Statement Below Best Describes Your Experience?

Please define blocks you think you relate to.

1. I feel I can't be fully myself around other people.

**YES, THAT'S ME!**

**SOMEWHAT/ SOMETIMES**

**NO, THAT'S NOT ME**

2. I feel I express and share myself enough to impact the world through my coaching.

**YES, THAT'S ME!**

**SOMEWHAT/ SOMETIMES**

**NO, THAT'S NOT ME**

3. I know exactly how I can generate leads and enroll new clients.

**YES, THAT'S ME!**

**SOMEWHAT/ SOMETIMES**

**NO, THAT'S NOT ME**

4. I feel I've tried a lot of systems, but nothing has worked for me in the long run.

**YES, THAT'S ME!**

**SOMEWHAT/ SOMETIMES**

**NO, THAT'S NOT ME**

5. I feel like many of the available marketing strategies don't work for me.

**YES, THAT'S ME!**

**SOMEWHAT/ SOMETIMES**

**NO, THAT'S NOT ME**

6. I find it hard to network and connect with potential clients.

**YES, THAT'S ME!**

**SOMEWHAT/ SOMETIMES**

**NO, THAT'S NOT ME**

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7. I struggle to get someone excited to work with me.

YES, THAT'S ME!

SOMEWHAT/ SOMETIMES

NO, THAT'S NOT ME

8. I feel I have a lot of hesitation or limiting beliefs around building my coaching practice.

YES, THAT'S ME!

SOMEWHAT/ SOMETIMES

NO, THAT'S NOT ME

## SECTION III: AREAS TO DEFINE YOUR COACHING

### Why is it important to define your strategy to develop your coaching practice?

Before you proceed with the Online Training, please fill in the quiz below. On a scale from 1 to 10, rate where you are right now. 1 being you're nowhere near where you want to be, 10 being you are exactly where you wanted.

Rate yourself 1 - 10	1 being <b>NOWHERE NEAR</b> where you want to be 10 being <b>COMPLETELY</b> where you want to be
	I am happy with my ability to generate leads consistently
	I can easily create new materials and trainings to attract new clients into my ecosystem
	I am able to consistently create an extraordinary experience that leads to transaction
	I am happy with the way I present myself
	I am clear on what I have to offer and how to make that offer
	I am satisfied with the current state of my coaching practice

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Online Training  
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	I have the skills, talents, and resources to define and develop my coaching practice
	I have a strategy that enables me to find and enroll clients fast
	My coaching skills make my expertise more valuable in the marketplace
	I'm able to make finding clients a lifestyle that is easy to optimize in all areas of my life

As an exercise, try answering the following questions in one sentence.

**How do I feel about where my coaching practice is at?**

**What is my biggest challenge?**

**What could I achieve in my business if I could easily and effortlessly generate new leads? What would it mean to me?**

*Write it down, so it becomes more real to you!*

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**Why is it important to identify my strategy to generate leads?**

**What does my desirable business look like?**

**How can I become the most authentic version of myself so more people can resonate with me and come to me to have powerful conversations?**

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***“Express yourself, explain your concepts, explain your ideas, so your potential clients can then engage back with you or get curious.”***

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## Part 2: Online Training

This part is directly related to Ajit's presentation. It is for you to take notes while you listen to the online training. Fill in the blanks as you progress. The workbook is editable if you use a digital version so just start typing in the space provided. Otherwise, write it down in the empty space. These will be the key takeaways that will help you get the best experience out of the class.

### 9 strategies to attract clients through service

**Strategy #1:** \_\_\_\_\_ :

You expressing yourself in formal words to the audience that is potential to you.

#### 3 CHANNELS

1. \_\_\_\_\_ applicable when you want to engage with \_\_\_\_\_.  
They are always looking for \_\_\_\_\_.
2. \_\_\_\_\_ the easiest place to get clients from, especially if your clients come from \_\_\_\_\_.  
It is the channel that you can use to put out your most authentic self. Express yourself, explain your concepts, explain your ideas, so your potential clients can then engage back with you or get curious.
3. \_\_\_\_\_ - long form of \_\_\_\_\_.  
It can be a post with a lot of pictures and video elements. Visual presentations give you an ability to fully hash out the concept and present it in its entirety. When the audience \_\_\_\_\_, it is willing to have conversations with you in a more powerful way.



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Which do I feel is the channel most congruent to me?  
Which of these would I want to start with?

*Write down your thoughts below.*

**Strategy #2:** \_\_\_\_\_

\_\_\_\_\_ is the most powerful medium to put out the \_\_\_\_\_.  
Use it to communicate the authentic you, create engaging content, provide a tremendous amount of value so people feel empowered. When such powerful experience is created, people feel they are connected to the person that is presenting the video.

Two forms of \_\_\_\_\_:

1. \_\_\_\_\_
2. \_\_\_\_\_ (more \_\_\_\_\_)

Do I feel this strategy is congruent to me?  
Do I look good on camera? Do I have someone who can help me?  
Do I feel comfortable communicating with my clients through this medium?

*Write down your thoughts below.*

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**Strategy #3:** \_\_\_\_\_

\_\_\_\_\_ - allows you to put information in a \_\_\_\_\_  
for people to \_\_\_\_\_.

One of the ways to deeply engage with your clients is to make them say  
“YES!”

