

## How To Get Coaching Clients - Workbook



## **About Anil Dagia**

- Creator & Master Trainer of SUPER SUCCESSFUL program "Emotional Fitness Gym®"
- Certified Trainer of NLP (Trainer member of ANLP CIC, UK)
- Received NLP Training in South Africa from NLP Master Trainer Dr Terri Ann Laws
- ICF Credentialed Coach (PCC) & Mentor Coach
- World's 1st NLP Trainer to get NLP Certification training approved by ICF for Coach Specific Training
- Winner of ISHMA Awards 2015 for Excellence in NLP Trainings
- "Unconventional", "No Box Thinker", "Trainer
  Who Does Not Use Powerpoint" are some of the titles given to him by those who have attended his courses
- Probably the MOST INNOVATIVE NLP Trainer in India
- Trained/coached over 10,000 people across 15 nationalities (including American, Australian, British, Canadian, Cyprus, Dutch, Egyptian, French, German, Spanish, South Africans and many more)
- Conducted Trainings in Dubai, South Africa & India
- Probably the only NLP trainer in India who teaches you practical NLP that you can use in the Boardroom
- Interviewed by Times Of India, Mid-Day & by MJ Shubhra of Radio One 94.3 FM
- More than 2000 skill endorsements on linkedin
- 20 Years In IT Industry , Reputed For Turning Around Troubled Projects

Watch Video Testimonials For Anil Dagia's Trainings http://www.anildagia.com/testimonials





## **How To Get Coaching Clients - Question Workbook**

Identify 1 or more groups of people that you would like to have as your clients based on their demographics like industry, profession, age, stage of life etc.

Hint – find out about people whom you are already connected with in your soc circle, in your professional circles, over social media platforms like linkedin, facebook etc
Identify individuals with whom you would like to establish contact & schedule a meeting. Ask for & setup a meeting.



During the meeting, seek to explore & understand what this persons dreams, goals & desires are & what problems/challenges this person faces, worries about the most and fears the most.

Hint – Take time to establish rapport, connect with them at an intellectual as was emotional level. While the questions need to be answered, find your own was to seek answers to these questions. Sometimes people will answer if you ask to directly. Many times, they will get wary of you & suspicious and you may need find this information indirectly.	ay them



Prepare a write up on how your services provide value to this person, how your services solve their challenge or problem, how your services benefit them so that they can get the result they desire.

make it a point to communicate these points across to this individual in a subsequent meeting.



In that subsequent meeting – ask them directly, whether they would be interested in availing of your services and pay you for the value that you provide.

If they say no, or if they seem hesitant, ask them what more would they need to make a commitment to avail your services. Write down this answer. Assure them that you are asking this question only to improve the value perception of your services and not to force them to commit.

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