

# COURAGE, RISKS and REWARDS



**Taking Chances to  
Change Your Life!**

**Coaching  
Package**

**Ready2Go**  
MARKETING SOLUTIONS



# Courage, Risks, and Rewards

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Taking Chances to Change Your Life!

**Coaching Package**



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**Congratulations** on purchasing your very own Ready2Go Coaching Package!

You now have at your disposal another product in the extensive suite of completely developed Ready2Go products that you brand as your own and easily implement to grow your business. We certainly hope that you use this product in conjunction with the full suite of marketing and communication products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

The full suite of Ready2Go products includes **professionally written, scripted and designed:**

- Pre-written tweets
- Special reports
- Audio training programs
- Success tips
- Speeches
- Teleseminars
- Workshops
- Coaching Packages

When it comes to effective ways to grow your list, deliver great content and offer a valuable product to your prospects and clients, the Ready2Go readymade coaching packages are a sure fire strategy. While we hope that you are using the coaching package in conjunction with the other Ready2Go Marketing Solutions products, this product alone is a great tool for generating income in your business.

Each Ready2Go Coaching Package is professionally designed by coaches and trainers to be educational, engaging and fun so your clients feel they have received great value. Plus there are many ways to use them in your business as a free gift, as individual coaching modules, or part of a multi-part training program.

The Ready2Go topics are highly relevant to most target markets, easily customizable and specially designed to attract, nurture and convert clients in a systematic way. Plus these products can easily integrate with your own products, services and communications.

In this comprehensive suite of products, your prospects and clients will receive quality content, have an opportunity to establish familiarity and trust in you, and get sought after solutions to their needs. And including a coaching program is one of the most effective components of an effective marketing strategy.

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If you need a new coaching program or want to add fresh content to your existing program(s), then you have come to the right place, as it doesn't get much easier than with a Ready2Go Coaching Package. If you apply the tips in this guide, you will be on your way to great success!

Enjoy!

A handwritten signature in black ink that reads "Kim".

Kim Clausen,  
President  
Ready2Go Marketing Solutions, Inc  
Kim@Ready2GoMarketingSolutions.com

P.S. Please be sure to tell us about your experiences. We are excited to hear!

## What You Get in Your Ready2Go Coaching Package

Your Ready2Go coaching package includes:

- Coaching modules with a combination of,
  - Teaching and activity set up,
  - Client exercises and handouts,
  - Debrief questions,
  - Follow-up plan which includes,
    - Homework and coaching sessions
  
- How to use your Ready2Go Coaching Package as a Free Offer to grow your list
  
- 5 Ways to use your Ready2Go Coaching Package to grow your list and make more money in your business.

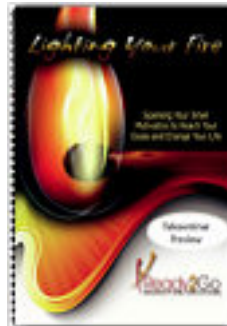
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## Build Your in-Depth Coaching Program

Select from the 20+ topics below to bundle and customize your own coaching program. Each program comes with lessons, activities, debrief questions and homework.



**Motivation Magic:  
Awakening in Others  
the Inspiration to Excel**



**Lighting Your Fire:  
Sparking Your Inner  
Motivation to Reach  
Your Goals and Change  
Your Life**



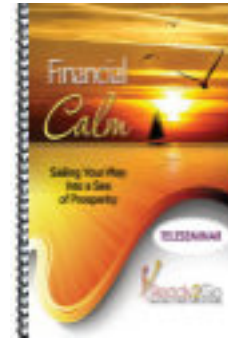
**Money Wellness:  
Having a Healthy  
Perspective on Earning,  
Saving and Spending  
Your Money**



**Focus on Authenticity:  
Seeing and Living More  
of Who You Really Are**



**The Rhythm & Blues of  
Empathy: Resonating  
With the Feelings of  
Others to Build  
Rapport**



**Financial Calm: Sailing  
Your Way Into a Sea of  
Prosperity**

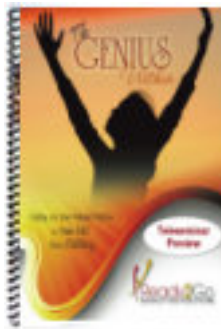


**The Law of Attraction  
Cafe – How To Get  
What You Desire In All  
Areas Of Your Life**



**The A to Z's of Success:  
Charting a  
Course of Personal  
Achievement**

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**The Genius Within:  
Calling on  
Your Natural Talents to  
Make Life More  
Fulfilling**