\_\_\_\_\_ can be put right before \_\_\_\_\_ ,  
right before \_\_\_\_\_ ,  
right before \_\_\_\_\_.

\_\_\_\_\_ give a way to capture details of your  
potential clients like email addresses or phone numbers. This is a very  
compelling way to engage with your customer because you receive the  
information that allows you to contact them back, follow up and have a  
conversation that could potentially lead to an enrollment.

How and where could I start executing this strategy?

*Write down your thoughts below.*

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## Strategy #4: \_\_\_\_\_

\_\_\_\_\_ is a way to put information in a very strategic and systematic way to be able to enroll a client.

Creating \_\_\_\_\_ is not a hard task if you have a system around it.

This strategy is good for:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Where can I start to execute this strategy?

*Write down your thoughts below.*

## Strategy #5 \_\_\_\_\_

The secret sauce of online marketing :). One of the most powerful tools to generate leads.

\_\_\_\_\_ are a way of educating and training your clients over the course of an hour or two. You can design it to provide a great amount of value and WOW your potential clients with all the information. People get excited and start embracing the results, and you can make a proposition in the end.

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This strategy can help you position:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

\_\_\_\_\_ are so effective and powerful because they allow your clients to work with you on a consistent basis since you can automate it and your clients can follow through at their own pace. You don't have to be there with them, but you can still deliver a lot of value. With this strategy, you can control the experience and make sure that your clients get the results.

How can I begin implementing this strategy?

*Write down your thoughts below.*

**Strategy #6:** \_\_\_\_\_

\_\_\_\_\_ a set of videos (5 or 10 videos), an e-book, or a presentation through which your potential clients can first experience getting results with you fast. Communicate an idea that people can start using right away; then, if they continue having the results, they will trust you more and start engaging back with you.

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What are the things I can create to use this strategy?

- 1.
- 2.
- 3.
- 4.

*Write down any additional thoughts and ideas below.*

**Strategy #7:** \_\_\_\_\_

The most important tool to enroll clients.

Having a structure to your \_\_\_\_\_ is crucial. You have to know how to take your client from A to B every single time. Otherwise, you will be reinventing the wheel. The main issue coaches and trainers face is that their conversations are not structured.

You need to know how to structure.

Important questions to ask during the conversation:

- How will I qualify someone to have a one-on-one session with me?
- How will they sign-up for the conversation? What would be the process?
- How can I make sure they actually make it to the conversation?
- How would I deliver this conversation?

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Elements of \_\_\_\_\_:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

How can I structure and execute this strategy?

*Write down your thoughts below.*

**Strategy #8:** \_\_\_\_\_

This strategy is so powerful because your clients get to

\_\_\_\_\_

What makes it compelling is that while you are doing it, you get to see your clients react to the different methodologies you are using. That's why this strategy also helps you refine your skill.

Who is \_\_\_\_\_?

How to \_\_\_\_\_?

How to make clients feel more \_\_\_\_\_?

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Online Training  
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*Write down other questions that come to your mind about this strategy.*

**Strategy #9:** \_\_\_\_\_

\_\_\_\_\_ - one of the best methods to put your message out there.

Two things you need to know to start using this strategy are:

Knowing \_\_\_\_\_

Knowing \_\_\_\_\_

How can I start to execute this strategy?

*Write down your thoughts below.*

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BONUS: How to create long-form video format?

Flow for a long-form video  
(Video for Youtube 5-6 minutes long)

Step #1: Introduce yourself

Step #2: Define the problem

Step #3: Create a connection between you and the problem

Step #4: Share your 3 - 4 solutions for the problem

Step #5: Summarize the key takeaways

Step #6: Provide a call-to-action

*Use the space below for your notes:*



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**Use this space for any notes, thoughts and questions that may be coming up now.**

*Remember this is about trial and error. You define your own rhythm, and you can keep playing this game on and on.*

**What are the objections I have coming to my mind? What are those “Buts” that are stopping me?**

It's all great, but \_\_\_\_\_

It's all great, but \_\_\_\_\_

It's all great, but \_\_\_\_\_

**What is that one thing I can change today to move closer to my goal?**

*Remember to only focus your attention on the next little thing.*

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## Reflection Time

**How many strategies would I like to stick to? Which of these strategies do I resonate with the most?**

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**What is my financial goal by the end of the year?**

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**What does my desired business look like?**

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**How would my life change if I could consistently generate new leads?**

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**What would it mean to me if I elevate my game? Why is it important for me to have that transformation? What will happen to my body and to my confidence?**

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## SELF-REFLECTION

The right questions can spur your subconscious to feed you the right answers. So ask yourself. . .

**What would it be like if I were able to serve more people and make the impact I've always wanted to achieve through my powerful coaching?**

**How would it feel if my fears were shattered and I could create a lifestyle that makes me find and generate leads easily and effortlessly?**

**What can I do today to start using the right methods and have everything available for me regarding success, contribution, and abundance?**

## What Students Are Saying About Ajit Nawalkha

**“Clear, actionable steps to take your business and life to the next level.”**

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, *verbii.com*, *Alaska Publishing*, and *Adventures in Manifesting*

**“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**, Founder, *thereallindsaywilson.com*

**“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. Ajit’s genuine care for entrepreneurs and their unique path is heart-warming. His astute awareness of business structures and systems is absolutely stellar!

~**Laura Hollick**, CEO, Soul Art Studio Inc.