

Motivate Your Clients to Take ACTION

A step-by-step coaching system to help clients
follow through, stay focused, and achieve their
goals



Student Course Book

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Introduction

As a coach, consultant, or trainer, your main mission is to see your clients achieve their goals as they relate to whatever you are offering (course, coaching, services, etc). You're their guide, their cheerleader, and you're in the trenches with them, helping to shape a program or process that you're confident will get them where they want to be.

However, they don't always follow through, even though they agree to.

And you end up asking yourself, *"Why aren't they doing the work? What am I doing wrong?"*

You do your very best to hold them accountable - send reminders, adjust their action plan, and check in to see how they're doing. But when you're met with excuses, silence, or slow progress, it can leave you feeling both responsible and powerless.

Lack of action isn't usually about laziness or weak commitment. More often, it's about your client's internal resistance and mindset blocks that arise as their challenge sinks in.

Even motivated clients can stall, procrastinate, or disengage - often just as meaningful change is happening. It's typical for clients to hit a bit of a rough patch in their progress, especially when they make some real headway. That's when they need your support, not pressure or judgment.

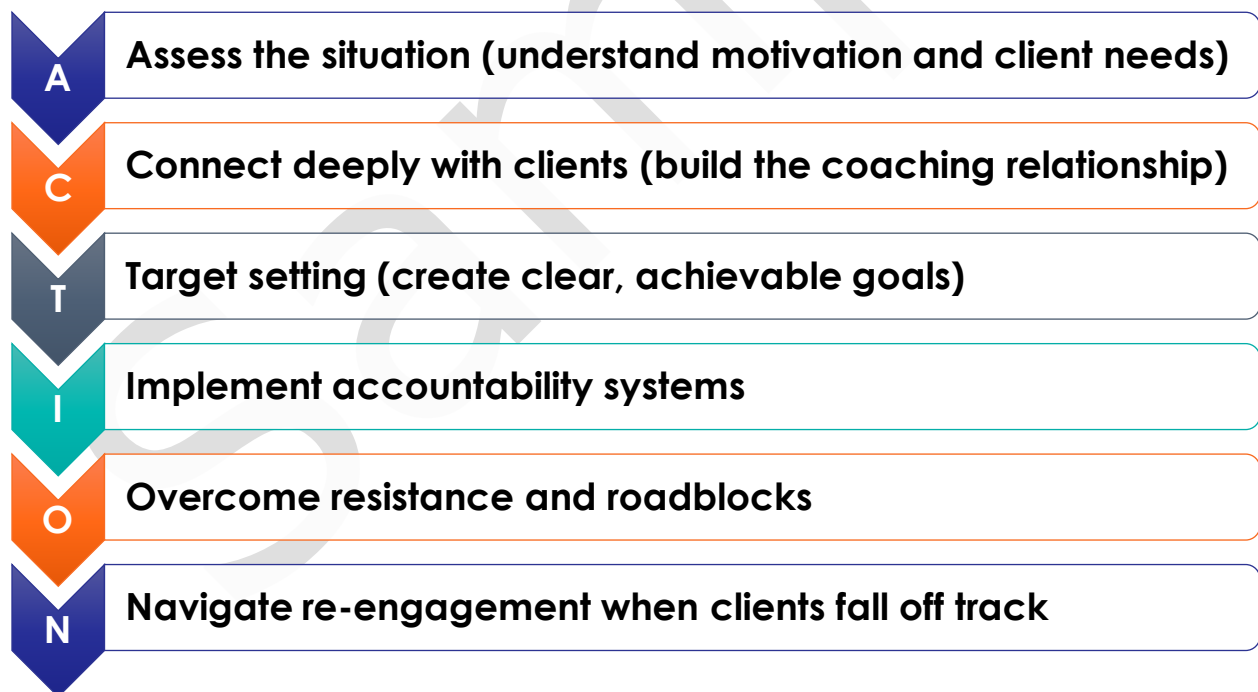
You can't do the actual work for your clients (unless you're offering that), but you *can* build a coaching approach that ensures their goals are realistic and aligned with their aspirations. You can increase their engagement and make action more likely. You can adapt your strategy to meet the client's individual needs, for example, by providing more structure and accountability.