**Becoming a Living  
Magnet: An Introduction  
to the Law of Attraction**



**Courage, Risks and  
Rewards: Taking  
Chances to Change Your  
Life**



**Fertile Mind: Change  
Your Thoughts to  
Change Your Life**



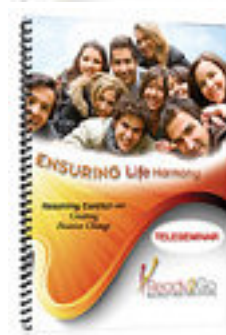
**Kaleidoscope of Choices:  
How What You Think  
and Choose Colors Your  
Life**



**Say It! Hear It!  
The Power of  
Effective Communication**



**Confident You! Leap  
Outside Your Comfort  
Zone and Achieve What  
You Want**



**Ensuring Life Harmony:  
Resolving Conflict and  
Creating Positive Change**

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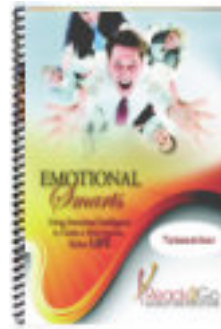
**The Leader's Journey:  
Discovering Your  
Leadership Impact**



**Visioning and Goal  
Setting: Projecting  
Your Tomorrow and  
Heading Toward it  
Today**



**Transitions and  
Transformations:  
Thriving in the Midst of  
Change**



**Emotional Smarts:  
Using EQ to Create a  
More Joyous, Richer  
Life**



**Finding Balance:  
Reclaim Your Time and  
Live a More Fulfilling  
Life**

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# About Ready2Go Marketing Solutions, Inc.®

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## About Ready2Go Marketing Solutions, Inc.®

### **Ready2Go Marketing Solutions, Inc. – Instant Information Products to Market Your Business**

Ready2Go Marketing Solutions, Inc. provides small business owners with turn-key marketing products, so that they can spend less time marketing and more time growing their business.

Ready2Go Marketing Solutions, Inc. offers a suite of plug-n-play marketing solutions such as fully-developed workshops, teleseminars, speeches, audio training programs, special reports and more. These tools are ready-made for coaches, consultants, trainers and speakers to customize and brand as their own saving tons of time and effort.

By creating these completely developed products, we've eliminated the difficult and time-consuming task of content creation, so small businesses don't have to worry about marketing and selling. Instead they can now put their marketing on auto-pilot and focus on doing the work they truly enjoy.

Our products include everything small businesses need to deliver value added products to their clients and prospects. It's marketing made easy!

## We Have Common Bonds

Like you, we are business owners and coaches who struggled with the lack of marketing materials to grow our own businesses. We were frustrated by the choices, the availability and the accessibility of quality marketing plans and materials that actually work.

So we did something about it. We went out and crafted marketing strategies that are highly effective, boldly innovative and dazzlingly creative.

We have professional marketers, training developers, copywriters, and speech writers who are poised to provide you with the highest quality products and services to grow your business with more than 50 years of training development, speaking and business development experience.

**Our products are professional grade, developed by experts in the industry** and are easy to follow and implement, **GUARANTEED**.

Plus, if you need that additional support to help you launch your Ready2Go marketing solution, we have trained coaches on staff to assist you.

For further assistance, contact us at [support@ready2gomarketingsolutions.com](mailto:support@ready2gomarketingsolutions.com) or give us a call anytime.

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## Ready2Go Marketing Solutions' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc. to help you to successfully grow your list, nurture relationships by providing great value, market your teleseminar and get new clients.

With these products you receive quality content created by professional copywriters, speech writers and training developers, plus all the instructions and tips that you need to be successful in your implementation. The Ready2Go products are created on topics that are highly relevant to most target markets, and have valuable content that your prospects will find very educational and informative. Plus they are easy to customize and brand as your own.

The full suite of Ready2Go products to coordinate with your Coaching Program include:

- **Pre-written tweets** to gain awareness and promote your special offers and events
- **Special reports** to use to grow your list or send to your list as a gift
- **Professionally scripted audio training programs** that you record in your own voice
- **Success tips**, which are 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally designed workshops** to reach more people, generate income and convert more clients
- **75 minute done for you teleseminar that is the same content as your coaching program and formatted to be delivered live.**

To learn more about the Ready2Go products, go to [www.Ready2GoMarketingSolutions.com](http://www.Ready2GoMarketingSolutions.com).

