

# True Transformation Worksheets

To sell more coaching and courses you need to be **crystal clear about the transformation you offer.**

95% of coaches I have worked with **think they know** the transformation they offer when in reality they just scratched the surface.

Let's start by answering these questions in detail.



What **habits & behavioral patterns** do clients have before and after working with you?

Before	After

Why do they do each of the things they do?

Before

After

How do they feel about doing each of these things?

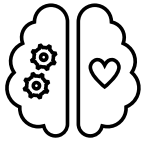
Before

After

How does it show in or affect their lives?

Before

After



What **skills & knowledge** do clients have before and after working with you?

Before	After



What subconscious **beliefs about themselves and the outcome you help them to achieve** do clients have before and after working with you?

Before	After

## Questions about the transformation you should be able to answer at 3 am in the morning:

- What's your clients' state of mind when they start working with you?
  
- What are their biggest struggles?
  
- How do they view themselves currently?
  
- Who do they want to "become"?
  
- What type of changes do you expect to see in your clients?
  
- How should clients view themselves after working with you?
  
- What's the overall GOAL of your coaching?

Map out your clients pain to **pleasure journey**.

START	PHASE	PHASE	PHASE	END
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**Recommendation:**

Stick with 3 to max. 5 phases. Ideally this journey is based on your own journey but shortened because they can avoid all the things you tried and that didn't work out.

**Answer these questions:**

**START:**

- Where are they in their life at this point?
- What problems do they have?
- What have they tried that didn't work?
- Who are they when they start?

**EACH PHASE:**

- What categorizes this phase?
- What needs to happen in this phase?
- What milestones happen in this phase?
- How can clients know that they are making progress?

**END:**

- How does their life look right now?
- What are they proud of?
- What are they able to do now?
- What negative outcome(s) did they avoid?

## End of chapter checklist:

- I understand that I need to have a deep and detailed understanding of the transformation I offer
- I understand that this is the basis for creating offers that sell and are irresistible to my ideal clients
- I understand that this is the basis for magnetic and authentic messaging that makes people want to work with me and pay my worth
- I understand that this is also the basis for creating content, coaching and courses that create powerful transformation
- I understand that I can't out-optimize a weak offer and that my ads will always be just as good as my offer and how well I am able to communicate it's benefits
- I understand that the way I create and offer transformation can and will change over time
- I understand that I need to take time to fill in these worksheets and that I should revisit them on a monthly basis.
- I understand that I don't need to be perfect to be able to help others.
- I understand that showing up is 80% of success and that I will get even better at creating powerful transformations because I started before I was ready and did everything I could to help people making progress.
- I understand that it's better to start with small but specific problems I can solve/ transformations I know I can create
- I understand that I should have gone through this transformation myself (at least to an extend) because I need to teach, help and share from genuine experience
- I understand that the transformation I offer can expand as I grow and learn myself and from working with my clients.