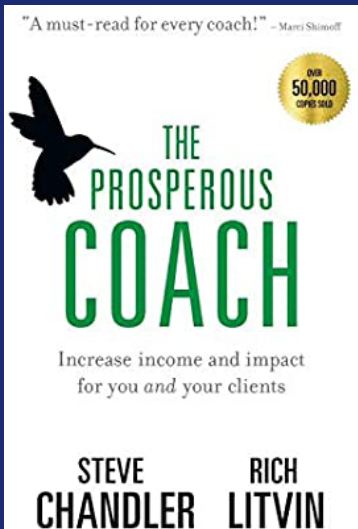


STEVE CHANDLER

COACHING PROSPERITY SCHOOL



Inside: The COURSE CONTENT for
this Video and Audio Masterclass
version of the ACS
(Advanced Client Systems.)



“A must read for every coach. Rich Litvin and Steve Chandler offer a revolutionary approach for creating a career and a business that you love.”

~ Marci Shimoff

#1 NY Times best-selling author of *Happy for No Reason*



THE COACHING PROSPERITY SCHOOL

This school for coaches, known throughout the coaching world as “The ACS,” (for Advanced Client Systems) has been teaching coaches from around the world for 13 years.

From the very beginning, up until the last LIVE version of the school completed in July of 2020, the school has held its entire focus on how to create clients and how to build a prosperous practice. The coaches who have attended didn’t come to learn how to coach because they already knew that ... that’s why they were coaches.

The “how to coach” learning was already in good progress when they arrived. And they had developed those skills from being mentored in that arena by their own coaches, and from studying the teachings of many different modalities including The Three Principles, University of Santa Monica, Landmark Education, Byron Katie, Tony Robbins, iPEC, Integral Coaching, Novus Global, ICF Coach Training, and on and on.

While the *way* they coached people was always different and unique, they all had one thing in common: they wanted powerful, reliable systems for attracting clients, and they wanted their coaching businesses to be prosperous.

This video masterclass version of the school provides you with all the content covered in all of those successful schools with the added advantage of being able to hear and learn from the real-world experiences and systems of 16 of the school's most prosperous and successful graduates most of whom, as you'll hear in their lessons ... came to the school with no clue about how to transform their coaching skills into making money.

Here, in brief, and in general-principle terms, are the 10 Big Ideas coaches take away from the school. Later in this document, in more detail, we will show you exactly what the lessons will be teaching you.

The Top 10 Big Ideas

01

IDEA 1

Sell the Experience, Not the Concept

People buy the **concept** in most professions. They know what an accountant is, they know what an acupuncturist is, a carpet cleaner, a massage therapist. Tell me about a good one and I'll go use them, no problem.

But coaching is different. Most people don't know what coaching is. Not really. Every coach is so different! So prospective clients don't have anything up front to base their buying decision on. This is why marketing, PR, personal branding and getting your name out there mean nothing. If you try to sell the **CONCEPT** of coaching by giving conceptual ideas...like what you charge, what your credentials are, how you work, what you promise, etc. people will not buy your coaching. (Have you noticed?)

They need the experience. They need to know FOR SURE that this investment is a good one. And there are good ways to do that. There are systems that are both fun and doable, and that keep you out of the world of marketing and selling and REJECTION and into the world of giving and serving and enjoying every moment you spend with your prospects. The ACS coaches chosen to share their simple systems in this school show you many ways you can do that.

02

IDEA 2

Stop Believing in Yourself

Trusting and believing in your egoic self are fool's errands, especially in the world of coaching. They are also examples of very poor time management. (Time you spend trying to do that is time you could spend really getting to know someone.)

You want certainty. Case histories. Facts. Reality. Reality is on your side. So you are going to ask questions and tell short stories. That's how prospects become clients. They love the insights *they* get when they answer your questions, and they are reassured when you tell your stories about other people you have helped. (And how you yourself have been helped by coaching!)

Some of our ACS coaches keep an active and vibrant success journal that they can refer to and read through prior to every call or meeting with a prospect. Someone sends you an email saying they have had a wonderful breakthrough because of a session with you and you can IMMEDIATELY add that into your journal. This is reality. This does not involve the problematic self-conscious activity of trying to "believe in" your separate self, and then trying to "trust the universe" or wishing on a star for your clients to come.

Trying to believe in your small biographical self just gets in your way and will eventually make you nervous before conversations with others. **Knowing** is better than trying to believe. Knowing the true value of what coaching can do when the fit is right and the connection is there. That gives you secure grounding and inner peace.

03

IDEA 3

Let Your Niche Find YOU

Most coaching “certification” programs urge novice coaches to find and choose a *niche* ... a narrow specialty!

We have never encountered such counter-productive advice. Most of the coaches we know who are extremely successful have no niche at all. A niche would limit them! It would shut them off from many categories of people who are yearning for their help.

There are coaches who emerge from “certification” programs crowing about the niche they have chosen. They have no clients, but they have a niche! “I am going to coach rodeo clowns!” Why impose that limit?

The only time we see a niche working in a coach’s favor is when it emerges on its own. If you have a certain success in a certain category (and it can happen by accident) you can now go to other people in that category and they are more likely to listen to your success stories. But even then, you don’t have to let it restrict you.

04

IDEA 4

Don’t Just Be Good at What You Do

Greatness is a job requirement in coaching. Just as it is in athletics and the performing arts like acting, singing and dancing. To make a good living, you must, every day, move consciously toward mastery and greatness.

Good enough is not good enough if you want prosperity.

But that’s good news. That makes this profession fun. You are now on a never-ending journey upward. You read books, watch classes on optimal living (while taking notes), and listen to audios on your walks and in your car. Why? Because you can always be better, wiser, more effective. And happier.

(“Happiness is neither virtue nor pleasure nor this thing nor that ... but simply growth. We are happy when we are growing.” ~ William Butler Yeats.)

You do this continuous learning because your clients don't. You read the book your client doesn't have the time or mindset to read. You take the class your client never took. You are the source of information and transformation for your client.

