

"Rich Litvin is a thought leader who counts..."

— Chip Conley, *New York Times* bestselling author



# THE POWERFUL COACH

Coach the world's most successful people,  
build unshakable confidence,  
and command elite fees

## RICH LITVIN

Co-author of *The Prosperous Coach*

You are more  
**powerful**  
than you know

## **The Powerful Coach**

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**Website:** <https://www.RichLitvin.com>

**Email:** [hello@RichLitvin.com](mailto:hello@RichLitvin.com)

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*When it rains, most birds head for shelter.  
The eagle is the only bird that, in order  
to avoid the rain, starts flying  
above the clouds.*



This book is dedicated  
to the extraordinary leaders  
out there. You know who you are.

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# You Are Reading a \$185,000 Book...

MY CLIENTS INVEST UP TO \$185,000 for their coaching. Our sessions are 30 minutes long and rarely more than twice per month.

Imagine you *knew* you could create \$185,000 of value from reading this book. How differently would you show up? How much more attention would you pay to my questions? How diligent would you be in taking action on what you learn?

I've designed this book as a coaching experience—a masterclass in becoming a Powerful Coach. At \$185K, that's about \$1,000 of value per page.

Every tool and technique in this book has been tried and tested by thousands of my clients, community members and readers.

**This. Stuff. Works.**

**I invite you to read every single page of this book as if you had already invested \$185,000 in yourself, your family and your clients.**

# Coaching the Ultra-successful

SITTING ACROSS FROM ME WAS the former Assistant Chief Scientist to the high-performance wing of the United States Air Force.

I should have felt nervous. For much of my life, I would have been very intimidated. After all, my science career ended when I messed up my biology dissertation, and the closest I came to military experience was the British Boy Scouts. I have also struggled with confidence for much of my life. I am an introvert by nature, not brash and outgoing.

But at that moment, I was not thinking about myself. All of my attention was on this client. I helped her see how powerful she was. I helped her focus on a mission so big that it scared her. I helped her see and do something that had looked impossible at the start of our conversation.

After the coaching ended, I felt a profound wave of emotions overcome my entire being. It was confidence on a new level. I was in my power and knew I could never return.

The hard part about success is that when you look backward, it feels like you have barely moved, and when you look forward, it seems like it will take forever.



But at that moment, I saw the timeline of my progression in crystal clarity. I went from charging \$10 a month at the beginning of my coaching career to a point where absolutely badass clients invest hundreds of thousands of dollars for the transformation that occurs when we sit in a room together.

Around 2010, the coaches I knew were beginning to ask how I was building a word-of-mouth business without any of the internet marketing most of them were struggling with. In 2013 I wrote *The Prosperous Coach* with my mentor and friend, Steve Chandler, to help coaches create clients by invitation and referral only. As I write now, that book has now sold well over 100,000 copies, and it has been in Amazon's top 20 books on coaching for that entire time.

Since writing *The Prosperous Coach*, I have trained many of the world's most successful, high-performing, high-fee coaches. I am the founder of 4PC, an international community of the top 4% of coaches, and I have a platform of over 45,000 coaches.

My clients have included gold-medal-winning Olympic athletes and martial artists, Presidential candidates, Hollywood film directors and actors, PhDs, the adult children of billionaires, leaders in Fortune 100 companies, and hedge fund managers with hundreds of billions of dollars of assets under management. I've spoken at Stanford University, Entrepreneurs Organization, and Mindvalley to audiences of over 1,000 people. I've also been featured in *Forbes* and *Entrepreneur* and am a member of the Association of Transformational Leaders and the Million Dollar Consulting Hall of Fame.

Too many coaches have a track record of success that they dismiss because they learned to be humble. Humility is a valuable quality. Yet, if you want to enroll fascinating clients, it's also vital you be willing to put humility to one side at times. After all, it's not bragging if you've done it.

My journey has also required tremendous sacrifice, challenge, and courage. I've made many mistakes along the way. A client once fired me for trying to coach her over email. I once had a group coaching

client become so threatening that we removed him from a live event. I've felt entirely burned out from working so hard. I've also built up a ton of credit card debt after my father passed away when I was too exhausted to create more clients.

This combination of struggles and successes, plus many years of reflection, has allowed me to develop powerful distinctions about coaching. And it's time to share them with you.

We are in the Coaching Century. We need to take every coach to the highest level.

From the outside, success looks like magic, but I'm about to break down that magic in an accessible way to all coaches—whether you're a seasoned veteran or an absolute beginner.

