Rich Litvin's

# Coaching Confidence Scorecard



## What's your current level of confidence (0-10) and where do you want it to be in 3 years?

| | Now | In 3 yrs |
|---|---|---|
| 1. I can tell people that I'm a professional coach with a sense of ease and most people are intrigued. | | |
| 2. I can connect with people I don't know — without feeling needy or trying to "get" them as a client. | | |
| 3. I can effortlessly invite people to a coaching experience with me. | | |
| 4. I can powerfully coach someone who is *not* yet a paying client. | | |
| 5. I can look a dream client in the eyes and tell them I'd love to coach them — without feeling needy. | | |
| 6. I have a menu of 3 distinct ways clients can work with me. (Eg. 1:1, group coaching, and a 3 hour private intensive). | | |
| 7. I can create a powerful and personalized proposal, *in conversation* with a potential client. (This can be followed up in writing but needs to be presented personally, in the first instance). | | |
| 8. My coaching is priced at a level that feels good to me, with some fees that scare me a little. | | |
| 9. I've learned to love collecting NOs. | | |
| 10. I get a yes to at least 1 out of every 3 proposals. | | |
| 11. I track my Connect conversations, my Invitations, how many people I Coach who are not yet clients, how much I make in Proposals and how many NOs I receive. | | |
| 12. My emotions and my professional self-esteem do *not* rise and fall with my bank account. | | |
| 13. I have a deep confidence that when I sign someone as a client who is more successful, intelligent or wealthy than me — I can coach them powerfully, without feeling intimidated. | | |

| | Now | In 3 yrs |
|---|---|---|
| 14. My coaching income covers my living expenses. | | |
| 15. I'm in the coaching business for the long haul. I've built savings and other streams of income, so that I never need a client more than they need me. | | |
| 16. I regularly sign high-performing, high-fee clients. | | |
| 17. I have a simple and clear website, where I share my own successes and my clients' successes. | | |
| 18. I have a bias for action. I don't wait for perfection or lots of information. When I'm 70% ready, I go. | | |
| 19. I'm a risk taker. I'm not afraid to fail or to make mistakes. In fact, I do so regularly. | | |
| 20. I'm a giver. When I join a community, people are grateful I am there. | | |
| 21. I am really good at putting my own needs first. (Health, nutrition, sleep, great food, time away from business). | | |
| 22. I regularly create and share new IP, distinctions, tools and provocative points of view. | | |
| 23. I've built a community who read my articles, buy my books, watch my videos and engage with one another. | | |
| 24. I am sought out as an expert outside of my field and by people or businesses more well known than me. I'm highly influential across many fields. | | |
| 25. My business generates money while I sleep. | | |
| 26. Each year 100% of my clients are the caliber of the top third of my clients from the year before. | | |
| 27. I make a bigger contribution each year than the year before. (Eg. contributing to charities, non-profits, advisory boards, politics) | | |

## What's the single action you'll work on to improve your coaching confidence over the next 90 days?

RICH LITVIN

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