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# How to Use Your Ready2Go Coaching Program to Grow Your List

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## How to Use the Coaching Program as a Free Offer to Grow Your List

Your Ready2Go Coaching Program is a powerful tool that allows you to offer a free valuable service to grow your list and attract more clients. While we recommend using the Coaching Program combined with the Ready2Go products, you can use this program in a variety of ways to grow your list:

1. **Give it away as a free offer on your website to grow your list.** It is recommended to have a valuable free gift to offer visitors of your website, so you can get their contact information and begin to develop a relationships. Offer your coaching program as a multi-part free gift that you deliver every 2-7 days.
2. **Offer it as a freebie at a speaking engagement - give them a compelling summary and the link.** The idea is to capture a name so you can begin a relationship. No name, no relationship. You either want to have people sign up then by filling out a form or turning in their business card, or have them go to your website. Having people sign up at the event will get you more responses than people going to your site. They are always well intentioned, but time gets away, other priorities take over, and fewer people will make it to your site to sign up.
3. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The Coaching Program is a foundational marketing activity to drive people to your site so they can learn more about you, and get something of value. And you get a name.
4. **Add it to your signature line of your email.** Simple, effective, and will grow your list.
5. **Use it as a free offer for someone to "check you out" when promoting a workshop.** This is a great way for people to become more familiar with you first before committing to something such as a workshop. Relationships build by the prospect being willing to spend more time and then money as the relationship grows. The Coaching Program is a great way to gain awareness, develop a relationship and build trust.
6. **Promote it through social networking.** People often find out about you through your social networking circles before they've ever been to your web site. So be sure to use all the tools that are available through your social networks to attract visitors, gain their attention, show relevance, and drive them to your site so they can learn more about you, and you can begin to develop a relationship. Send people to your website to opt-in with their contact information.

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7. **Include it in your newsletter.** Include a short blurb and link to your Coaching Program in your newsletter as a standard item in every edition.
8. **Give it away as a bonus or incentive for someone to take action.** Your Ready2Go Coaching Program can be a great bonus to give if someone signs up to purchase a product, program or service.

**Be sure to customize.** Customizing the coaching program will attract the attention of your target market to gain the greatest interest. The Ready2Go Coaching Programs discuss highly relevant topics that educate, inform and address peoples' problems and needs. And that's what people want – for us to solve a problem and fill a need. Therefore customizing the core content of this program to your target market will be very powerful in gaining attention, interest and action.

And it's simple. The Coaching Programs are already scripted and can be recorded in your own voice or delivered through the written word, so all you have to do is customize the title and include any relevant stories, examples and references to your market.

While our Ready2Go titles are also very effective, think about how the topic relates to you your target market and determine how you can **generate more interest by customizing the title to speak more directly to YOUR target market.**

Here are a few examples of enticing titles specific to target markets:

- How You Communicate Can Make or Break Your Business
- How to Speak So Your Spouse Will Listen
- 7 Keys to Eliminate Conflict and Create Synergy in the Workplace
- Communicate With Power and Influence
- 5 Ways to Connect With Your Spouse on a Whole New Level
- Everyone is a Leader – Discover the Leader in You
- Confident You! Feeling Your Very Best During Your Job Search, Interviews & Negotiations

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# 5 Ways to Make Money with Your Ready2Go Coaching Program

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Here are 5 powerful ideas of how you can use your Ready2Go Coaching Program to make money in your business.

### **SCENARIO #1**

Promote Ready2Go Coaching Programs as single programs to coordinate with a theme in your monthly emails or newsletter.

#### **For example:**

January – send an email or newsletter with tips on stress management & promote the Stress Management Coaching Program

February – send an email or newsletter with tips on building your confidence & promote the Confident You Coaching Program

#### **Price:**

Promote individually at \$49 - \$97 per session

(increase or decrease the investment based on your level of engagement as the coach)

Offer a 12 month program for a discount of \$79 each (normally \$97)

#### **Income Potential:**

50 people at \$97 = \$4,850 (This is one topic in one month. Have new topics each month)

100 people at \$97 = \$9,700 (This is one topic in one month. Have new topics each month)

50 people for 12 months @ \$79 = \$47,400

100 people for 12 month @79 = \$94,800

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## SCENARIO #2

Offer a self-study and group combination program where clients do the coaching program individually and then meet with the group to discuss the module and the homework.  
This group can meet once or twice per month (one week self-study, one week group meeting)  
We do not recommend one month programs. Promote multi topic/multi session programs.

### **Income Potential:**

\$297 month with 20 people = \$5,940 per month

\$397 month with 20 people = \$7,940 per month

\$497 month with 20 people = \$9,940 per month

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### SCENARIO #3

Offer a self-study and one-on-one coaching program where clients do the coaching program individually and then meet with coach to discuss homework.

This is a unique, creative, engaging format for coaching your clients.

**Income Potential:**

Whatever your regular coaching rates.

