



How to Coach
**Hundreds of
Clients Every Year**

YOUR PRIVATE ACTION GUIDE
WITH JASON GOLDBERG

evercoach
by  mindvalley

WELCOME TO YOUR PRIVATE ACTION GUIDE

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.
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. You can pause the Masterclass video to take notes or fill in the blanks by clicking on the video screen.
4. Think of how you can quickly implement the secrets revealed in this session to improve your communication and impact.
5. 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**.

“Don’t let self-help become shelf-help.”

- Jason Goldberg

PART 1: PRE-MASTERCLASS EXERCISE

Start with Intention

Write down and set your positive intentions here. What are your intentions for joining this Masterclass? What do you hope to leave with?

“Are you ready to play your way to prosperity?”

- Jason Goldberg

WHAT TO EXPECT

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PART 2

THE 9-STEP BLUEPRINT TO CREATE TRANSFORMATIONS

Follow along the Masterclass and fill in the blanks. **You can pause the video to write down your answers or take notes on the right. Click on the video to pause.** But pay attention, because you cannot rewind!

STEP 1: Clarity & Mindset

Start seeing yourself as a teacher as much as you see yourself as a coach.

The mindset of these two are very similar.

Why I want to build a course:

What is missing. What do you feel can only be fulfilled when you create a course.

STEP 2: The Business Model

How does your course fit into your business model? Why are you building a course in the business sense?

Are you building it for lead generation?

Are you just starting and want to build awareness about who you are and what your beliefs are?

Should this make a significant portion of revenue for you?

Or do you want to build it as a stepping stone for your other offers?

Where does a course fit in your business?

STEP 3: The Who

Who is this course for? Who is your ideal avatar?

What are the things you're uniquely qualified about that may serve people.

The person your envisioning should have a high likelihood of success? Look at your own pinpoints. What pain-points did you have 1 day / week / month ago.

Who would have a high likelihood of success when working with you? Think of one person. What was it in your interaction, your way of working with them that helped them get the transformation they got?

STEP 4: The Style

What can be the defining style of your program. There's many type of programs you can create. You can create:

A signature course: Typically around your beliefs and things you typically coach people about.

A mini-course: To get feedback, testimonials and put something out there. Upgrade to a proper course later.

You can present your course over video, over audio, over text. It's up to you.

What is the style of course you'd like to create and what would be its delivery method?

STEP 5: The What

The number one place Jason looked at when thinking about what to teach was his own experience and his own transformations.

Jason always thought he had to be serious to be successful. In his life he managed to break out of that and noticed this transformation allowed him to understand the pinpoints of his clients and teach them to get out of it.

What did you believe about the world at one point that held you back?

And what do you believe about the world right now that when you practice it, you have exponentially better success?

STEP 6: Production & Publishing

Recording, producing and editing a course may sound very complicated at first but here's the thing: Jason's signature course Playful Prosperity, responsible for multiple 6-figures in his business was...

Filmed on his Laptop's webcam,
Edited it himself
Was uploaded to a learning management system by himself,

He's not a professional videographer, not a publisher, he did it himself and that's possible for everyone.

STEP 7: Engagement

This is the element that will make your course transformational. How much engagement do you want to have in your course.

The more engagement you have with your students, the more _____ they and you will have as a result of this course.

2 Elements Jason used are: Live group coaching calls & a facebook community.

STEP 8: Enrollment

When it comes to enrollment there are two sides of the coin. There's a more _____ and a more _____ way to enroll. Both are really effective.

A more passive way is to simply share things on social media. Share what you believe about the world and tying that in with the things you'll be teaching is a great way to get people excited about your program.

A more active way is reaching out and personally inviting people. This is for those people who like, share and who really resonate with your message. Here you want to reach out to those people because you know that your course is gonna benefit them

STEP 9: Upserving

Up-serve is all about asking: How else can I serve people?

After people have gone through your course, after they have had transformations, after they've found that tribe where they feel comfortable, how else can you serve them?

Write down your ideas,: What other ways would you like to serve your students after they've gone through your course?

PART 3: EXERCISES

Try these exercises Jason revealed in the Masterclass and put things into practice now.

Find 3 people and ask them to hold you accountable

1: _____

2: _____

3: _____

The Moonwalk Exercise

What is the transformation people should have as a result of your course?

What would somebody need to know, do or believe in order to get this result?

Keep asking question no.2 until you have all your modules together.

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. Go back through your notes and reflect on the 9 step-blueprint you've just created for yourself. What are your main takeaways? Summarise your learnings here.
2. What would it feel like when you have your own transformational course ready out there in the world and your tribe can't wait to get started with it?
3. What were you not 100% sure of? What are the steps in which you'll need to go deeper and learn more about. List them up here.
4. What is the one thing you can do right now to demonstrate you are dedicated to create your first transformational online program?

THANK YOU for joining Jason Goldberg's Masterclass!



To implement what you've just learned and create your own program in just 10 weeks click here [**http://bit.ly/creating-transformations**](http://bit.ly/creating-transformations) for info on Jason's remarkable program on creating transformations.

At the end of the webinar the price will be reduced as a thank you for webinar participants!

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

"I've put together 5 consecutive weeks of growth."



"I've totally been showing up in all parts of my life not worrying about trying to be so damn perfect all the time or what outcomes will be. I feel so much more comfortable in my skin and I'm meeting it with action. Nothing earth-shattering, but before I knew it, I've put 5 consecutive, consistent weeks of moment-by-moment growth together and see all kinds of possibilities for my future. And one more thing. I've fucking smashed my road back to health and have had a great time doing it"

– Wayne Morrissette

"Can you even begin to imagine the ripple effect of the millions of people that you're going to touch."



"I have a feeling I am going to finally be the person I came here to become as a result of knowing you. Can you even begin to imagine the ripple effect of the millions of people that you are going to touch. A Tsunami of Awesomeness making extraordinary impact on the upliftment of humanity."

– Jennifer Koerner

"This program has been a game changer."



"This program has been a game changer. I bow with mad props to you and your team for creating one of the most amazing programs out there that is transformational through and through. If you put in the work you can only morph into a bigger, better, more playful and prosperous self. Thanks for creating this masterpiece. I pinch myself I "get" to be a part of this awesomeness."

– Eric Luczak

"My investment has already paid off"



"My investment has already paid off. I am a junkie for new perspectives and differentiations and there have already been so many! Here's the one I declare as the million dollar question (so far): "If I knew that these feelings would be gone in 10 minutes and that I'd be back to my normal, playful, fun self, how would I show up for the next 10 minutes?" I cannot believe how effective it is to get me to move through the emotion. So much time saved, so much more time for being fun and playful and impactful."

– Lisa Sparhawk

"What the FUN are you waiting for?"

- Jason Goldberg