



THE 8 PRINCIPLES OF **EXPONENTIAL COACHING**

MASTERCLASS WORKBOOK
WITH RICH LITVIN

WELCOME TO YOUR MASTERCLASS WORKBOOK

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. It is editable.
2. Review the contents of this guide before the Masterclass so you know what to expect, and you can best set aside private time before, during, and after the Masterclass to complete the activities.
3. Think of how you can quickly implement the secrets revealed in this session to rapidly change your life.
4. During the Masterclass, 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.
5. Continue reviewing your workbook and notes to process your lessons at a deeper level. Insights may spur during revision.

"Safety is the enemy of success"

-Rich Litvin

WHAT TO EXPECT

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1. PRE-MASTERCLASS EXERCISE

- Set your intentions before the masterclass

2. YOUR STORY

- Reflect on your current stage as a coach and where you want to get

3. THE 8 PRINCIPLES OF AN EXPONENTIAL COACH

- The 8 Principles of Exponential Coaches are: Mastery & Mindset, Deep Inner Work, Exponential Coaching, Exponential Thinking, Exponential Community, Selling the Invisible, Serving the Incredible and **Exponential Impact**.

4. THE 3 YEAR EXERCISE

- Set a clear vision for yourself at the end of the Masterclass.

5. REFLECTION

- Create awareness by asking yourself powerful questions.

7. TESTIMONIALS & STUDENT STORIES

- Read what people are saying about Rich's Program.

1. PRE-MASTERCLASS EXERCISE

Start with Intention

Set your positive intentions, observe your current state and write those here. How do you currently feel? What are your intentions for joining this Masterclass? What do you hope to leave with?

“Take risks. Fail spectacularly. And then go out and fail more.”

-Rich Litvin

2. YOUR STORY

Fill in your current and desired state for how you show up and how much impact you create for your clients. Fill in the circle of your desired state and use an "X" for your current state

Rate yourself on a scale of 1 to 10 on how you show up

10 empty circles in a row, numbered 1 to 10 below each circle.

Rate yourself on a scale of 1 to 10 on how much impact you create for your clients

10 empty circles in a row, numbered 1 to 10 below each circle.

LIFE STORY

What did you do before becoming a coach?

When did you discover that you had the ability to impact

When did you make the choice to become a coach?

3. BEING AN EXPONENTIAL COACH

Follow along the Masterclass and fill in the blanks. You can write down your answers or take notes on the blank spaces.

What distinguishes Exponential Coaches from other coaches? Rich mentions 3 elements that differentiate exponential coaches.

1. _____: going deep by being really present.
2. _____: getting your clients 10X the results.
3. _____: who you are in each moment.

What is the key to work with high performers?

Space to take note:

The 8 Principles

1. Mindset Mastery is a decision between a Fixed Mindset and a _____ Mindset.
2. Deep Inner Work requires a Coach to be comfortable with the _____.
3. Exponential Coaching means to listen deeply, _____, _____, _____, and _____.
4. The fourth principle is Exponential Thinking. To get your clients to think exponentially you may use three elements: The impossible goal, _____ and the Moonshot.
5. Exponential Community, the fifth principle is all about how to seek and create the right communities and create your exponential team.
6. The sixth principle is called Selling the _____.
7. Serving the Incredible, the 7th principle is essentially about how to work with clients who are more successful, wealthier or _____ than you.

Space to take note:

8. The last principle is about Exponential Impact, how to 10 X your impact and take small bets. Are you building a course in the business sense? Are you building it for lead generation or revenue or impact?

Space to take note:

4. THE 3 YEAR EXERCISE

Imagine three years have gone by since you've watched this masterclass. By accident you bump into Rich, telling him how this masterclass has given you the insight that transformed your life.

How does your professional life look like?

How does your personal life look like?

PART 4: REFLECTION

The right questions can spur your unconscious mind to feed you the right answers. So ask yourself... (Use an extra piece of paper if you need to).

1. What would your life look like if your coaching business were at the level you want it to be?
2. How can you contribute more to your family, relationships, yourself, and community if you enhance your communication, and go with Rich through Deep Inner Work?
3. How will the life of your clients change if you were to implement all principles of an exponential coach?
4. What is the one thing you can do right now to demonstrate you are dedicated to elevate your coaching?

THANK YOU for joining today's Masterclass!



To implement what you learn and create 10x exponential impact, income and freedom watch through the end of masterclass.

At the end of the masterclass the price will be reduced as a thank you for attendees who watched the masterclass.

PART 6: TESTIMONIALS & STUDENT STORIES ABOUT RICH'S PROGRAM

“My business has changed more in my year working with Rich than at any other time in my 18 year career as a coach. I am forever grateful.”

When I met Rich, I had a full client load and I was also running group programs. But I was still doing \$150/hour sessions and getting burned out. I was so good at launching people into the lives of their dreams but I didn't have a dream life myself, as I was working all the time. I was even considering leaving the coaching field.

Now 90% of my clients are on a contract; my fees have quadruped and I almost doubled my coaching income in the last year. I now have a lifestyle that includes travel and time off. And I am creating my practice to be as fun for me as it is powerful for my clients.

Rich has a combination of inside-out and outside-in coaching that creates results. Some coaches just focus on external goals and others just on beliefs. We need both if we are to be truly successful at anything. Rich has a natural ability to see and bring out your unique genius as a coach so your work can be a full expression of your unique talents.



Megan Sillito

Life Coach, Speaker and Author

“Allows me to reach another level altogether”

Thank you. I've been working toward creating more powerful conversations with prospective clients, but you've framed it in a way that allows me to take to another level altogether. Great stuff!



Kayt Wolf

Health and Fitness Coach

“I can create clients from a place of love and service”

I feel much more relaxed around money. I no longer have the need to constantly prove myself worthy. And I know that I can create clients from a place of love and service instead of from a place of neediness. If you want to work with only a few high-achieving clients per year, and if you hate traditional marketing and sales, do yourself and your future clients a favor and go to this intensive.



Brian Yining Wu

Apprentice to the Wise, Student of the Truth, and Coach for the Empowered Youth