We do not recommend individual sessions or month to month.

Enroll client for 3, 6, 9 or 12 month relationships.

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### SCENARIO #4

Host Ready2Go Teleseminar as a promotional teleseminar and lead people into self study coaching program with a bundle of topics (4-12 topics).

[www.Ready2GoMarketingSolutions.com/teleseminars.html](http://www.Ready2GoMarketingSolutions.com/teleseminars.html)

**Price:**

~\$49-97 per topic

**Income Potential:**

4 topics @ \$197 with 50 people = \$9,850

4 topics @ \$297 with 50 people = \$14,850

4 topics @ \$397 with 50 people = \$19,850

6 topics @ \$497 with 50 people = \$24,850

6 topics @ \$597 with 50 people = \$29,850

10 topics @ \$797 with 50 people = \$39,850

10 topics @ \$897 with 50 people = \$44,850

12 topics @ \$1297 with 50 people = \$64,850

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### **SCENARIO #5**

Include a self-study coaching program as part of a membership program. Coach can elect to engage with client and offer feedback and coaching online to make program interactive.

**Income Potential:**

\$19-\$49 per month @ 100 members = \$1900 - \$4900 month

\$99 per month @ 100 members = \$9900 per month

# Coaching Package

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## Courage, Risks and Reward – Taking a Chance to Change Your Life Coaching Program

Time	Content	Notes
<b>1. Write or Record:</b>	<b>Part #1 - Taking a Chance and Making a Mistake</b>	
	<p>“Welcome to Part #1 of the Courage, Risks and Rewards Coaching program.</p> <p>We start Part #1 of the program by exploring what taking chances and making mistakes means to you.”</p> <p><i>(Pause)</i></p> <p>“So let me ask you a question, have you ever held back from doing something because it was too risky?</p> <p>We probably all have done that at one time or another.</p> <p>Taking a chance usually means we have something to lose, and many of us shy away from losing. Let’s face it, no one wants to lose.</p> <p>Still, taking chances is an integral part of life, and if we want our lives to change for the better, we have to become more aware of what we are willing and not willing to risk.</p> <p>Let’s begin this session by exploring what taking a chance means to you, and what makes it such a risky proposition.”</p> <p><i>(Pause)</i></p> <p>“Take a moment and look back on your life and think of a time when you took a chance at something. It can be anything – big or small, at work, or in your personal life.”</p> <p><i>(If recording, pause to allow time for the client to think of something).</i></p>	

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Time	Content	Notes
<b>2. Debrief Questions for Part #1</b>	<p>“Next, I would like you to identify a time in your life when you made a mistake at something. Again, it can be anything – big or small, at work, or in your personal life.”</p>	
	<p>A ‘mistake’ can be regarded as something we wish we could go back and do differently.”</p> <p><i>(If recording, pause to allow time for the client to think of something).</i></p> <p>“Now I would like you to take out a blank sheet of paper and draw a line down the center of it, dividing the paper into two halves.</p> <p>Label the two columns with the following two phrases:</p> <ul style="list-style-type: none"> <li>▪ Label the first column: “Taking a Chance”</li> <li>▪ Label the second column: “Making a Mistake”</li> </ul> <p>With the experiences of ‘taking a chance’ and ‘making a mistake’ fresh in your mind, take two minutes to write down in each column what the two phrases “Taking a Chance” and “Making a Mistake” personally mean to you.”</p> <p><i>(NOTE: If you are recording, you can keep the audio going and record some quiet instrumental music in the background for two minutes or tell them to turn off the recording, complete the assignment and come back to the recording.</i></p> <p><i>If you keep the recording going, remind participants when there is 30 seconds left.)</i></p>	
	<p>“Now that you have answered the questions, “What does it mean to take a risk?”, and “What does it mean to make a mistake?”, please complete Part #1 by answering the following questions.”</p>	

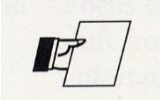


<b>Time</b>	<b>Content</b>	<b>Notes</b>
	<p><i>(NOTE: Depending on which coaching platform you are using, you may attach the questions as a handout, or place the questions directly into the coaching platform for your clients to answer, so you can review and respond if desired.)</i></p> <p>“What link do you see between these two phrases – ‘taking a chance’ and ‘making a mistake’?”</p> <p>Where do you focus most of your time and energy: a) on taking a chance, or b) on avoiding a mistake?</p> <p>How does your concern about making mistakes impact your willingness to take chances?”</p>	