You learn from other coaches. You study their moves. You copy them and improve on them. You incorporate what they do into your own way of coaching and your very greatness is what eventually gets you clients ... because, as in any other profession, when you reach greatness, people can't stop telling their friends and colleagues about you.

This profession is about seeing the greatness in other people and bringing it out. If you yourself are not doing that for yourself (developing your own greatness), then you are stopping short of what your profession can do for you and others. But this will be fun, because journeys are fun and stagnation is not fun.

05

IDEA 5

Stay in the Prospect's World

What should you say about yourself in an email or voicemail or in a phone conversation?

Nothing. (Or next to nothing.)

In an optimal world of effortless client-acquisition, your ego does not exist. Your email strikes a beautiful chord only **WHEN IT IS ALL ABOUT THE RECIPIENT OF THE EMAIL.**

Yet most coaches waste all their days using emails and other forms of communication for selling, promoting, marketing, advertising, funnel-building, spamming, blitzing, swaggering, posting, crowing, scamming, and personal branding. They don't even know what it is to venture into the client's world. They remain hidden inside a painfully self-conscious personality-cocoon created from their own misunderstanding and fear. Therefore they almost always feel isolated and disconnected from the client. They are,

“Lost and afraid in a world they never made.”

You want to be prosperous?

Enter the client’s world. Be curious. Explore. Enjoy the act of understanding how another’s mind works. Never a dull moment in that approach.

06

IDEA 6

Die Before Going into Battle

Like the Samurai do. They would die to themselves. In their minds. Then, in battle, they were now free to whirl and dance. Not fearing death, their movements were unexpected, imaginative, flowing, creative, and they became nearly immortal.

You can do the same. You may need money, but you do not need THIS PERSON’S MONEY. Stop behaving as if you do. It makes you look needy. Needy is creepy. That’s why stalking is a crime. This school shows coaches how to replace stalking with serving. Your professional self-esteem will rise every day. Your professional peace and confidence is a MAJOR factor in your client’s decision to hire you.

07

IDEA 7

Generate and Create Referrals

Do not ask for referrals. I know, everyone teaches you to do that, but how has that worked for you? ... other than lowering your self-esteem, and making the person you want a referral from feel that you are insecure about getting new business.

Asking a person for a referral only tells that person that your calendar is wide open because you are not a good enough coach to have people lining up to hire you. It is a subtle confession of failure, which is why it doesn’t work. The referral is half-hearted and the person never reaches out to you.

In this class we show you how to get referrals. Yes, you'll talk about them, and you will get them, but you won't have to ASK FOR THEM ever again. No more standing in the road with your begging bowl.

08

IDEA 8

Have Your Own Coach Boost Your Success Rate

A coach without a coach is like a doctor who won't see a doctor. What if your doctor referred you to another doctor, a specialist, and you asked your doctor, "Would you go to him yourself?" And he says, "Oh, no. I don't go to doctors, ever. They just screw you up."

Keep interviewing coaches for yourself until you find one who will help you accelerate YOUR FINANCIAL SUCCESS ... so that her fee becomes a total non-issue. Learn the difference between a good investment, and another debt.

It's hard for a client to trust a coach who has no coach. And do you blame them? What are you going to tell them when they ask you if you have one? You can't afford one? (Not inspiring!) Or you don't believe coaching works? (Wow.)

09

IDEA 9

Make Sure You Are Coaching Someone Today

Most coaches make the mistake of holding out for big packages or large fees long before they have devoted enough time to developing their skills.

If you are beginning your coaching practice, do whatever it takes to be coaching people. Charge a dollar for an hour of coaching if that's where you have to start. Because the more you coach, the better you get. And the better you get, the more people talk about how good you are. And the more people talk about you, the more their friends contact you to find out what all the talk is about. And when that happens, you raise your fees. Not before.

10

IDEA 10

Learn to Love the Hard Parts

If anything looks or feels hard as you move through your day as a coach, slow it down. Slow it WAY down. Find a way to make it easier and more fun. The more fun it is, the more you will love doing it, and the more successful and effective it will be.

Take whatever is not fun and do it differently (and more slowly) until it becomes fun. We will give examples of this in the school. Just know, it (slowing things down and practicing making them fun to do) can be done with ANYTHING, and once you get the hang of this principle, your effectiveness will soar.

To do things well ... things like getting clients ... They have to first be actually doable. One of the prime missions of this school is to have all the activities on your path to prosperity as a coach be doable. We aren't here to try to manifest your impossible dream. Our motto is "Doing the doable." Because coaching is so often linked with motivational speaking there is a myth that says to be a successful coach you have to create the impossible. You have to dream big to make this career work.

That myth leads to a lot of fear and self-doubt along the way. Do I have it in me to be courageous enough to make this profession work? That's a recipe for ongoing anxiety and self-doubt. You'll hear a lot of our coaches in this program share their stories of being in exactly that space.

Until they saw.

That this is a profession like any other. Why would it not be? You just learn as you go. You can relax and enjoy the learning. Just stay on the path. When your thoughts send you off onto a side road, you'll just come back to the path. It doesn't matter how slow you go — if you're on the path you'll always get there.

The ACS was created and has been developed to show you the path.



Review from an Amazon reader of the book 37 Ways to Boost Your Coaching Practice by Steve Chandler. It is a book whose content was taken from the ACS sessions with coaches:

“I loved reading this book. It’s even better when I apply the lessons Steve shares. It’s written like I’m having a conversation with Steve. Applying these lessons has allowed me to grow my business to the point where it’s not a business anymore, it’s become a way of life. If you’re a coach or consultant and you want to get rid of all the usual b.s. (like list building, winning people over, selling, looking good, positioning yourself) get this book, apply and you will find a whole new way.”

Devon Bandison

Feedback on the Prosperity School experience from life coach, author and public speaker Devon



**Averting Crisis
in the Bronx**

Bandison:

“When I first attended the ACS, I was a part-time coach with no idea how to create a successful business, wondering if I could even do this thing called coaching as a career.