## **A Prosperous Coach vs. A Powerful Coach**

In a world where most coaches struggle, some learn how to build a business by serving others. A Prosperous Coach learns to create clients by invitation and referral, one conversation at a time. Over time, they produce a word-of-mouth business, no internet marketing is needed.

A Powerful Coach commands fees beyond the range of most coaches. You become sought after because you've built influence and a body of work. You become known in a crowded marketplace because you share ideas of distinction. You become preeminent—extremely distinguished, outstanding, and admired.

### ***First, break all the rules...***

Many coaches have a misconception that there is a template for the business of coaching. There is no such thing. The Validation Committee does not exist. There is no Licensing Bureau of Coaches.

The difference between a Prosperous Coach and a Powerful Coach is your ability to break rules and create your own.

When I first met Mark Silverman, he was incredibly frustrated in the early days of his coaching career because he never seemed to fit in with most coaches. He was selling coaching for a few dollars an hour

and he'd been fired by his previous coach because he couldn't see how Mark would ever make it in this field.

In our first conversation, I drew out Mark's story. He has a background in technology. He was responsible for over ninety million dollars of sales during his career. He understands the joys, the challenges and the pressure of being a C-suite executive and a top performer. He has had a great deal of success but he also understands deeply what it means to function at a high level, while hiding your struggles. He had battled alcohol and drug addiction for many years and, after a long marriage, he had come out as gay. He and his wife then separated amicably. Mark then told me that letting his sons know he is gay was one of his most terrifying experiences. Although, it was ultimately the most rewarding, as they connected far more deeply.

I told Mark that he was a force of nature and I could help him. We began coaching and Mark had a powerful insight after one of our coaching sessions. "I love working in glass buildings!" he said with a huge grin. He had hidden away his pin-striped suits and his beloved Rolex watch when he first became a coach because he believed that coaches don't wear such things. It was time to bring them back out because that was who he was.

Mark is now back in C-Suite offices. He is a trusted advisor to CEOs, seasoned executives and fast rising leaders because he has walked their path. He has built a reputation as a Powerful Coach to overwhelmed executives and highly effective, strategic leaders. And he is the author of two best-selling books.

It turns out that Mark needed to come out twice in his life. Once, by owning his sexuality. And later, by owning his personal definition of what it means to be a Powerful Coach.

In this book, I will teach you the tools, ideas, and distinctions that have helped me elevate thousands of the most extraordinary coaches on the planet. People like Mark. People like you.

You know what rules are for? Other people.

## **Elite vs. Excellent**

I invest my life and time seeking out the tiniest distinctions between those who are excellent and those who are elite in their field. Distinctions give you power.

In Part 1 of this book, you will learn how to be a powerful coach. In Part 2, you will learn how to coach powerful clients. In Part 3, you'll learn how to enroll powerful clients. Finally, in Part 4, you'll learn how to become a top 4% coach. Throughout this book, you will learn to make the distinctions that separate world-class coaches from great coaches.

Distinctions are not 'truths.' They are a tool, an interpretation, or empowering story. They help you distinguish your world and allow you to see yourself in a way that most people cannot. They help you make a more significant impact as a leader and to support and challenge your clients in an empowering way.

Distinctions are the tools that make you unique as a coach. The more distinctions you have, the greater your influence. The better you draw distinctions from your clients, the more impact you'll have as a coach.

This book is full of distinctions, but if you want to be a world-class coach, your quest is to build your bank of distinctions. They are what will differentiate you from any other coach.

## **3 Invitations**

I have three invitations for you that will make this book different from any other book you've ever read on the topic of coaching:

1. Insight vs. Agreement
2. Transformation vs. Information
3. Discomfort vs. Comfort

## 1. Insight vs. Agreement

Most of the time, people unconsciously read or listen for agreement. They nod or smile when they agree with a point in a book or silently shake their heads when they disagree. Sometimes, they read for argument. They want to push back on every point made. That way of reading this book won't create any value for you. It will reinforce how you already see the world.

When you read for insight, if you come across something you disagree with, try asking yourself, "But what if it was true?" Not because I am right—I may not be—but because it's so rare that we challenge our thinking.

To be a world-class coach with extraordinary clients, you must challenge and provoke your clients' thinking. You cannot do that unless you are willing to challenge and stimulate your thinking first.

Look carefully at the following FedEx logo. Do you notice the arrow?