Time	Content	Notes
1. Write or record	<p><b>Part #2 - Your Attitude Toward Taking Chances</b></p> <p>“Welcome to Part #2 of the Courage, Risks and Rewards Coaching program.</p> <p>In this section, you will dive deeper into the concept of having courage, taking risks and reaping the rewards.</p> <p>But before you do, I want to share with you the most important message to take away from this coaching program. It is:</p> <p><b>“The biggest risk in life is not the possibility of making a mistake; it’s never trying in the first place.”</b></p> <p><i>(Pause and let it sink in)</i></p> <p>“We are constantly taking chances in life whether we realize it or not. When you get on a plane, cross a street, or just walk down the sidewalk, you run the risk of something bad happening. As much as we try, we cannot completely avoid risk.”</p> <p><i>(Pause to transition to the next topic.)</i></p> <p>“Taking a chance to do something new or different does take effort, especially if you are uncertain of the results.</p> <p>Next, you will further explore the effort required for you to take more chances. You will do this by first becoming aware of your perspective on taking chances, and then recognizing the rewards you can receive from the risks you take.</p> <p>You will also look at what can help and hamper your effort when taking a risk.</p>	<p>Materials Needed:          Pen or pencil,          Worksheet #1 –          “What Am I          Willing to Do?”          and Worksheet          #2 – “That’s Just          Crazy!”</p>

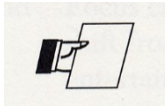
Time	Content	Notes
<p><b>2. Client Activity</b></p>	<p>This the “Courage, Risk, and Rewards” approach to taking chances.</p>	
	<p>Let’s start by looking at the first element: Courage.”</p>	
	<p><i>(Pause to transition.)</i></p>	
	<p>“We sometimes think that doing nothing is being neutral or safe. That isn’t always the case. Doing nothing can actually be negative.</p>	
	<p>The comfort zone we live in can be very seductive. Everyone desires comfort, but too much comfort can work against us, because an inability to step out of our comfort zone limits our potential.</p>	
	<p>Many people avoid taking chances because they are afraid. Being trapped by fear and refusing to take a chance leads to a safe, boring, and mediocre life.</p>	
	<p>People with this mentality do not thrive, learn, love, or grow to their fullest potential because they will never step out of their comfort zones and take a chance.”</p>	
	<p><i>(Pause)</i></p>	
	<p>“You explore, discover and maximize your potential only by having the courage to take risks.”</p>	
	<p><i>(Pause)</i></p>	
<p>“Now, you are going to do a fun activity called “That’s Just Crazy!”</p>		
<p>Pull out Worksheet #1 – “What Am I Willing to Do?” and Worksheet #2 – “That’s Just Crazy!”</p>		
<p>I’d like you to take three minutes to assess your attitude towards risk and to determine how courageous you would</p>		

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Time	Content	Notes
	<p>be to do various activities that require different degrees of risk.</p> <p>On Worksheet #1, there are four different quadrants that contain the following headings:</p> <ul style="list-style-type: none"> <li>▪ “Not a problem for me to do”</li> <li>▪ “I have done this, but found it scary”</li> <li>▪ “I would be willing to try this”</li> <li>▪ “I would never do this”</li> </ul> <p>Worksheet #2 contains a list of various activities for you to assess your willingness to do.</p> <p>Read over the activities on Worksheet #2 and place those activities in the quadrants on Worksheet #1.</p> <p>Work quickly, trusting in your gut reactions rather than dwelling and thinking too hard about each one; after all, there are no right or wrong answers here.</p> <p>Also, you can either write the activity in the appropriate quadrant on Worksheet #1, or just place the activity number in the appropriate space.</p> <p>Begin now.”</p> <p><i>(NOTE: Allow participants three minutes to conduct the activity. If you are recording, you can keep the audio going and record some quiet instrumental music in the background for three minutes or tell them to turn off the recording, complete the assignment and come back to the recording.</i></p> <p><i>If you keep the recording going, remind participants when there is 1 minute left.)</i></p>	 <p><b>Handout –</b> Worksheet #1- “What Am I Willing to Do?” and Worksheet#2 – “That’s Just Crazy!”</p>

Time	Content	Notes
<b>3. Debrief Questions for Part #2</b>	<p>“Now that you have completed this activity, please complete Part #2 by answering the following questions.”</p> <p><i>(NOTE: Depending on which coaching platform you are using, you may attach the questions as a handout, or place the questions directly into the coaching platform for your clients to answer, so you can review and respond if desired.)</i></p> <ul style="list-style-type: none"> <li>▪ “What did you notice when going through this exercise?</li> <li>▪ What surprised you?</li> <li>▪ Where were your personal boundaries challenged?</li> <li>▪ What did you learn about your attitude towards risk from completing this exercise?”</li> </ul>	