“The ACS teaches what the majority of coaching schools miss completely, which is how to create success in the business of coaching.

I’ve known many coaches who have had great skills as a coach but continue to struggle to create financial prosperity in their business. That’s what the ACS handles for you. It helps you become a master coach while creating prosperity through profound service.

“The Advanced Client Systems is a GAME CHANGER. You can put away the marketing tools, gimmicks and funnels because the ACS approach teaches you how to authentically serve in the most powerful way that is true to you.

“I attended the ACS four times and still use the systems today in my practice because it allows me to relate to my clients and business with ease and joy.

“Today, my practice is consistently full with a waiting list, while I get to serve some of the most inspiring people in the world.

“In addition to the impact Steve and the ACS has had on my business it’s also had just as much of an impact on my life.

“His mastery as a coach has helped me become a better father, son, brother, coach, and human being.

“My life and coaching practice is something that inspires me every day and I attribute it to the work I’ve done with Steve and what I learned in the ACS.”

~ Devon Bandison



In this program you'll have 36 LESSONS taught by Steve Chandler and his guest teachers, all successful graduates of the 13-year ACS program, sharing their own tips and secrets to prosperous coaching practices.

These are your 36 LESSONS for:

Creating clients and joyfully BUILDING a prosperous COACHING practice:

(These video lessons range from 15 to 45 minutes in length and include short written pieces to guide your learning.)

INTRO

VIDEO

Introduction

Rather than doing a one-person talking head intro to this school, we thought it would be more fun to bring in the wonderful coach, public speaker and author Jason Goldberg to create a lively conversation with Steve on the subject of what to expect in the lessons ahead and **how to use them right now** to boost your income as a coach.

It also adds some street cred as Jason attended this school (more than once) a few years back and has built his amazing career on what he learned there. You'll be receiving the same full content he received (and then some) in these forthcoming lessons.

To get the most out of your experience of this school you don't want to skip this intro!

ONE THOUGHT to REMEMBER: As the great NFL Hall of Fame quarterback Fran Tarkenton said, "If you're not having fun you're not doing it right."

01

LESSON

Selling Without Selling

Most coaches' gifts and talents apply quite nicely to the act of coaching an existing client. That's not what this school is about (although it will dive into the issue of becoming a better coach in an ongoing, devoted way as you come more and more from a learning mindset.)

This school is about building prosperity by becoming extremely skillful at selling your services. But you won't be "selling" in the way you used to think of that. You'll replace all of that with a new understanding of serving.

This first video lesson, taught by Steve Chandler, invites you to open up to the possibility of saying goodbye to your old life of failed sales calls and frustratingly ineffective attempts at marketing and self-promotion. Not only is the alternative path of service more effective and powerful, it is also more relaxed and doable.

02

LESSON

Taking Ownership

Steve teaches this one and says: “Primary and fundamental to my creation of a thriving coaching practice was my taking full ownership and responsibility for doing so. But instead of that being a worrisome burden, ownership became a source of power and direction.

“Once the owner-victim choice was made clear, my brain could develop new neural pathways in the direction of prosperity....AND I could help prospective clients find new hope and possibility in their own embrace of this thinking tool.”

03

LESSON

Profoundly Useful Thoughts and Insights from Master Coach Rich Litvin

Co-author with Steve of the bestselling book *The Prosperous Coach*, Rich Litvin gives us a host of gems and tips about building a coaching practice through creativity and service.



04

LESSON 4

The Ladder of Consciousness

In this lesson Steve presents you with a visualization tool that has had great success in giving coaches greater immediate awareness of **where they are coming from** throughout the day, and also in a conversation with a prospective client.

The second part of the lesson helps you understand where your prospective client is coming from as well, and gives you ideas on how to make people feel more relaxed and receptive to coaching. This is a tool to help you to live with greater optimism and creativity as a coach, and to help your prospect feel possibility and hope.



Spirit

Inspiration, Joy and Love

Reason

Courage and Acceptance

Fear, Judgment and Pain

Death

05

LESSON 5

The Secret Power of Deep Listening

Taught by Steve, this lesson brings the point home: Talking to people about coaching is more about listening than talking. People don't walk around thinking, "I need coaching!" They walk around thinking about their challenges and their unfulfilled possibilities. That's what interests them the most, and that's what they want to talk about. Coaches get better at enrolling clients into their practices when they get better at listening!

06

LESSON 6

Aila Coats on Coaching

One of the most successful and powerful coaches on the planet today is Aila Coats. She's had a great track record coaching leaders, athletes, coaches, etc....but what she's most known for is her work with teenagers, a category of client most coaches don't go near! Whether you ever want to coach teenagers or not, you'll gain a lot from this session with Aila and the insights she has into coaching.

She says, "I've always known I wanted to serve people in meaningful, important ways, and living it as a reality is such a wonderful experience."

We learn a lot about making it your own "living reality" in this profound lesson from Aila, the one Steve Chandler calls his favorite of the 36.



07

LESSON 7

Tom Chi on Understanding Your Client Prospect

Our guest teacher interviewed by Steve in this lesson is Tom Chi. Tom has worked in a wide range of roles from astrophysical researcher to Fortune 500 consultant to corporate executive developing new hardware/software products and services. He's played a significant role in established projects with global reach (Microsoft Outlook, Yahoo Search), and scaled new projects from conception to significance (Yahoo Answers from 0 to 90 million users).

Tom is a brilliant coach and consultant, as you'll quickly see and hear, and his amazing always-learning mindset had him take the full six-month ACS (Coaching Prosperity School) course which was an honor for us!



08

LESSON 8

Our guest panel of coaches on: Creating Your Own Community of Coaching Prospects

Our guest panel of experts in this session features Devon Bandison, Tina Quinn, Kamin Samuel and Karen Davis. All of these coaches are former students inside this school and they've all gone on to create very successful coaching careers. (Their bios and links are listed at the end of this program.)