You will notice it immediately or wonder what I am talking about. Once you see it, there's no going back. That's an insight moment. You'll notice it on every FedEx truck that passes you for the rest of your life. But until you see it, all you ever see is another boring company logo.

Read this book for insight. Once you have an insight, there's no going back.



## 2. Transformation vs. Information

How many books on personal growth, leadership, or professional development have you read in the past ten years? How much information do you *remember* from those books? I did not design this book to inform you. I designed it to *transform* you.

What if I told you there is a single idea here I wrote just for you? You'd have to pay attention to every word you read so you don't miss it. But then, once you find an idea that resonates with you, stop reading. Seriously. Stop and put it into action because that's where the transformation occurs.

## 3. Discomfort vs. Comfort

Embracing discomfort is the fastest path to Mastery. Many people don't want to hear this and want to skip this step. They want to know how they can be an overnight success.

The media feeds us with shows like *American Idol*, where people become famous after 15 minutes on TV, and stories of tech 'unicorns' with billion-dollar valuations within a year of being founded.

Too many coaches want to be successful but don't want to struggle. They want clients to say yes but don't want to hear the word no. They want to work with successful, wealthy, intelligent clients but aren't willing to face the Imposter Syndrome that often occurs when they pursue those people.

**Courage is not the absence of fear; it's doing what needs to be done, even though you're afraid.** Being a Powerful Coach takes courage, but all you need is the courage to take one *tiny* step at a time.

## Nine Questions About Courage

1. Where do you need to be braver, bolder, or more outrageous in your life or business?
2. What are you *not* doing because you are too concerned with what people think about you?
3. What are you *not* doing because you're afraid of failing?
4. What are you *not* doing because you're afraid of succeeding?
5. Which friends or colleagues do you *secretly* know you have outgrown? (This doesn't mean you stop liking them. It does mean you own the truth about the situation).
6. Who are you afraid to say no to right now?
7. What opportunity are you afraid to let go of right now?
8. What are you tolerating?
9. How are you not dreaming big enough?

**If you want to have extraordinary clients,  
you have to be willing to do the work.  
And it starts from the inside out.**

# How to Coach a Superhero

WHY WOULD SUPER-SUCCESSFUL, HIGHLY INTELLIGENT, or ultra-wealthy people need a coach?

Well, if talent, intelligence, or prior success was all that is needed for future success, we'd still have Kodak, Blockbuster, Lehman Brothers, Pan Am, Tower Records, Polaroid, Arthur Andersen, and Borders Books. And if all that was needed to create more wealth were having a lot of money, then Francis Ford Coppola wouldn't have twice filed for bankruptcy, Marvin Gaye wouldn't have died broke after making millions as a singer, and Boris Becker, who used to be one of the world's most talented and wealthy tennis players, wouldn't have been jailed for hiding millions of dollars worth of assets, to avoid paying taxes.

To be a world-class coach you need to master the art of extraordinary coaching. Here is a series of distinctions that elevate extraordinary coaches into elite coaches:

***High-Flame Coaching.*** Serve them. Don't please them. You're not there to be your client's friend. Be willing to lead—not to be “right”



but to provoke their thinking. Ask hard questions. Hide nothing and hold nothing back. Speak your truth and draw out theirs. Let go of the need to look good by sharing your biases, limitations, weaknesses, and struggles. That's how you'll draw the same from your clients.

High-flame coaching does not look like you are berating your clients. It's helping them lean into their edge, so they stretch and grow. It's about helping them feel *uncomfortable* because everything they want is on the other side of their comfort zone.

***Don't Let Your Clients Get Ready.*** No one is ever ready *before* they run their first workshop, take on their first CEO role, sign their first \$50,000 client, get married, become a parent, or launch their first business. Don't let your clients wait to be ready. Teach them to show up like a kid playing hide-and-seek, "Ready or not, here I come..."

***Refuse to Buy Into Their Story.*** You'd be surprised at how often clients fight for their limitations. "That's just the way I am... We don't do things that way, here... But you haven't met my boss..." One of the biggest gifts we can give our clients is to refuse to buy into their story. One of the best ways we can challenge our clients' thinking is to refuse to accept what they currently believe is impossible.

A client once called me in a panic when \$30,000 of regular, monthly business was canceled at short notice. Her story meant 'nothing' to me. Instead of sympathizing—she had friends to do that—I challenged her. I sent her back into the world with a powerful mission. I let her know I believed in her. She re-signed the business within a few days.