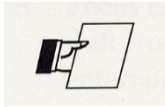
Time	Content	Notes
1. Write or Record	<p><b>Part #3, Section 1 – Why We Avoid Taking Risks</b></p> <p>“Welcome to Part #3 where you are continuing your exploration of what it means to have courage, take risks and reap the rewards.</p> <p>As you discovered in Part #2, taking chances often has a negative connotation because it implies danger, anxiety, worry, and possible loss.</p> <p>But taking chances also has a positive side because often the reward is greater than the risk.</p> <p>Most of us are pretty good at not taking dumb risks, but many times we also miss the smart risks that come our way.”</p> <p><i>(Pause to transition to next topic.)</i></p> <p>“Let’s take a closer look now at this idea of risk, the second element of our “Courage, Risk, Rewards” approach to taking chances.</p> <p>To understand risk better, let’s look at why you avoid it, and how you can feel empowered to take more chances in the future.”</p> <p><i>(Pause)</i></p> <p>“Famous race car driver Mario Andretti once said, ‘<i>If things seem under control, you’re just not going fast enough.</i>’</p> <p>Before we can stretch out of our comfort zones and be willing to take new chances in life, we need to first look at why people avoid risk.</p>	

Time	Content	Notes
<p data-bbox="237 1020 380 1094"><b>2. Client Activity</b></p>	<p data-bbox="407 390 1166 464">There are many reasons why people avoid taking risks, and 5 that I want to share with you. They are:</p> <ol data-bbox="553 499 1166 968" style="list-style-type: none"> <li>1) <i>“Failure</i> – I might not get what I’m aiming for.</li> <li>2) <i>Exposure</i> – If it doesn’t work out, it might reflect negatively on me.</li> <li>3) <i>Embarrassment</i> – If I push for something, and it doesn’t work out, I could be judged by others.</li> <li>4) <i>Rejection</i> – If the risk fails, I could be rejected by others.</li> <li>5) <i>Loss</i> – If I try something new or different, I might have to give up what’s familiar.”</li> </ol>	
	<p data-bbox="407 1020 1166 1125">“Next, pull out Worksheet #3 and take three minutes to answer the questions in Section #1 about “Why we Avoid Risk?”</p> <p data-bbox="407 1167 1068 1199">Then return to this module to complete Section #2.”</p> <p data-bbox="407 1241 1143 1461"><i>(NOTE: Allow participants three minutes to conduct the activity. If you are recording, you can keep the audio going and record some quiet instrumental music in the background for three minutes or tell them to turn off the recording, complete the assignment and come back to the recording.</i></p> <p data-bbox="407 1493 1154 1566"><i>If you keep the recording going, remind participants when there is 1 minute left.)</i></p>	<p data-bbox="1203 1041 1414 1178"><b>Handout</b> – Worksheet #3 - “Why We Avoid Risk.”</p>

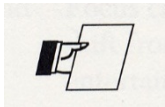
Time	Content	Notes
1. Write or record:	<b>Part #3, Section 2 – What Supports Risk Taking</b>	
	<p>“Welcome to Section 2 of Avoiding and Supporting Risk.</p> <p>In Section 1 of this module we looked at why people avoid taking risks, and ways you avoid risk in your own life.</p> <p>Let’s continue by exploring ways you can put supports in place to help you take more risks.”</p> <p><i>(Pause)</i></p> <p>“If taking chances is important to move forward in our lives, then what can we do to support ourselves in doing so?</p> <p>There are five powerful perspectives on risk taking that will empower you to take more chances in life.</p> <ul style="list-style-type: none"> <li>▪ <i>“Take the Plunge –</i> <ul style="list-style-type: none"> <li>○ Taking action towards achieving what you want is not really a risk. Action, no matter how small, will always create positive movement forward.</li> </ul> </li> <li>▪ <i>Say ‘Yes’ to Life –</i> <ul style="list-style-type: none"> <li>○ Life isn’t about obligations, commitments and to-do lists; it’s about being able to say ‘no’ to the distractions and ‘yes’ to the things that matter most.</li> </ul> </li> <li>▪ <i>Go Out on a Limb –</i> <ul style="list-style-type: none"> <li>○ The view will be much better from there, and you are bound to find some fruit.</li> </ul> </li> <li>▪ <i>Swing for the Fences –</i></li> </ul>	