Here we talk about what so often feels like “the hard part” of beginning a coaching practice ... finding people to talk to. How do I meet people? What if I'm an introvert?!? Our panel addresses these issues and shares their own experience. The truth is: finding people to talk to about coaching is easier than you think!

09

LESSON 9

Getting Referrals: The Triangle

As you communicate with people about their lives and their challenges and the service you offer, you will begin to get referrals! People will know people who could benefit from your coaching!

However, as Steve teaches in this key lesson, it's the painful experience of most coaches that referrals don't have a very high success rate of actually leading to you getting a new client. We've identified the main reason for that, and coaches who really “get” and practice this referral triangle have remarkably improved results.

Once again we can see in this referral triangle (another advanced system) that successful coaching is a relationship business, not a sales and marketing business. The more we slow down and cultivate relationships, the faster our coaching practice moves toward prosperity.

10

LESSON 10

Service and the Referral Family Tree

Steve Chandler's publisher and longtime Director of The ACS (Coaching Prosperity School) Maurice Bassett becomes a guest teacher here for us on the subject of service and then he gives us his useful system for tracking referrals he calls the Referral Family Tree.

In addition to this video lesson, Maurice has included his special audio recording on this subject as a bonus for you to download.



11

LESSON 11

Kamin Samuel on Wealth and Coaching



This lesson shows us how important it is to relax around money issues and not equate the money you charge with personal worthiness, or social status. We don't want to interpret our exploratory "sales calls" as sources of failure and personal rejection.

Kamin Samuel answers questions from Steve in ways that will help every coach with their "money issues" whatever they may be. She draws upon her many years of experience working with people to delete their fears around money, and working with coaches to create and practice a professional way of being that encourages the people we talk to to refer others to our work, and come back later to work with us even if they're not ready now!

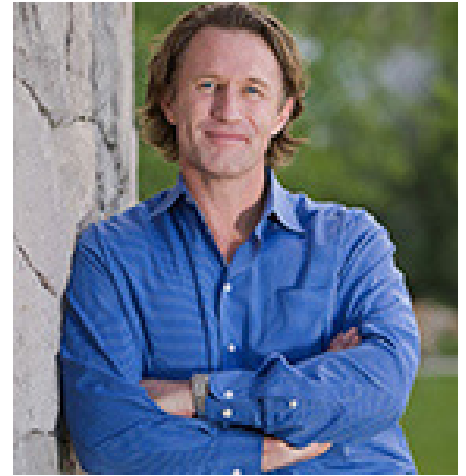
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LESSON 12

Leadership Expert Stephen McGhee on the Mind, Body, and Spirit of a Coach

Stephen McGhee is a master coach, author, public speaker and seminar leader. He and Steve Chandler and Carolyn Freyer-Jones taught the coaching program together at the University of Santa Monica.

He is a graduate of the very first Coaching Prosperity School and has been a popular and powerful teacher at the ACS. His teaching advice in this lesson includes the importance of physical health and spiritual health for every coach ... acknowledging a widely overlooked element in coaching effectiveness: **THE HEALTH OF THE HEALER.**



13

LESSON 13

How to SERVE and GROW RICH

This lesson is a video presentation Steve did for Brian Johnson a few years back (you'll notice that)...and the video quality is a little funky (you'll want to notice that, and not care ... listen as audio if that helps) but we are putting it in right here because it follows perfectly the points made in Kamin Samuel's lesson on wealth and coaching.

The title of the lesson is a play on the great old classic by Napoleon Hill, *Think and Grow Rich*. It's possibly THE MOST IMPORTANT lesson a coach can learn and internalize ... or, in Tom Chi's brilliant phrase, learn and METABOLIZE ... as opposed to just "learn and try to remember."

This is because your relationship to wealth and money is KEY to you becoming a coach with a successful coaching practice. It is the very heart of thriving, flourishing, and creating prosperity.

Your coaching bank account is a reflection of the service you have provided, nothing more, nothing less. Clients don't pay coaches if their work doesn't serve them. And they certainly don't refer people to you and renew their contracts with you if they are not being served.

But the good news is that this whole course is about service versus selling, and you can learn to serve prospects and clients in dignified and creative ways and enjoy doing it far more than you ever "enjoyed" trying to sell and market.

14

LESSON 14

Giver vs. Taker and Optimism vs. Pessimism

Steve gives you another look at the LADDER as a tool for creating mindset and context for your communications throughout the coaching day.

We first look at practicing the self-concept of being a GIVER throughout the day versus seeing yourself as a taker. Then we look at seeing OPTIMISM as a tool ... a system of thought ... instead of seeing it as a personality trait that some people have and some people don't have.

Both of these distinctions have been powerful clarity-boosters for coaches as they learned more mindful, peaceful, and creative ways to build their practices toward prosperity.

15

LESSON 15

Information vs. Transformation

In this lesson Steve highlights a vital and important distinction between information and transformation.

If all I do to become a more successful coach is acquire more and more information then I will ultimately be frustrated and unsuccessful. However, when I become really clear on the difference between information and true transformation, then my practice makes real progress!

The problem with information is that it pushes you into a how-to world. It's a

lost world, a lost continent of puzzled passivity and paralysis. Its inhabitants are all the people who don't know how to do what they want to do. Or so they think.

Steve says: "I've used this example a lot, but I would love to use it every hour, on the hour with someone until they got it — and that is the metaphor of the bicycle. You can read a lot of books on how to ride a bicycle. You can go to a seminar on bicycle riding, and you can get all the information in the world. You can even read Lance Armstrong on how to ride a bicycle (with and without his supplements). But if you are not out there experimenting with riding the bicycle, you won't be able to ride a bicycle. There will be no transformation."

