

The 1 Percent Mindset

CLARITY FOR COACHES GUIDEBOOK

*Learn the Exact 4 Pillars you need to clarify
your purpose, own your vision and any
mental barriers that's keeping you stuck.*

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4 PILLAR APPROACH

**Clarity
of
Vision**

**Uncovering
Your
Purpose**

**Mental
Barriers:
Limiting
Beliefs**

**Develop
Mental
Toughness**



LEARN MORE

Pillar 1: Clarity of Vision

The number one reason coaches fail is because they lack clarity on who they want to impact and why they want to impact them. It is very important to be **EXTREMELY CLEAR** on this pillar before you can even see success in anything else.

So the question is how can I become very clear about what I am called to do. Here are a few steps that you ask yourself to as you go from confused to concise.

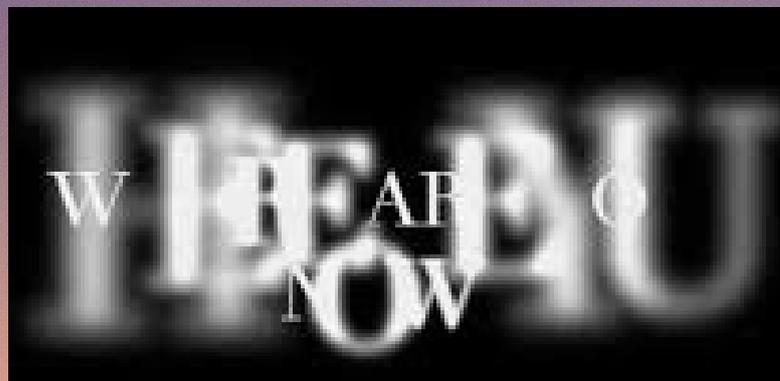
1. Who Are You Really?

Strip all the layers of trying to look good or be right. Think about the good, bad, and ugly of what you perceive to be true. Sit with the fact that when you look in the mirror, I feel _____? (excited, depressed, anxious, ecstatic, etc.). This is a powerful exercise because you are able to be authentic in the moment of who you are and you can start to speak to what it is that you have been going through. As you start to speak to your potential target audience, you know exactly how they are feeling because you can speak directly to their emotional inadequacies as well as the highs one gets.



2. Where Are You Now?

Now because of this experience what unique insight can you provide because of this experience or skill you've dealt with. What have you learned? What are some of the challenges you've faced? As a coach, you get to access where a person is, and what it takes to get them to the next level. In order to do that, analyze what you have done to take your step to the next level. Get very clear on what that looks like?



3. Where Do You Want To Go?

Destination is important because it starts to provide a blueprint of the journey/process you will have to go through to get to your end goal.

But remember, your end goal is always fluid and can change. However, you need to have something pointed in the right destination to give you a start.





It is important during this process that you do not carbon copy anyone else. In order for you to be effective, you have to be authentic to you. Look at styles and mentor as a blueprint, not a duplicate. In order for you to grow your coaching business, you will have to find something that speaks uniquely to you and your experience.



Pillar 2: Uncovering Your Purpose

In order to truly uncover your purpose you **MUST** be vulnerable in telling **YOUR** story that holds true to you with as much detail as possible.

For example:

“I went from hustle porn to purpose but it wasn’t easy. I was like you, and I was up late, always grinding to finish something. I had an e-commerce store, coached people, changed my website about 20 times, had speaking engagements.

It changed my website about 20 times, had speaking engagements. It was a never ending cycle for me but the only goal was to work for myself. I however, didn’t have a defined thing, I just knew if I worked hard I would figure it out.





And I coached people on relationships, and mindset as I started to read more books. However, when it came time to find a niche, I couldn't because I felt like I did a little bit of everything. I was lost for so many years spending money on programs thinking that was my next big thing. "



I started to feel like I was supposed to be further along because of all these skills I had and things that I accomplished. However, my bank account and my pride didn't always match up. I started to feel less than because I knew I was called to do more I just didn't know WHAT that was.



I took transformational courses and I hired a coach and spent tens of thousands of dollars on methods to help me find my purpose. And as I started to implement and use these I realized that my super power was helping people gain clarity on what their purpose is.”



I can speak to that deeper and with vivid clarity that connects with people who have know idea what their purpose is or how to get clarity because it was something I lived.

In addition, as you start to organically help people and build rapport with them and you will begin to find your zone of genius. You **MUST** do this for free in the beginning to really find what it is that you are called to do.



Pillar 3: Mental Barriers: Limiting Beliefs

Here's the reality. Whenever you are breaking barriers you have not before, you will have to fight through what your mind thinks is possible initially.

If you've only made \$2k/month over the last year, and I say, I see you making \$25k/month...

You will be excited yes, but you may feel in your stomach is this even possible. Or the big question, how? Start off using daily affirmations but the true answer is work. However, the belief is what sparks the work and the work creates the result.

It isn't just affirmations but really digging into the true problem. If the mind is foggy, you can not create from a clear space. So it is sitting with what your beliefs are and how to overcome them. That work is typically done with a coach that helps you uncover things that are in your blind spot.



Pillar 4: Develop Mental Toughness

“Discipline is the single most important trait of an entrepreneur.”

-Michael Duccille

Once you have Clarity on Your Vision (Pillar 1). You start to Uncover Your Purpose (Pillar 2) and break through those Mental Barriers (Pillar 3) then it is time to start to Develop Mental Toughness (Pillar 4).

You don't start making the money you are called to make without going through some bumps and bruises. Discipline is doing what you said you were going to do long after the mood wears off. And developing that grit and that discipline can take some fine tuning aka work. So here is a few ways I've built discipline that created results and being consistent even when I didn't want to.



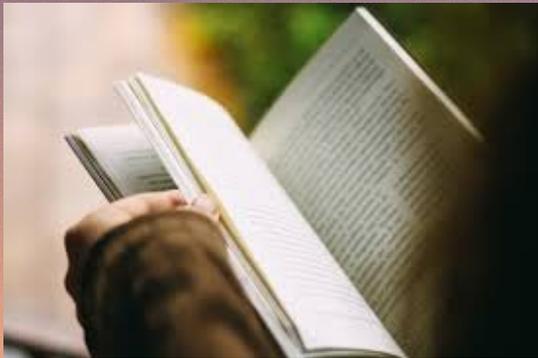


1. Drink a gallon of water a day

2. Exercise at least 30 minutes a day
(uncomfortable time for you ex. 5am)



3. Journal daily



4. Read at least 15-30 minutes daily
(self help books)



5. Meditate daily



6. Food Intake needs to be healthy.



If you can take these 6 things on daily for the next 30 days, you will start to build grit and mental toughness that will put you in a position to win.



What's Next

These four pillars will build clarity for your coaching business and will define your market. There is only one way to build a 6-7 figure business and that is by being 100% complete on all four pillars.



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