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Time	Content	Notes
<p><b>2. Client Activity</b></p>	<ul style="list-style-type: none"> <li>○ If you win, you will be happy; if you lose, you will be wise.</li> <li>○ Most people spend too much time pondering what won't work and as a result justify why it's best to take no action at all.</li> <li>▪ <i>Roll the Dice</i> –               <ul style="list-style-type: none"> <li>○ Never let the odds keep you from doing what you know in your heart you were meant to do.</li> <li>○ If you're going to try, go all the way. Otherwise, don't even start."</li> </ul> </li> </ul>	
	<p>“Refer back to Worksheet #3. Take three minutes to complete this module by answering the questions about “Supporting Risk Taking.”</p> <p><i>(NOTE: Allow participants three minutes to conduct the activity. If you are recording, you can keep the audio going and record some quiet instrumental music in the background for three minutes or tell them to turn off the recording, complete the assignment and come back to the recording.</i></p> <p><i>If you keep the recording going, remind participants when there is 1 minute left.)</i></p>	 <p><b>Handout –</b> Worksheet #3 - “Supporting Risk-taking”</p>

Time	Content	Notes
1. Write or Record:	<p><b>Part #4 – What I Gain From Taking Chances</b></p> <p>“Welcome back to Part #4 of the Courage, Risks and Rewards coaching segment.</p> <p>You have made great progress in this coaching program. So far you have:</p> <ul style="list-style-type: none"> <li>- explored what it means to take a chance and make a mistake,</li> <li>- discovered what your attitude is toward taking chances,</li> <li>- looked at why you avoid risk, and,</li> <li>- explored ideas to support you in risk taking.</li> </ul> <p>Now, we are going to bring this coaching segment full circle by discussing what you will gain from taking chances.”</p> <p><i>(Pause)</i></p> <p>“Taking chances can simply be a matter of perspective. Those who are more willing to take chances are looking at what they stand to gain, rather than what they could lose. They also know that even though something may not work out, no decision is catastrophic.</p> <p>If we look logically at what we stand to lose and what we stand to gain, and make an educated decision, we truly can't lose when taking chances.</p> <p>In fact, if you are consistently taking risks in life you will ultimately come out ahead.</p> <p>Thomas Edison failed thousands of times when creating the light bulb before he finally succeeded. No matter how many failings he experienced, he only needed to succeed once. Today, he is known as one of the most famous inventors of all time.”</p>	

Time	Content	Notes
2. Client Activity	<p><i>(Pause to transition to next topic)</i></p> <p>“Happiness in life comes from acknowledging the need for change and being willing to try something new because the status quo is no longer working.</p> <p>With this in mind, taking chances offers great rewards, which is the third element in our “Courage, Risk, Rewards” approach to taking chances.</p> <p>Let’s take a closer look at the rewards we can reap from taking chances.”</p> <p><i>(Pause to transition to next topic)</i></p>	
	<p>“Take out Worksheet #4 – “The Rewards of Risk-taking. Take a moment to think of a risk you have been hesitant to take.”</p> <p><i>(If you are recording, pause and allow time to think of a risk)</i></p> <p>“Now, weigh the possible losses and rewards you might encounter if you took that risk.</p> <p>Take 5 minutes to follow the steps listed on the worksheet, by identifying a risk, and then exploring its possible losses and rewards.”</p> <p><i>(NOTE: Allow participants five minutes to conduct the activity. If you are recording, you can keep the audio going and record some quiet instrumental music in the background for five minutes or tell them to turn off the recording, complete the assignment and come back to the recording.</i></p> <p><i>If you keep the recording going, remind participants when</i></p>	 <p><b>Handout –</b> Worksheet #4 - “The Rewards of Risk-taking”</p>

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Time	Content	Notes
3. Debrief Questions for Part #4	<p><i>there is 3, 2, and 1 minute left.)</i></p> <p>“Now that you have completed this activity, please complete Part #4 by answering the following questions.”</p> <p><i>(NOTE: Depending on which coaching platform you are using, you may attach the questions as a handout, or place the questions directly into the coaching platform for your clients to answer, so you can review and respond if desired.)</i></p> <p>“What did you notice when you identified the possible rewards of taking the risk instead of just focusing on the losses?</p> <p>Why identify possible rewards when assessing risk? What does this do for you?</p> <p>What did you learn from this exercise?”</p>	