***Upgrade Their Questions.*** When you coach high-performing clients, your job is not to answer their questions. Your real job is helping them upgrade the quality of the questions they are living into. Your job is not to tell top performers *your* powerful insights, it's to stimulate their thinking and create the space for their own life-changing insights.

***“I Believe in You...”*** The most powerful words in coaching are “I believe in you.” You can’t fake them. You have to feel them in your heart. When you say them, your client feels them in every cell of their being. You cannot underestimate the impact of knowing that your coach believes in you deeply. Especially when you are struggling to believe in yourself. You’d be surprised at how often the most successful people you’ll ever meet find it hard to believe in themselves. My clients know how high a bar I set to work with me. Simply being a client of mine is a sign of how much trust and belief I have in you. And that speaks volumes.

***Reframe Failure.*** Failure is not the goal, but it is the path to more success. Creativity is risky. Innovation is risky. But without either, you stagnate. Risk is the new safe. Shock your clients by telling them that if they’re not failing regularly, you’ll fire them as a client.

***Build Trust.*** The most successful and accomplished clients will give you full permission to say what no one else would dare to say—they often crave it—if you have first gained their trust. Counterintuitively, you gain trust by trusting your clients, first. Be vulnerable. Hide nothing. Hold nothing back. Be authentic. Be you. Risk sharing *your* fears. Tell stories of your challenges. Tell stories of other clients’ successes and struggles. Ask permission. Constantly. Don’t be afraid to take them where they’re afraid to go. They’ll feed off your energy. So breathe. Relax.

***A Little Scary is Good.*** Fear is often a mask for desire. So, teach your clients how to be with fear rather than avoid fear. This is the single most important distinction you can teach your clients. When you’ve built deep trust, first, your clients will be willing to lean toward what scares them. And this will change everything for them.

***Don't Be a Remedial Coach.*** Most coaching is remedial: Tell me your problem. I'll help you solve it. Repeat. World-class coaching is generative, not remedial. When you coach top performers, their life or business is often great. They'll say, "I don't have anything to be coached on, today..." I love those moments. "You don't have a problem. Wonderful! Let's just chat and see what we can create..."

What I've worked on with clients over the years often surprises me. I coached a millionaire who wanted to grow her business, but we ended up working on her creating a happier marriage. Then, as a direct result of that, her business started growing. I coached the founder of a non-profit who wanted help to make million-dollar proposals to potential donors. We did that, and he received his largest donation of \$4,000,000. But in the process, he became an author, a speaker, and a spiritual teacher. I coached a military veteran and scientist, who was building her influence as a coach and blogger. I helped her discover that she wanted to make a massive difference in the future of work. She founded a think tank and consultancy to bring innovation to workforce development and leadership training.

A powerful coach doesn't solve their clients' problems, they help them find bigger problems to solve. A powerful coach doesn't give information, they create transformation. A powerful coach doesn't answer their clients' questions, they help ask them better questions. Greatness rarely comes because someone pushes you. True success is driven from the inside out. Don't be a remedial coach, be a generative coach and help your client create an extraordinary life.

***When You're the Most Interesting Person in the Room, You're in the Wrong Room.*** For a decade, I've run a community of powerful coaches and leaders called 4PC, which has grown by word of mouth alone. It's based on two premises. First, the more successful you are, the more lonely you can feel. Second, no matter how successful you are, you are only scratching the surface of the impact you could make. For

years, I've built communities of extraordinary top performers—talent hotbeds—because...

***Greatness Isn't Born, It's Grown.*** Talent develops with the right mix of practice, motivation, and coaching. Throughout history, elite athletes, artists, and performers have always surrounded themselves with other top performers. That's not being elitist. It's called a talent hotbed. We learn most when we're part of a tribe. We see ourselves reflected in others—the good, the bad, and the ugly. In the right tribe, we show up at our best, we are there for others and we are willing to be challenged by others. When you're part of a tribe of high-performing coaches, committed to developing their practices, it's edgy but exciting to learn from one another.

***Make Learning Fun.*** People learn best when they are enjoying themselves and when they are in action, not collecting more information for the sake of it. Set challenges for your clients. Create 'games' that get them out of their heads and into motion.

***They Need You More Than You Need Them.*** Remember that the person in front of you is far more powerful than they know. They are far closer to what they desire than they could ever imagine. They don't need 'help' but they do need you far more than they could imagine.