This course gives you practical strategies to do just that. It will take you step-by-step through the ACTION coaching system. Whether you work one-on-one or in groups, you'll learn how to spot the signs of disengagement early, adapt your coaching style to different client motivation levels, and design sessions that move clients forward consistently.

You'll also explore how to align your clients' goals with their values and strengths and re-engage those who've lost momentum.

By the end of the course, you'll be able to lead your clients through progress blocks with clarity and confidence and ensure they have sustainable practices to use after any coaching is finished.

Here is your roadmap through the course:



A - Assess the situation (understand motivation and client needs)

C - Connect deeply with clients (build the coaching relationship)

T - Target setting (create clear, achievable goals)

I - Implement accountability systems

O - Overcome resistance and roadblocks

N - Navigate re-engagement when clients fall off track

By the time you complete this course, you'll be able to:

- Assess client motivation and establish expectations for coach and client to avoid potential misunderstanding later.
- Develop a motivating and engaging coaching relationship and help your clients uncover what drives them.
- Help clients set clear, achievable goals aligned to their values and supported by their strengths.
- Implement accountability systems that support your clients and celebrate their progress.
- Uncover hidden resistance that's blocking client progress and use practical tools to address mindset barriers.
- Reconnect with disengaged clients and help them sustain their progress once coaching is over.

This course is broken down into six major modules and individual lessons to take you step-by-step through the ways to keep your clients motivated,

overcome their resistance, and ensure they take consistent action toward their goals.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them individually.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

In this course, we've added coaching tools including checklists, assessments, and other support materials that you can use directly with your clients. You'll see these tools listed with instructions at the end of the lessons when applicable.

Action Steps:

1. Before we start the course, take a minute to think about what you want to get out of it.
2. In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – ASSESS: Understand Motivation & Establish Expectations

In this first module, you'll establish a firm foundation for client success by assessing motivation and barriers to action. You'll also create a coaching agreement that sets out the roles and responsibilities of coach and client to avoid potential misunderstandings later.

- **Lesson 1: Define Different Types of Motivation**
- **Lesson 2: Establish Clear Expectations from Day One**

Lesson 1: Define Different Types of Motivation

The 4 Levels of Client Motivation

Motivation isn't fixed. It changes over time and across situations. Sometimes, you're motivated by internal satisfaction or personal growth (intrinsic motivation), like wanting to master a skill because it's meaningful to you. Other times, motivation comes from an outside requirement or reward (extrinsic motivation), such as needing a certification to apply for a promotion.

Both are valid and most people experience a mix of the two, depending on the situation. Keep in mind that one motivational strategy doesn't fit all.

Look at these four levels of motivation. They'll help you quickly identify how much support, structure, or intervention a client might need.

Level 1 - Highly engaged clients

Level 2 - Motivated but inconsistent clients

Level 3 - Clients who start strong but lose interest

Level 4 - Resistant clients who struggle to take action

- Level 1 - Highly engaged clients who need minimal intervention. External pressure isn't necessary because they already have a strong internal drive.

- Level 2 - Motivated but inconsistent clients who start with good intentions but are easily derailed by distractions or external challenges. They need structure and accountability to stay consistent.
- Level 3 – Clients who start strong but lose interest if they don't get fast results. When progress slows, their momentum fades.
- Level 4 - Resistant clients who struggle to take action. They're afraid or don't believe they can succeed or feel overwhelmed, which leads to avoidance.

Map to the 4 Levels of Client Motivation

Since clients are driven by different intrinsic and extrinsic factors, we can map these to the 4 Levels of Client Motivation.

You can adjust your approach based on whether the client responds better to internal motivation (self-driven reasons) or external motivation (accountability, rewards, structure). By recognizing what keeps each type of client motivated, you'll help prevent later disengagement.

Let's clarify their motivation type and start looking at best-practice strategies that will work for them:



Level 1 - Highly engaged clients

- Motivation type - Primarily intrinsic motivation. These clients are self-motivated and driven by personal goals, values, or long-term aspirations.
- Best-practice strategies:
 - Keep them engaged by helping them refine their goals for long-term sustainability.
 - Offer stretch goals or advanced challenges so they don't plateau.
 - In groups, let them take leadership roles to mentor or support less engaged clients, but without overburdening them.

ATTENTION:

This is only an excerpt from our full course Motivate Your Clients to Take ACTION. The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.