



Coaching Application

Please PRINT OUT this application and fill in your answers making sure to write very clearly so your answers can be read easily. Illegible applications will simply slow down the process. Once you have completed the application, please fax it to 800-440-9221 and a member of my staff will contact you to schedule you for an interview.

I'm completing the following application to be considered for your Private Coaching. I understand that you are very selective with your private coaching clients, and that you will let me know as soon as possible whether I've been accepted.

Name _____

Company Name _____

Street Address _____

City/State/Zip _____

E-mail _____

Home Phone _____

Cell Phone _____

Birthdate _____

1. What's the biggest obstacle you are dealing with right now?

4. What is the best thing that could come from working with Sandy?

5. Why do you want to work with me as opposed to any other coach?

6. Briefly describe why you are a great candidate for this program?

7. Anything else I should know before considering you for this program?

One last thing, please make sure you have read the interview/FAQ document (copied below) in its entirety to familiarize yourself with my programs before contacting us to schedule your call.

Thanks and I look forward to our call!

Peace and Love,
Sandy



Frequently Asked Questions

How did you get started in this work?

Becoming a published author was my Big Dream. For me, becoming a published author was a process of overcoming extreme self doubt. I didn't *believe* that I had anything valuable to say. My Inner Critic was loud.

I like to say that your Inner Wisdom whispers and your Inner Critic yells. You get that great inspiration, you have a moment of clarity and then immediately your Inner Critic says, "You can't do that. Who do you think you are?"

I've spent much of my life doing what I thought I was supposed to do. A career in advertising sales, because everyone told me I had a great personality and I would be good at it. I made nice money, drove a nice car, wore nice shoes, but I just wasn't happy.

I spent more than 15 years reading, studying, learning and most of all, Finding Me. That was the original title of Journalution. Because somewhere along the way, even though on the outside it looked like I had it all, I had lost my Self.

When I began to speak and travel for my book, the questions that came at me, were less about the book and more about how I published my book, how I got Deepak Chopra and Louise Hay to endorse it. How did I create a successful career out of doing work that I loved?

I realized very early on in my journey as an author, what I enjoy most is working with women to expand their vision of what is possible. The women I work with are true Visionaries. Rock Stars. Operating at a very high level in their businesses and in their life.

My work is about creating MAJOR shifts in the way you see yourself, your place in the world and what you are capable of achieving. I've worked with hundreds of clients, spoken in front of countless audiences and created a clear, simple, systematic approach to this work. It consists of a series of steps every woman can take in order to soar *way* above the clouds, taking your business and your life far beyond what you've ever dreamed possible.

Who are your clients exactly?

I work with women just like you who are already operating at a very high level of success in their lives. But they all know that they have more to offer. Perhaps they are holding themselves back in some way. Perhaps they've never allowed themselves to fully express to the world what they are capable of. Some are going through some type of career or life transition and others have just come off of a big victory or successful project and aren't quite sure what's next for them.

In all cases, the women I work with have one thing in common. They are ready to stop playing small. To the outside world, it may look like they've already achieved great success, but in their hearts, they've heard the whisper and they are finally ready to step into their Greatness.

It is a very exciting process to be part of. I get to be a catalyst for huge foundational shifts and total transformations.

How are you different from other “business or life coaches”?

Although we might occasionally touch upon the basics of business success or life coaching, you have me as a guide to accessing your *Inner Rock Star* and using it to create a seismic shift in YOU.

I ONLY work with highly motivated individuals. I keep my client list extremely exclusive. What that means to you, if we work together, is that I am very focused on blasting through anything that is holding you back from your Biggest Vision.

What you get with me is no-nonsense, laser-focused support along with lots of inspiration, motivation and laughs. It's got to be fun, or I'm just not interested. But that doesn't mean it's all fun and games. You can expect to do MAJOR work and accomplish your goals faster than you thought possible, and we will definitely have lots of fun along the way.

What type of personality do you work best with and what is expected of me?

This *Rock Star* coaching program was designed for women who are absolutely committed, inspired and willing to blast through their fears to catapult their success.

It was created for you to experience your own unique fabulous-ness. I'm most interested in working with high achieving, focused and extremely motivated women.