***Be Silent.*** Silence is one of the most powerful tools of a powerful coach. Encourage your clients to talk. When they start speaking, say nothing. When they stop, ask *interested* questions vs. *interesting* questions. An interested question is focused on the client, e.g. "Can you tell me more about that?" An interesting question is focused on you, and often starts with the word, "I" e.g. "Here's what I think ... How about you?"

Listen so deeply that your clients feel fully heard. Practice getting so quiet and present that you can even sense a shift in their breathing.

When your client is speaking, press your tongue gently against the roof of your mouth, behind your front teeth. This slows down your thinking as it stops your tongue from making micro-movements as it prepares what to say next. Make silence your default, rather than the exception.

**“What Else?”** This is my single favorite coaching question. It is the key to going deeper than most coaches will ever go. Ask your client, “What do you want?” Then say nothing. When they answer, simply say, “What else?” Or “Mmm hmm...” or “Tell me more about that...” Combine curiosity and safety, to allow them space to get to the heart of what they really, really, really want.

**Get Coached.** The world’s very best coaches and leaders are extremely coachable. Great CEOs like Steve Jobs, Eric Schmidt, and Bill Gates, all sought out great coaches to help them up their game. Forty percent of Fortune 500 companies use executive coaching services. And a research study by Google found that the number one characteristic of the very best managers is that they know how to be a good coach. If you want to be a powerful coach or a great leader, get yourself a coach. As I write, I have two business coaches, a mentor on how to develop my intuition, a personal trainer, and a couples therapist. Walk your talk. If your clients need world-class coaching, so do you.

**Be Provocative.** Super successful people rarely have anyone in their life who can challenge their thinking. Your job is to be an independent trusted adviser to whom they can reveal their complete truth. They are often surrounded by people who have neither the skill nor the confidence to guide them to a higher level.

The more successful you become, the more your prior strategies for success can hold you back from your *next* level of success. And the more successful you become, the harder that is for you to see. A powerful coach knows that extraordinary top performers don’t need

someone to answer their questions. They need someone who can ask them the *right* questions.

Top performers relish having someone who understands them, someone they can trust deeply to reveal their complete truth, and someone willing to challenge their thinking. Someone who hides nothing holds nothing back, asks what needs to be asked, and reveals what needs to be seen.

# How to Make a Billionaire Angry

A FRIEND OF MINE COACHES leaders of multi-billion-dollar corporations. Twice a year he gathers together a small group of these people—some of the most successful CEOs on the planet. The kind of people who are used to being surrounded by teams who say yes to almost everything they ask. They are used to having every request handled instantly and perfectly.

My friend deliberately books a small, cold, uncomfortable basement room. He gets their breakfast order wrong. Then, he shows up 30 minutes late. When he arrives, they lose their tempers with him immediately. He goes quiet.

He looks slowly around the room, into each of their eyes in turn and he says, “If you get so angry over a crappy room and an incorrect breakfast order, what does that say about the state of your decision-making in your billion-dollar company?”

Each of those leaders just witnessed the fury of each of their colleagues a moment earlier, and now it’s their time to go quiet. There’s always complete silence. It’s a true insight moment. My friend uses

the rest of their time together to teach them ways of being resilient in the face of extreme stress and how to make complex decisions in high-stakes situations, with a sense of deep inner calm.

As a coach to extremely talented top performers, you don't have to be more of a genius than them. How could you, when you are coaching the very best in their field? Instead, you need to be able to see where your clients are *not* looking and gently point them in that direction. You need to listen deeply to hear what is *not* being said and call it out. Genius has limitations.

Highly successful, wealthy, and intelligent people are drawn to people who speak directly. They are tired and bored of sycophants, hangers-on, users, and yes-people. Your courage to make a billionaire angry is deeply attractive.

## **The less you know, the more you see**

Liz Wiseman is a Silicon Valley-based leadership expert and the author of the book *Rookie Smarts*. Her research found that while experience leads to success, rookies are surprisingly strong performers and often outperform people with more experience. Where they lack certainty, they bring curiosity. Their very inexperience can be a blessing. In her words, "Sometimes the less you know, the more you can see."

The next time a potential client challenges you, "Why would I hire a coach who knows nothing about my field?" channel your inner rookie: "Why would you want someone who already knows the way things are done in your field? I *don't* know the perceived limits. I *don't* know what your team believes is "impossible." I'm willing to ask "dumb" and obvious questions. And I'm not trapped in old ways of doing things.

Your enemy isn't your competitors or the economy. It's the status quo. You need me because I don't know all the answers but I do know how to ask the right questions.