16

LESSON 16

Part One of Carolyn Freyer-Jones' Teaching



Master coach and teacher Carolyn Freyer-Jones talks to Steve and the rest of us about a variety of ideas and systems for moving our practice toward flourishing and thriving, including what to do when you “run out” of people to talk to, how to address inner, fleeting unworthiness and professional self-esteem issues, the positive benefits of being coached and sharing that experience with potential clients, and her famous SHOW ME YOUR CALENDAR exercise ... a wealth of teaching that gives you an idea why Carolyn is so gifted at teaching coaches how to create success.

17

LESSON 17

The First Three Prosperity Disciplines

Steve first began teaching these disciplines (activities and practices that lead to prosperity in coaching, especially when they become easy natural habits) in a guest teaching capacity at Michael Neill's Supercoach Academy in New York City. At that time there were 10. After that lecture, he brought them into his own prosperity coaching school as primary learning. Over the years his disciplines expanded to 18.

The heart and soul of the Coaching Prosperity School (the ACS) soon became the disciplines we learned and followed. They guaranteed that the ideas we learned at the level of information and insight would show up in the world as practices. These are Steve's video presentations of the first three ... learn them well ... and they will soon be followed by 15 more!

18

LESSON 18

Getting Clients from Social Media with Jason Goldberg

Our guest teacher Jason Goldberg, author of the book *Prison Break*, is an award-winning entrepreneur, a TEDx Speaker, a baconatarian (that's a vegetarian who still eats bacon), a funky sock lover, a former rapper (who opened for the Wu-Tang Clan – YES, really!) and a previously 332-pound man (who has since lost over 130 pounds despite his affinity for bacon).



Underneath his cheerful energy and great humor, Jason is super serious about teaching coaches to prosper and thrive financially. Here he talks to us about how we can use social media as a wonderful source for client relationships.

19

LESSON 19

Prosperity Disciplines 4, 5, and 6!

Steve draws on his own path from abject failure as a coach to making it work. These three disciplines he teaches focus on how and why CONVERSATIONS are the true pathways to creating clients, and why basing my enrollment conversations on beliefs (my beliefs and my prospective clients' attempts to believe) is a non-starter that goes nowhere.

We learn here to exchange “believing that coaching will work” into giving people direct experience of the work.

20

LESSON 20

Disciplines 7, 8, and 9!

Here you will learn awareness, and three important practices: sharing stories, finding the real goal behind the client's goal, and not being needy (not appearing to be the only one who wants something from this relationship).

You'll notice as Steve delivers these disciplines in his easy, laid-back style that none of them are hard to do. They're just hard to remember.

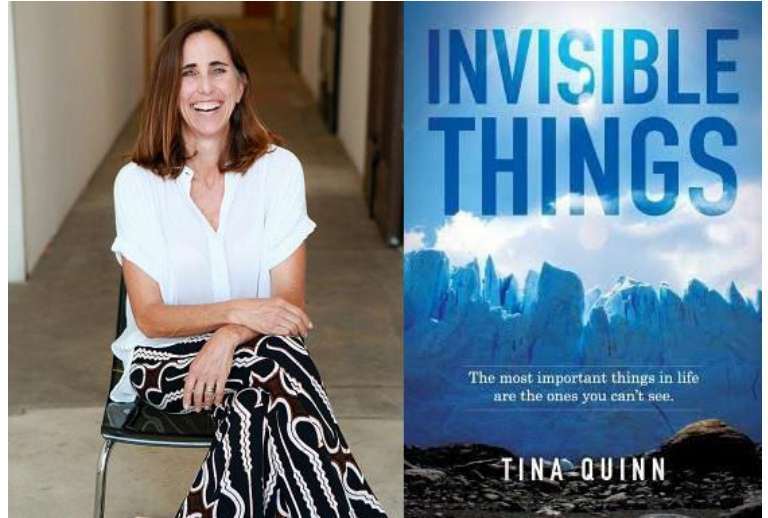
But when you practice doing them your success increases and your bank account reflects it. And, again, the practice is easy. In fact these disciplines are so easy to execute and understand and “get into” that coaches began calling them “The 18 Hot Tubs,” saying that the word “discipline” sounded harder than they actually were.

21

LESSON 21

Practical Spirituality with Life Coach Tina Quinn

Tina Quinn is the author of *Invisible Things*, a compellingly vulnerable account of her own spiritual journey. She is one of the ACS's most successful grads balancing her work as a wife, mother, nonprofit volunteer, university board member, real estate manager, and life coach! You'll enjoy her insights into coaching people on the vertical (spiritual) line of life, and the practical results that follow.



22

LESSON 22

Disciplines 10, 11, and 12!

These disciplines take you to the infamous Lamp Post metaphor which has you always grounded in the value you bring just by showing up and listening deeply, then it addresses how to be okay with the word NO ... in fact better than okay ... and then the powerful, highly practical practice of showing leadership in completing your coaching agreement once you hear the YES!

If you practice coming from service and compassion and have your daily series of conversations be about creating relationships instead of “trying to get clients” your path to prosperity will become easier, more graceful, and more effective. Watch these three more than once!

23

LESSON 23

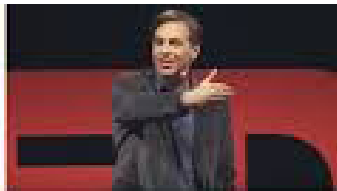
Disciplines 13, 14, and 15!

These disciplines are important. Slow down, stay present and focused on opportunities you don't see if you're racing around trying to get into your own future. Get a coach! Sounds self-serving for a coach to say "get a coach!" but all successful coaches have coaches and use them to accelerate their success. We had peer-coaching going on with weekly sessions for coaches in our school because being coached 1) helps you become a better coach and 2) helps you get clients. And the third discipline in this session is about the importance of ending your early conversations with clients on possibility, not affordability!

24

LESSON 24

Steve with Guest Teacher Michael Neill



MICHAEL NEILL

Unleashing the human potential
with intelligence, humor and heart

Michael Neill is a best-selling author and is founder and main teacher at the legendary Supercoach Academy. Michael and Steve have done two video masterclasses together, one on financial freedom and the other on creative writing. Michael's book *Supercoach* is very highly recommended to all coaches taking this course! In this lesson Steve interviews Michael on his approach to bringing clients into his practice through love and listening.