Time	Content	Notes
<b>1. Write or Record:</b>	<b>Part #5 - Review and Lock It In</b>	
	<p>“Welcome to Part #5 of the Courage, Risks and Rewards Coaching program.</p> <p>Throughout this coaching program you have discovered that if you play it safe, you will not reach your full potential of happiness and success.</p> <p>As hockey great Wayne Gretzky once put it, ‘You will always miss 100% of the shots you don’t take.’</p> <p>Failure is inevitable. EVERYONE fails. But this much is true - no risk, no reward. And remember, you only need to succeed once no matter how many times you meet with failure. Sometimes being right on just one risk you’re willing to take is all you need to change your life forever!</p> <p>Before we conclude, let’s summarize what you explored during this coaching program.</p> <ul style="list-style-type: none"> <li>▪ You looked at your personal perspective around risk taking.</li> <li>▪ You explored why you avoid risk and what you can do to better support yourself when taking chances.</li> <li>▪ And you just looked at the possible rewards of stretching out of your comfort zone and doing things new and different.</li> </ul> <p>To conclude this program, I’d like you to take a few minutes to review your completed worksheets and to answer the following questions.”</p>	
	<p><i>(NOTE: Depending on which coaching platform you are using, you may attach the questions as a handout, or place</i></p>	

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Time	Content	Notes
	<p><i>the questions directly into the coaching platform for your clients to answer, so you can review and respond if desired.)</i></p> <ul style="list-style-type: none"> <li>▪ “How has my level of courage and my perspective on taking risks changed as a result of this program?”</li> <li>▪ Going forward, what would support me the most when taking a risk?</li> <li>▪ What reward from risk-taking would motivate me the most to take a chance?”</li> </ul> <p>“This concludes the coaching program on Courage, Risks and Rewards. I hope you found it valuable to help you assess your future opportunities and to take the risk!”</p> <p><i>(NOTE: Tell your clients what you would like them to do next. For example, you could tell them to move to the next module, or sign up for another course.)</i></p>	

# Activity Sheets

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Upload these handouts in your coaching platform for your clients to access.

**Worksheet # 1 – “What Am I Willing to Do?”**

Not a problem for me to do:	I have done this , but found it scary:
I would be willing to try this:	I would never do this



## Worksheet # 2 – “That’s Just Crazy!”

Activity:

1. Take part in a karaoke competition
2. In a no-smoking area, ask someone to stop smoking
3. Go bungee jumping
4. Go for counseling to sort out personal difficulties
5. Hug a complete stranger who is in distress
6. Cry in public
7. Get in a physical fight
8. Live on an island for a month
9. Take a vow of silence for a day
10. Throw a huge snowball at someone
11. Get your fortune told
12. Go on a blind date
13. Dance in the pouring rain
14. Play an elaborate practical joke on someone
15. Learn to dance (Hip-Hop, Salsa, Jazz)
16. Speak to an audience of a thousand people
17. Eat something that’s alive (like an insect)
18. In an elevator, laugh hysterically for 5 seconds in front of strangers
19. Go to a strip club
20. Fast for at least two days
21. Take a ride in a hot air balloon
22. Spend a week at a meditation retreat
23. Live in a foreign country for three months
24. Swim nude in a public place
25. Jump off a high cliff into the ocean

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## Worksheet # 3

### Part 1 - “Why We Avoid Risk”

**“Taking a new step, uttering a new word, is what people fear most.”** ~Fyodor Dostoevsky



1. Which of the 5 reasons resonates most with me?

2. What are some other reasons I avoid risk?

### Part 2 - “Supporting Risk-taking”

**“Don’t be afraid to take a big step. You can’t cross a chasm in two small jumps.”** ~David Lloyd George




1. What is my reaction to these five powerful perspectives?

2. Which perspective(s) would inspire me to take a chance? Why?”

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### Worksheet #4 – “The Rewards of Risk-taking”

1. So, what have you been wanting to take a chance on? Think of a desire or dream you have not pursued because of what you’ll lose if it doesn’t work out:
2. In the first column below, list what you think you will lose if you take this chance and it doesn’t work out. Write down every possible negative outcome you can imagine.

What do I stand to lose?	What do I stand to gain?
	

3. Next, take each of the items you have just identified as a possible loss and in the second column flip them around into possible positive rewards. Write down every possible positive outcome you can imagine.
4. When finished, look over the costs and rewards you have identified. In which direction does the scale tip? If the possible losses still outweigh the possible rewards, consider revising your dream or desire so that the scale tips in the other direction.
5. As a final thought, consider the consequences of not taking this chance on yourself and your dream. What do you stand to lose then, and are you willing to live with that?

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**This is a partial package of the  
Courage, Risks and Rewards Coaching Program**

**Contained within the full coaching package is:**

- Ideas on how to use this as a part of your income generating coaching program or as a list builder and free gift

**Plus, you also receive:**

- A 5 step risk assessment to give as homework
- 9 additional follow up coaching questions
- A valuable article on risk taking

*(Coming soon)* To receive the entire package, go to:  
[www.Ready2GoMarketingSolutions.com/coachpackages.html](http://www.Ready2GoMarketingSolutions.com/coachpackages.html)

Use promo code CC10 to get 10% off all packages.