



The Litvin Levels

What level is YOUR coaching practice?

THE LEVELS BELOW DON'T ACTUALLY exist; they are made up! But coaches find it powerful to discover where they are on their coaching journey. You *will* go through each of these levels to become a thriving coach *but* there is no prescription as to how long this will take. Each level could take years, weeks or days. This document was designed to inform and free you—not to limit you.

Following the table there is space for you to jot down any insights that come to mind and the action steps you can take to move to the next level.

My Coaching Practice Level:	STUDENT COACH I am studying or training to be a coach.
To reach this level:	Master the Art of Practice: Train with and learn from the very best.
How to move to the <i>next</i> level:	Stop "helping": Seek permission for every coaching conversation you have.
How to remain at this level:	I don't understand the distinctions between coaching, consulting and helping. I tell people what to do and try to solve their "problems."
My Coaching Practice Level:	BEGINNER COACH I have experienced the impact of coaching clients. I have coached at least 50 clients.
To reach this level:	Master the Art of Invitations: Learn to enjoy inviting people to a coaching conversation.
How to move to the <i>next</i> level:	Coach your butt off: Your only job is to fill your calendar with coaching conversations. It does not matter whether you charge for them or not.
How to remain at this level:	I coach too few people. I only coach my friends/family. I coach without permission. I compare myself to more experienced coaches and feel overwhelmed by what I believe I need to do, so I do nothing.



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My Coaching Practice Level:	NOVICE COACH I have my first 10 paid individual clients.
To reach this level:	Master the Art of Coaching: Coach, coach, coach, coach!
How to move to the next level:	Sell the experience: Find ways to create powerful coaching experiences for people <i>before</i> you discuss coaching them.
How to remain at this level:	I put my attention on “getting” clients instead of creating ways for people to <i>experience</i> my coaching. I spend too much time on “getting the word out” (growing an email list, making a beautiful website, designing business cards or on Facebook/Twitter). I’m afraid to ask for money for coaching or I set my fees so high that no one pays me. I am pleasing my clients instead of powerfully and vulnerably serving them.
My Coaching Practice Level:	COMPETENT COACH I can cover my monthly expenses with my coaching income.
To reach this level:	Master the Art of Powerful Proposals: Be willing to feel uncomfortable. Serve, don’t please.
How to move to the next level:	Get a coach: If you don’t believe in coaching enough to hire your own coach, why would your clients do the same with you?
How to remain at this level:	I still charge an hourly rate for coaching. I believe that people can’t afford coaching. I haven’t created a list of powerful “hero stories” of things my clients have accomplished. I don’t believe enough in coaching to invest in my own coach. If I’ve paid for coaching, I’ve never paid more than I feel comfortable spending (although I hope my clients are willing to do just that). My life still contains people, places and things that <i>drain</i> me of energy.



My Coaching Practice Level:	PROFICIENT COACH I can create clients by invitation or referral only.
To reach this level:	Master the Art of Deep Coaching: Serve them so powerfully they never forget your conversation for the rest of their life.
How to move to the next level:	Find their "secret dream": Go deeper than any other coach would dare to go. Be bold. Get your client in touch with their "secret dreams," because their dreams are priceless.
How to remain at this level:	I coach people too soon, before I have discovered what they really, really want. I coach people around the <i>actions</i> holding them back instead of helping them go deep enough to become aware of <i>how they see the world</i> . I don't spend time creating a lifestyle I love. I don't invest in training or coaching to support me creating empowering new beliefs. I don't spend time each day/week being creative, or reflecting on how to create an <i>extraordinary</i> business. I haven't discovered what I am best at and enjoy doing that is <i>different</i> from what my peers are doing and that requires relatively little effort from me.
My Coaching Practice Level:	VIRTUOSO COACH I can create clients whenever I choose to.
To reach this level:	Master the Art of Natural Success: Remember that success is exponential. Take risks. Stay in the game. And know when to quit.
How to move to the next level:	Be vulnerable: Practice fearless coaching, which includes hiding nothing from your client. Risk failure.
How to remain at this level:	I am not willing to risk failure by developing and experimenting with new skills or ways of being. I don't have a community of powerful and insightful friends, colleagues, mentors and clients. I don't seek honest and authentic feedback from this community on my unique gifts, my way of being and what holds me back the most. I don't put huge effort into honing my talents, so that it becomes exponentially greater than anyone else's. I am unwilling to risk disapproval.



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My Coaching Practice Level:	MASTER COACH I can take extended vacations and/or create income whilst I sleep.
To reach this level:	Master the Art of Freedom: Live from <i>Hell Yeah</i> or <i>No</i> .
How to move to the next level:	Never stop learning: Mastery is the game of a lifetime.
How to remain at this level:	I forget to truly serve others.

Insight: What do I see differently?

Action: What's one tiny step I will take based on this insight?

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