25

LESSON 25

The Final Disciplines: 16, 17, and 18!

Here we explore the positive power of limitation, the negative dis-empowerment of role-reversal, and, finally, the most powerful client attractor of all ... becoming GREAT at what you do!

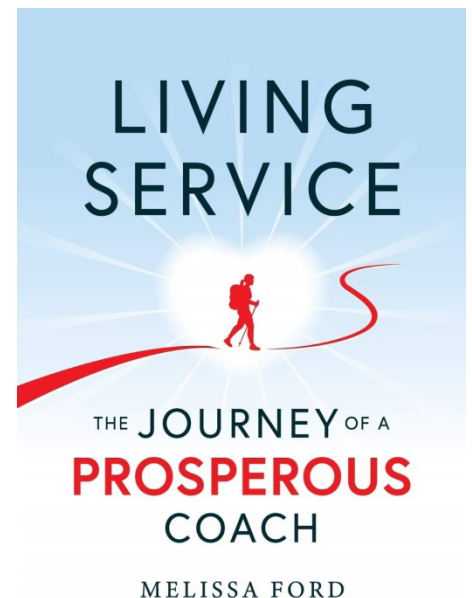
26

LESSON 26

Creatively **SERVING** with Melissa Ford

Melissa Ford is a master coach who has built an extremely successful coaching practice over the years and was often a guest speaker/facilitator at the live version of this Prosperity School. Her book, *Living Service: The Journey of a Prosperous Coach*, is a deeply personal account of her own path from skepticism and frustration to fully-realized financial success as a coach. It's a great source of learning and inspiration for all coaches.

In this lesson Melissa dives more deeply into how you can eliminate self-consciousness and insecurity while selling your services as a coach by shifting who you are *being* in the process. She also explains how to take ownership of your path to prosperity by treating your business like a *business* instead of “personalizing” your exchanges with prospective clients. Her teaching here in this short video is worth watching more than once, because it has transformed many coaches who were “stuck” in their own sales process.



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LESSON 27

The **GOAL LINE** and the **SOUL LINE**

The difference between life coaching and business consulting is that life coaching includes the vertical line, not just the horizontal. In this lesson Steve talks about various ways to see this vertical line of coaching ... sometimes thought of as the spiritual life, or internal peace and well-being of the client totally apart from the outside world (horizontal) pursuit of success. Both are important!!!

In his review of Drs. Ron and Mary Hulnick's excellent book, *Remembering the Light Within*, Frederick Espiritu writes, "The Goal Line of Life refers to the physical world reality. We all know this stuff – set the goals; achieve the goals; succeed. There are opposite polarities (negative and positive) and we move towards the positive end. And as we'd like to perceive it, the more positive, the better and happier our life becomes.

"On the other hand, The Soul Line of Life refers to the spiritual reality. As we can see, compared to the Goal Line, The Soul Line has no polarities. The only way is up. And that only way is Love. This is the Line of Awakening. In spiritual context, we call this "ascension."

"What do we ascend to? Higher levels of Consciousness. In the Awakening process, we become more and more aware of our inherent nature – Love. (Mary and Ron specifically describe our essence as 'Loving').".

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LESSON 28

Guest Teacher Interview **with Ron Wilder**

Ron Wilder is an accomplished martial artist, musician, and business consultant whose first months of coaching were met with sales failure and not enough income for his family to live on. Listen to his story of what happened next and how he now is one of the most successful coaches in the world.

QUOTE FROM RON WORTH NOTING: "In a single moment, my desire to make my business work became bigger than my desire to stay in my comfort zone, doing what I already knew how to do.

“For the first time, I saw two things clearly. One, I had what I now call a ‘skill gap.’ (For me, I needed to learn how to sell myself). And two, I needed to start thinking from the perspective that what I wanted to create already existed, and then reverse engineer my decisions and behavior from that place. I now call this a ‘mindset shift.’

“As a result, I started taking actions that were aligned with my goals. And I made significant investments in myself to develop my skills and grow as a person.”



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LESSON 29

Part Two of Carolyn Freyer-Jones

The most frequent guest teacher at the ACS over the years has been Carolyn Freyer-Jones. Once you watch this lesson you’ll see why we wanted her back again inside this masterclass. Here you’ll get many good ideas for growing your practice as well as Carolyn’s fresh take on Nancy Kline’s work around deep and total listening.

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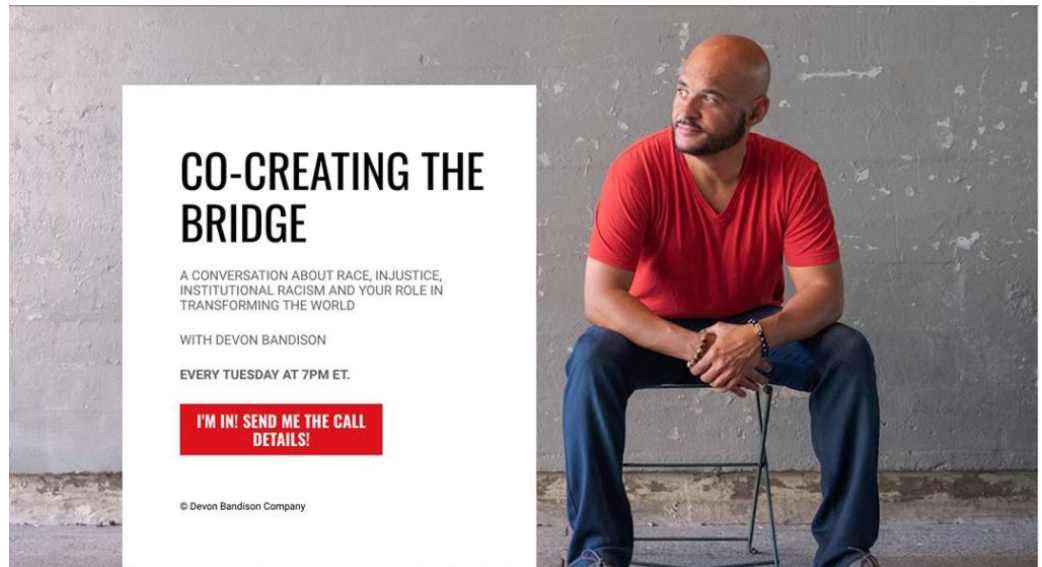
LESSON 30

Devon Bandison’s Coaching is a GAME CHANGER!

