

## A WINDOW TO ELEVATING YOUR COACHING PROGRAM

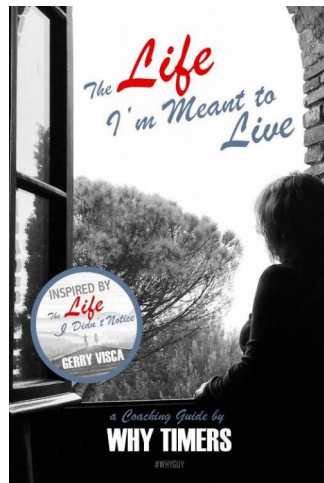
### THE LIFE I'M MEANT TO LIVE A COACHING GUIDE

#### TABLE OF CONTENTS

1. The WHY
2. The HOW
3. THE PLAN
4. THE TOOLS



# THE ONE + ONLY COACHING GUIDE



## WHY DID WE CREATE THIS COACHING GUIDE?

As a writer, I have a desire to help people truly connect to their reason for being, something that can not be captured in a linear self help book. So 'The Life I Didn't Notice' and the sequel novel, 'The Life I Noticed' were born taking readers on a deeper climb into their soul. These transformational novels are the catalyst... a stirring to wake up to who we really are and the life we're meant to live. I realized people were seeing themselves in these novels as they began sharing their experience with others.

The novels are attracting coaches that are using these books to help others create the life they are meant to live. Coaches (like the five published in this book) that wish to take people on a journey, to go deeper and really live the wisdoms that set us free from the regrets that weigh us down. Going deeper is the missing piece and why this coaching guide exists. The novels are attracting movie producers that wish to bring this work to life to further touch people's hearts through movies that matter. We imagine a world where people are watching, reading and working with meaningful transformational stories and movies like these. We also believe that we are at time where our world needs transformational stories like these more than ever. If you are tired of doing a surface job on your life and not really living the life you are meant to live, this coaching guide paired with the two transformational novels are for you.

Welcome to the life you are meant to live...

#whyguy Gerry Visca

Inspiring 1 Million WHYs



## HOW TO USE THIS COACHING GUIDE.



The Life I'm Meant to Live is a coaching guide architected to help you go deeper with the transformational novels "The Life I Didn't Notice" and the sequel "The Life I Noticed". This guide can be used alone by a reader or further enhanced by working with a coach. A coach is able to guide a reader from the initial stage where a "stirring" occurs through the shift that is possible when we do the work to transform regrets that keep us from noticing the life we are meant to live. A coach is able to help a reader go deeper, bring the wisdoms to life and stay the course.

**STEP 1:** Receive the two transformational novels as a package. Begin reading, "The Life I Didn't Notice".

**STEP 2:** Read through this coaching guide and take your client on a journey of deeper self-discovery by working through one part at a time. Work through each regret and throughout the journey help a reader/client identify the regret they find most challenging.

For working through this regret will unlock the others. Review this regret in the novel and in the coaching guide with the client, weaving in your own coaching style.

**STEP 3:** Read the sequel novel, "The Life I Noticed". Revisit this coaching guide as a way to help your client transform the regrets, you helped them face into gifts, paying particular attention to the regret they have the most difficulty shifting through. As they begin to see the regrets as gifts, help them create their desired life... the one they now believe they are meant to live. Helping them creating the life they are meant to live is always about going deeper vs adding more.

**STEP 4:** Go deeper and emphasize rereading the "The Life I Noticed". Transformation is always about going deeper and each time you read the novels, you are in a different state of consciousness and this helps you stay the course in creating the life you are meant to live.