Who is this program *not* for?

Please know that I am extraordinarily selective in who I work with. I choose to gently turn away people who are not suited for my programs and won't get the results. It wouldn't be fair to them.

My *Rock Star* Coaching Program is not for those who are struggling financially and are desperate to make money in order to support themselves. I have found that people in financial crisis are not able to trust their own internal guidance system well enough to take the risks required, and do the work to get them to the next level.

If you happen to be experiencing some financial struggles, please know that we've all been there. This is what I would suggest:

1. Get some money coming in regularly with a full or part-time job. This will allow you to breathe easier and give you some peace of mind. Then call me when you feel able to focus on the work and this program with a clear head and an open heart.
2. Sign up for my free Ezine. ([Click here](#) to subscribe.) The free information and regular inspiration contained in here will get you started and when you are ready to work with me one-on-one, give us a call.

I also refuse to work with ‘drama queens’, those who consistently make excuses for not getting their assignments completed on time or have some type of emergency come up every week. If your life feels like one problem or disaster after another, I respectfully ask you to find another program or another coach. I hope you can understand my need to set these types of boundaries in my practice.

What exactly is your coaching program and what does it include?

Being a *Rock Star* in your business and in your life, means playing WAY beyond normal expectations. My definition of a Rock Star is someone who is operating their life and an extremely elevated level. Think Richard Branson and Oprah. It means taking that million dollar idea and turning it into a Billion dollar idea. And then putting a plan into place to make you accountable to move it forward. Here’s an overview:

1. **Celebrate Your Wins**

We start by examining how far you’ve come and how much you’ve accomplished already. I’ve found that high-achieving go-getters usually move straight into ‘what’s next’ without really celebrating their Big Wins. This is a crucial step in feeling fulfilled and maintaining passion and purpose in your life. We’ll create celebrations and rituals for daily, weekly, monthly and annual wins. Rewarding yourself often will bring massive energy to your life and your work.

2. **Begin Where You Are**

Before we dive into where you’re headed, we will get a clear determination of where you are now in your life and your business. This step clears out the cobwebs, dispels any left-over or lingering blocks that could be preventing you from living your greatest vision. This step leaves you uncluttered and in an inspired state of clarity – light as air, free as a bird and ready to fly.

3. **Establish Who You Are**

We will examine exactly where you are positioned in your business, the marketplace and what your “Unique Essence” really is. We will work together to create strategies to use this fabulous-ness to explode your presence and propel you onward and upward – WAY beyond what you thought was possible.

4. **The Vision**

The real journey happens within. There is always an internal shift that comes before you see your vision manifest in the outside world. I’ve experienced this shift many times in my life. We’ll work together on creating a MASSIVE Vision that calls you into action and pulls you forward in your life. Using my trademarked *Journalution* techniques, this step will reconnect you to your Inner Strength and Wisdom. Then we’ll strategize to create an Inspired Action Checklist and use my expertise in Manifesting and the Law of Attraction to bring it all together.

5. **Got B.A.L.L.S.?**

This seems to be the missing piece for many highly successful women I work with. They’ve managed to accomplish great things in their life, more than most, yet they hang onto limiting beliefs about themselves and focus too much on what others think about them. Until you’ve developed B.A.L.L.S. (**B**elief, **A**uthenticity, **L**oud, **L**icious-ness, **S**uperHero) you will continue to hold yourself back from living your greatest life. I’m an expert at this step and I’ll share my personal secrets with you!

This is a brief overview of my *Rock Star* Coaching program. In addition to these 5 categories, you will learn tons of manifesting tools and techniques that I’ve personally used and shared with my personal coaching clients for years with MASSIVE success. We’ll integrate them fully into your life so that you can call on these tools in Real Life everyday.

Does this really work?

Yes! The result of working with me is a completely transformed approach to your life and your business. I compare it to shedding your skin. Imagine that you've been walking around this earth, doing pretty well so far, but feeling a little restrained or constrained. Not that anything was terribly wrong, or not working in your life, but still, strangely dissatisfied. This program allows you to take off those extra layers you've been carrying around as a form of protection. Now you are FREE! You float, you fly, you levitate. Your magnificence is palpable. It feels like taking off a big heavy coat that was just a little too tight. Ahhhhhh. It's *really* good.