Devon Bandison is an ACS grad who has returned to the school on multiple occasions to share his experience on the path to rapid worldwide success as a coach and speaker.

Devon is an international/TEDx speaker, and considered a fatherhood thought leader, whose work has been featured in the Wall Street Journal, Good Morning America, Huffington Post, Inc. Magazine and Success Magazine. His book *Fatherhood is Leadership: Your Playbook for Success, Self-Leadership and a Richer Life* was a #1 new release on Amazon in 2017.

Devon's signature leadership group coaching program, The Game Changer Experience, is held in California and New York every year and has also been implemented in companies around the world.



Here he addresses issues that face every coach at the beginning of their careers, and teaches us his approach of “getting out of the stands and onto the court” to find the clients we want.

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LESSON 31

Karen Davis: The Coaching ACCELERATOR

Karen Davis is a paradox: she's attended this coaching prosperity school, the ACS, more times than any other coach, and she's been, prosperity-wise, the most successful coach we've ever had. Her continuous-learning mindset is an inspiration to us all, and in the last few years she has also shared her experience and teaching with the other coaches in the room so eager to learn from her.

Her specialty over the years has been coaching business leaders, and her track record is so powerful that almost all of her clients have come from referrals and renewals.

Just recently Karen has begun offering programs for coaches who share her interest



in acquiring high-fee business clients for long-term coaching relationships. Even if that's not your preferred clientele, you'll learn a lot from her devoted approach and systems for working with clients.

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LESSON 32

Ankush Jain Three Principles Coaching

Ankush Jain lives in London, England and has been a student and a speaker at the ACS. His successful coaching practice is based in his learning “3 Principles” mentoring, teaching, and practicing. The “Principles” come from the teaching of the late Sydney Banks, whose books, videos, and audios have helped coaches and clients worldwide whether they define themselves as “3P” coaches or not.



Becoming a
Coach
and the 3Ps
Part 3

Here Ankush shares his path to success as a 3P coach. Great learning here for all coaches!

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LESSON 33

How Do We Talk About What We Do? With Guest Coach Teena Goble

In the live versions of this coaching prosperity school we had a tradition called The Clarity Chair (we used to call it the Hot Seat!). Some brave coach would sit in the chair and open themselves to being coached by Steve. Here Teena Goble volunteered to do a clarity chair with Steve, and the results were interesting and helpful ... she was open enough to ask, “How do I say to people what I do for a living?” ...and then, “How do I have that first conversation with a prospective client

without worrying about whether I'm providing enough value?" You'll enjoy this one.

It's also a great lesson to see how a successful coach like Teena is so willing to BE COACHED in the name of her commitment to continuous learning.



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LESSON 34

Prosperity Through Transformation with Master Coach Siawash Zahmat

Siawash Zahmat is a high-performance business coach and the co-founder of the Muslim Coaching Academy.

He's a former professional poker player, and earned a renowned reputation and success within the scene. Having gone through a life-changing experience, he was inspired to re-evaluate his journey and then stepped away in order to pursue a more fulfilling career.

This is when Siawash immersed himself even more into self-development and chose to be a force in changing people's lives, which subsequently led him to become a coach.

Now happily married and father to a little girl, he's one of the leading coaches in the UK. His enthusiasm and drive to change the coaching space for the better has been a driving force in always delivering excellence.

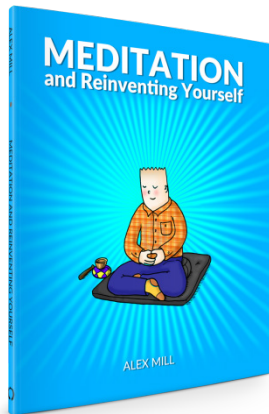


35

LESSON 35

Alex Mill: Coaching and Meditation

The great and wonderful spiritual teacher and life coach Alex Mill joins us for this lesson on coaching and meditation. Alex is one of our successful ACS grads, a gifted author and artist, and has great programs online that teach meditation and his whole Zen approach to living with more happiness, loving-kindness, and real-world success.



The video here is a little bumpy at the beginning, but it sorts itself out quickly, so hang in there. The content is so good and spontaneous and worth it that we decided to keep it and also offer you the audio-only version (below the video) for your re-listening if you prefer that.

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LESSON 36

Final VIDEO Program — Steve and Jason talk about “What to Do Now?” after you have taken the basic lessons in this school.



Steve and JG give us the final pep talk now that all the basic sessions have been presented. You’ll get good inspiration and ideas in this session and best recommendations for using the rest of the program for building your coaching practice.

Steve and JG give us the final pep talk now that all the basic sessions



In this school you also get:



10 POWERFUL audio sessions from Steve that will help your coaching practice build and grow.



94 TWO-MINUTE Laser Session videos to use in your morning ritual. Each short video from Steve gives you a new tip and fresh idea for creating clients in a fun and effective way.

A few words from Steve Chandler:

For more than a decade I've been delivering this six-month school for coaches to empower them to get clients and build their practices to strong levels of prosperity.

We've had remarkable results. Students who have attended this program (this Coaching Prosperity School, sometimes known as the ACS) have learned to sell their services at levels they never thought possible. For years, my school has been the only coaching school that does not teach you how to coach. It's the only school that focuses all its time and energy on one set of skills: creating clients and building a prosperous practice.

This has been the only school fully focused on this.