## Angela Kontgen

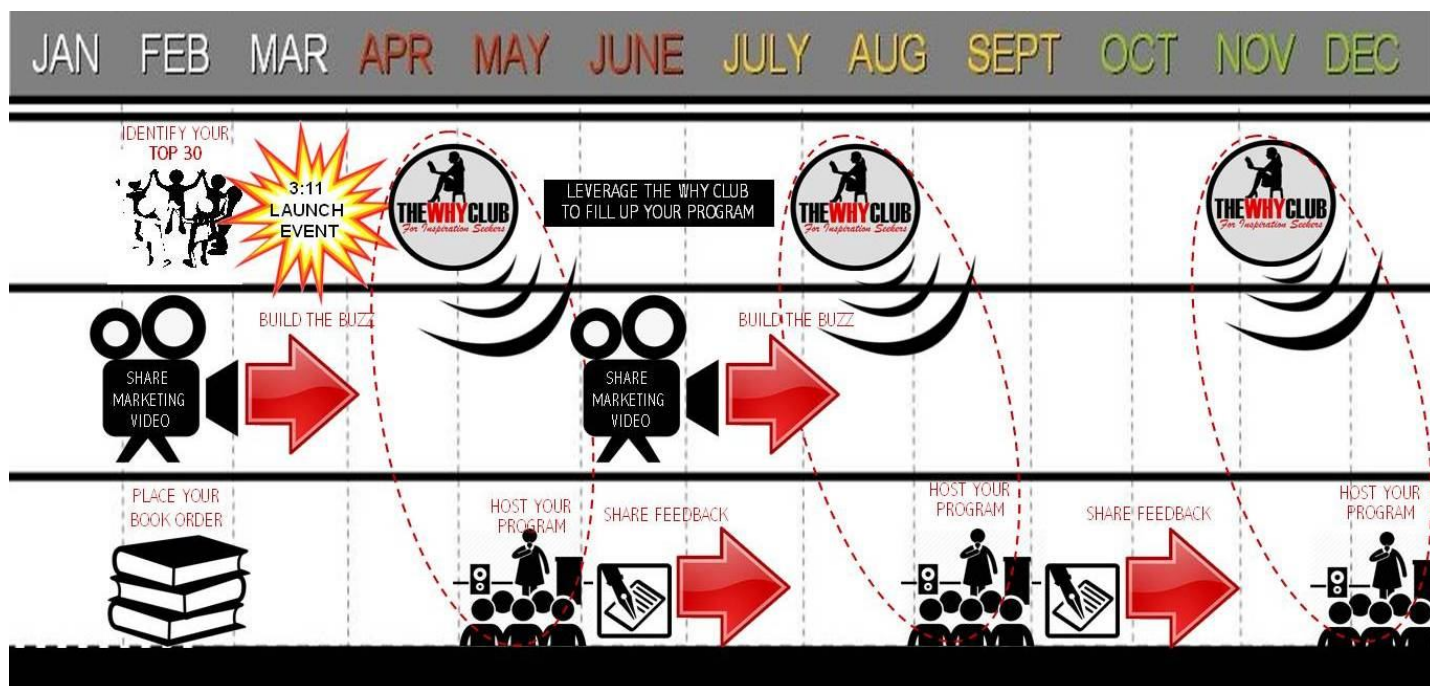
Meditation Coach + Creator



**\*\* Imagine being one of the exclusive coaches working with this coaching guide!\*\***

This COCHING GUIDE will be printed ONLY once at the end of FEB 2021. You will be the ONLY coaches receiving this pricing/printing option in 2021.

## THE 11 MONTH PLAN AT A GLANCE.



Just Imagine the **OUTCOMES** of leveraging the transformational novels, the **WHY CLUBS** and our branding and marketing efforts to help position your **NEW Coaching Program** based on this coaching guide. Your **200** book investment can leverage a revenue of **\$8,800**.

FEB 18TH - MAR 11, 2021 :

- Leverage **ALL** of our marketing efforts.
- Identify your top **LIST** for your Book Launch Strategy based on 200 copies
  - (30 - 1st round of coaching - Winter) @ **\$73/client** = **\$2,200** \*payback of your 200 book investment.
  - (30 - 2nd round of coaching clients - Spring) @ **\$73/client** generates a revenue of **\$2,200**
  - (30 - 3rd round of coaching clients - (Winter) @ **\$73/client** generates a revenue of **\$2,200**
  - 110 copies sold @ **\$20/book** - generates a revenue of **\$2,200**

## THE 7 STEP MARKETING PLAN

1. Share the branded tools, video and publicity with 100-200 people.
2. Send a heart-felt letter to 100. Make it personal. "I'm here to help you notice and create your life."
3. Place your order of 200 Coaching Guides (Before Feb 21) to leverage this **ONE TIME** only print run.  
Your **200** book investment (\$2,200 plus tax/shipping) can leverage a revenue of **\$8,800**.
4. Schedule a strategy coaching call with Gerry + Angela to integrate the Coaching Guide into your coaching program. Bring your coaching to new levels. (This coaching package follows your 200 book order).
5. Identify your top 30 coaching clients for a Spring Session.  
(@ **\$73/client** = **\$2,200** \*payback of your 200 book investment.)
6. Share and invite 100 people to the Virtual Launch hosted by Gerry + Angela on 3:11.21.
7. Receive your 200 coaching guides (ETA end of March) + your 30 novel sets in Feb and send to your clients to begin the journey.



## HOW TO PRE-ORDER THIS COACHING GUIDE.



### COACHES PACKAGE NUMBER 1: INSPIRE 15 COACHING CLIENTS

This package allows you to generate a gross revenue of \$2,000 in Book Sales (100 books x \$20 per book)

Pre-order cost for package 1: \$1,400 plus tax and (\$150 shipping)

- Receive 100 printed copies of the coaching guide, The Life I'm Meant to Live
- Receive 15 copies of "The Life I Didn't Notice" to give to clients
- Receive 15 copies of "The Life I Noticed" to give to clients

### COACHES PACKAGE NUMBER 2: INSPIRE 30 COACHING CLIENTS

Generate a gross revenue of \$4,000 in Book Sales (200 books x \$20 per book)

Pre-order cost for package 2: \$2,200 plus tax and shipping (\$195 shipping) \*Pricing is subject to TOTAL orders from published authors.

- Receive 200 printed copies of the coaching guide: The Life I'm Meant to Live
  - Receive 30 copies of "The Life I Didn't Notice" to give to clients (\$600 value)
  - Receive 30 copies of "The Life I Noticed" to give to clients (\$300 value)
  - **BONUS:** Receive 100 custom book markers (\$200 value)
  - **BONUS:** Receive 100 custom greeting cards (\$300 value)
  - **BONUS:** Receive 2 hrs of coaching with Gerry + Angela.
- Personalize/Strategize your coaching program around these transformational resources (\$2,000 value)
- **TOTAL VALUE** (You save \$3,600 in value-added products and services).



## COACHES PACKAGE NUMBER 2

### BRANDED TOUCH POINTS

- BONUS: Receive 100 custom book markers (\$200 value)
- BONUS: Receive 100 custom greeting cards (\$300 value)



### PERSONALIZED BOOK MARKER



### GREETING CARD

### THE LIFE I'M MEANT TO LIVE PERSONALIZED BOOK MARKER + GREETING CARD