Don't let the client audition you. That's called role reversal. Audition the client. Find out what they are certain of. Find out what they know to be true.

As Mark Twain said, "What gets us into trouble is not what we don't know. It's what we know for sure that just ain't so."

Talented, successful leaders will invest significant money to be coached by someone who will stand up to them and provoke their thinking.

If you want extraordinary clients, look for what most people could never see. Be respectful, not arrogant but be brave enough to say what most people would never dare to say.

# About Rich Litvin

**Rich Litvin** is the person ultra-successful people call when they are ready for their next big thing. His clients include the former Chief Marketing Officer at Harley Davidson, the first African American Usher in The White House, the co-founder of an aerospace company, the Chief of Staff at a Fortune 5 company, the founder of a Wolf Sanctuary and the former Assistant Chief Scientist to the high-performance wing of the Air Force.

He has coached gold-medal winning Olympic athletes and martial artists, Presidential candidates, Hollywood film directors and actors, PhDs, the adult children of billionaires, leaders at Britain's Royal Society of Arts, the European Investment Bank, and hedge fund managers with hundreds of billions of dollars of assets under management. His clients range from multi-millionaire entrepreneurs to leaders of billion dollar corporations, physicians, surgeons, pastors, rabbis, Navy Seals, Army Rangers and British Special Forces operatives.

Rich is the founder of 4PC—a community of the top 4% of executive and leadership coaches. He has trained many of the most exclusive coaches on the planet. He leads a community of over 45,000 coaches, consultants and trusted advisors. He is the co-author of *The Prosperous Coach*, which has sold over 110,000 copies and been in Amazon's top 25 books on Business Mentoring & Coaching for over 9 years. He

has spoken at Stanford University, Entrepreneurs Organization and Mindvalley to audiences of over a thousand people. He's been featured in *Forbes* and *Entrepreneur*.

A scientist by training, Rich has a background in Behavioral Physiology and Psychology. He trained to teach at the University of Oxford and he has a master's degree in Educational Effectiveness & Improvement. He is a member of Jack Canfield's Association of Transformational Leaders. His company has helped to build five schools in Africa and raised over \$40,000 for humanitarian relief in Ukraine.

Born in England, Rich now lives in California. He has lived and worked in eight countries and on four continents. He proposed to his wife 10 days after they met and they have now been married for 15 years. They are raising two young boys and they spend their time between Los Angeles and London.

Learn more here: **[RichLitvin.com](http://RichLitvin.com)**

# Exponential Success

Rich Litvin is an expert at taking high-achieving entrepreneurs to the greatest levels of success. He runs a boutique leadership consultancy serving a select group of world leaders. He provides the world's most influential people with the guidance, support and coaching to achieve what they cannot imagine on their own.

Our clients are high performers, functioning at what appears to be the top of their game. They include Olympic athletes, Presidential candidates, Hollywood film directors, Special Forces operatives and serial entrepreneurs. They create exceptional results, hyper-growth and remarkable products and services.

Most top performers lack an experienced, independent trusted adviser to whom they can reveal their complete truth. And they are surrounded by people who have neither the skill nor the confidence to guide them to a higher level

We understand the high level challenges you face and the effect they have on you. We challenge your thinking. We don't answer your questions. Instead, we create the questions that catapult your life.

**To learn more about working with Rich, visit  
[www.RichLitvin.com/start-here](http://www.RichLitvin.com/start-here)**

# Exponential Community

Being a leader can be lonely. And if you're the most interesting person in the room, you're in the wrong room. Which is why Rich founded 4PC—a highly curated community of the top 4% of coaches and entrepreneurs.

Our members include a consultant to The White House, a coach to leaders at The World Bank, an ex-navy bomb-disposal expert, a top surgeon, a woman who was the Assistant Chief Scientist of the Human Performance Wing of the Air Force Research Laboratory and the CEO of a Wolf Sanctuary!

Membership is for a year at a time and many members renew their membership—year after year. 4PC is designed to be uncomfortable and challenging. You should be a little intimidated by us. And we should be a little intimidated by you. And that's not an interesting concept, it's an entrance requirement.

**4PC is by application only and—if accepted—we ask you to risk the success you've become to get to your next level of success.** Space is limited to 40 select members and there are usually only a few spots available each year.

**To learn more and apply, visit  
[www.RichLitvin.com/4PC](http://www.RichLitvin.com/4PC)**