My own life was completely turned around by coaching, and like a mad scientist who has found a cure for something, I wanted to share it with the world. So my school was created to do exactly that: teach coaches to sell and prosper.

Because a coach without a client is not a very effective coach. I know. I have been there. And how did that sorry state get cured? By my own coach, the ultimate coach, Steve Hardison. So it started to become an obsession of mine to give coaches everywhere a big part of what he gave me ... the financial part ... the prosperity that all good, effective coaches deserve. It's not enough for coaches to just learn

to be good coaches. If you are a coach in my school, I want to make you as good a salesperson as you are a coach. For your future clients' sake, for your sake and for the sake of humanity itself. Coaching can only make a huge difference in the future of our civilization if there are clients.

If you read or listen to the book *The Prosperous Coach* you'll find out what this school is about. I wrote it with master success coach Rich Litvin who had attended the Prosperity School four times and learned to teach its principles as well as anyone in the world, including me. We wrote the book based on what was taught in this school.

That book and this school address a central problem in the world of coaching that had never been addressed: coaches were good at coaching and terrible at selling. So there they were, stuck with an amazing transformative skill and service that nobody wanted!

But fortunately there was a solution to that. There was an approach to "selling" coaching that removed the act of "selling" and replaced it with the act of serving. All the activities that coaches were uncomfortable with and unsuccessful with ... self-promotion, selling, branding, persuading, advertising, manipulating, etc. ... could be dropped out of the system altogether.

Because, not only were those techniques uncomfortable for coaches to employ, they tended to have the opposite effect on potential clients ... clients who wanted to feel understood were feeling manipulated and "sold." No thanks! A profession that relies on personal connection, trust and understanding will not succeed through marketing and manipulation.

You need better systems than those ... and once the prosperity school started succeeding at teaching those systems, we started calling the course The ACS ... for, "advanced client systems."

Coaching for me has been a **magnificent obsession**. I had coaches in sports when I was young, and then I was in the military, working inside Psychological Warfare, on how communication can delete negative belief systems in a human

mind. Later, I was coached by my sponsor in a 12-step recovery program on how to live drug and alcohol free. The result of that amazing coaching are my precious 30 plus years clean and sober one miracle day at a time.

My first official life and business “coach” was Tom Rompel who was an associate of Werner Erhard’s in Transformational Technologies. I was also at that time a client of the great psychologist and author Dr. Nathaniel Branden with whom I worked for years. I have taken courses at Landmark Education, attended schools and seminars with Byron Katie, did facilitator training and learned Three Principles mentoring from Dr. George Pransky and other wonderful 3P teachers. I’ve been coached and taught and trained by the best of the best, including, for two decades and still running, my work with the great Steve Hardison.

I never set out to do this. I got into it almost against my will (in the military and in my desperate attempts to recover from near-fatal alcoholism and addiction).... but soon my being coached gave me an extremely intense personal rebirth and reinvention and it has lasted for decades. I’ve never met anyone who has worked through even a fraction of that work, (or who had to!) and I’m only mentioning a portion of it. I have written dozens of books about my experiences and what coaching did and still does for me, I have coached scores of individuals, trained over 30 Fortune 500 companies and all of that now has found a way of being given back...to the coaches who come into the prosperity school.

It’s theirs to pay forward, and they have become really successful at doing that.

I want my school’s coaches to rise up and create prosperous, powerful practices so that coaching reaches its rightful place in the world as the most influential and respected profession there is. Everyone knows it is headed there anyway. Almost everyone who cares about self-realization and making a true difference in the world has a coach these days. Yet that’s a small percentage compared to where it could and should be.

I started my coaching prosperity school because there was one thing missing. And it was the most important thing of all: a coach’s ability to sell ... a coach’s mastery of the client-acquisition process. It was missing. When we started, we called it The Big Missing.

Coaches were all gung-ho about learning to be a great coach. They went to programs, read books, listened to powerful audio, got certifications, even got coaches who taught them to coach even better. But the big thing missing was still missing. How do I get a client? How do I sell without being afraid?

I'd been there myself, and it was painful: Sales fear. Call reluctance. Money fear. Confusion of service with personal worthiness. All diseases inside the coaching profession. Many times these diseases were fatal. Coaches gave up. One brilliant coach I know gave up and started selling cars. The centers for disease control (various victim centers known as coaching associations) put out bleak and troubling statistics about how the average coach was making less than minimum wage. A stunning thing.

Meanwhile the coaches in my school were reporting weekly billings of \$3,000 – \$5,000 and often more than \$10,000. A coach in the current school reported a \$50,000 week recently. And a few of my school graduates routinely earn seven figures a year coaching now, although when they came to us at the beginning they could not make themselves sell.

When I wrote a book called *Fearless*, I wanted all kinds of people in all walks of life to learn to be fearless. I was excited. I'd just spent another in-depth year with my coach Steve, and fears and beliefs that had run my whole life were just strangely gone. And I knew, because of what happened for me through that coaching, that it was possible and doable for any reader of that book, or, more accurately, anyone open to being coached. Once the book was out and well-received I started an internet membership club called Club Fearless for the same reason. If I can do it, so can you.

But now all of that is behind us, and I enter my last and most exciting days as I enter my 70s, my focus is coaches only, now. And it's all about creating clients for those coaches. Clients! That's how coaching will change the world. Because you cannot help a client you do not have. And that was always the big missing. Effortlessly acquiring clients was the big missing in coaching. Memo to the universe: NO LONGER MISSING.

— **Steve Chandler**

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“This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one; the being thoroughly worn out before you are thrown on the scrap heap; the being a force of Nature instead of a feverish selfish little clod of ailments and grievances complaining that the world will not devote itself to making you happy.

I am of the opinion that my life belongs to the community, and as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die, for the harder I work, the more I live. Life is no ‘brief candle’ to me. It is a sort of splendid torch which I have got hold of for a moment, and I want to make it burn as brightly as possible before handing it on to the future generations.”

~ George Bernard Shaw

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