*"I have had the pleasure of knowing Sandy Grason for over one year. I have heard her speak on a number of occasions and each time I am blown away by her energy, knowledge and inspiration! I recently went through what I like to call a "funk" in my life and immediately turned to Sandy for coaching. I was doing what I thought I wanted with my life, but slowly I started to recognize that I was unhappy and not passionate about my path. I wasn't sure what I was going to do and all I knew was that I had to make a change. During our first coaching session I was a complete mess. I felt so overwhelmed, stressed and confused. I wasn't sure what I wanted to do or what steps I should take to get there. **I did exactly what Sandy told me to do each week and not only was it fun and empowering, but in only three short weeks, I felt like a different person~ And I had magically manifested a dream job offer!** Through Sandy's coaching I became clear on my vision and what I wanted to do with my life. She truly is an amazing speaker, author and coach. The energy she exudes is felt the moment she enters a room and you can instantly feel her compassion for helping others achieve their dreams. I would recommend working with Sandy to anyone who is ready to get big results fast. She can help you see and create a life that you never thought was possible! I feel so blessed to know her and am truly grateful for having coached with her." ~ Kate Volman, Executive Boca Raton Chamber of Commerce*

What results can I expect?

- Taking your business and your life WAY BEYOND anything you've ever dreamed possible
- A seismic shift in the way you view yourself and your place in this world.
- Quantum steps in the direction of your Greatest Life
- More excitement
- More Passion
- Extreme Clarity
- Quick Decision Making Abilities
- Inspired Action on a daily basis
- Fearlessness when faced with normally intimidating circumstances
- Less concern with what others think
- More certainty in your Branding, Unique-ness and Purpose
- No Competition, when you are clear in your Fabulous-ness, there is no competition.

How quickly can I expect results?

As soon as our first session. It really depends upon your honesty, willingness to be completely open-hearted and how deeply you work with your homework sessions. Virtually all clients experience internal shifts that take effect and continue to deepen in the first couple of months.

How will we work together and what does the program entail?

If you are accepted as one of my clients, you will receive total support from me via email and personal telephone conversations. Our work together will continue with individual homework assignments tailored specifically and uniquely to your situation. I have found that having my continuous and focused support will keep you accountable and assist you in reaching your growth phase faster than you ever would on your own.

Do clients ever continue past the original program?

Yes. Many of my clients feel that having me as a continuous part of their support team keeps them on track and 'playing full out' each and every day. They also enjoy the accountability and the inspiration that comes from the visioning and manifesting work we do together.

What are your coaching programs like?

You have two different options to choose from, depending on how quickly you want to see results, how much time you need to speak to me directly, or based on your budget level:

VIP All Access Program

One-on-One 5 month Unlimited access private coaching program

3 calls per month, 30 minutes each, + access to me via phone, email for extra help

This program is for the *Rock Star* that wants to move extraordinarily fast. The most popular program so far because it creates the best results in the fastest amount of time. Formulated so that you have me on call, as your personal coach and mentor for the next several months, to guide you through the program, mastermind with you and personally lead you through the processes. Together we will create the exact next steps for you to succeed, I'll hold you accountable while we review your progress and keep you moving toward your Great Big Vision with extreme passion, purpose and clarity.

You will see that having access to me in this way is the Golden Ticket for your success. Whether it's getting unstuck on a particular assignment or needing feedback on an important issue, it can be easy to lose momentum or get frustrated and overwhelmed. But not when you have total access to me, I'll give you immediate feedback on a new idea or guide you in taking the next Inspired Action. (I do not offer this unlimited access to me in *any* other program, therefore there are only 5 spots available in the VIP All Access Program)

Group Coaching- 90 Day Live program

2 calls per month, 60 minutes each, content based & individual Q&A

This private coaching program was created for high-achieving, success minded women who want to get moving more quickly than you ever would on your own. You'll stay on track as you work through the program and processes, continue to develop your plan of Inspired Action and make more money doing work that ignites your passion. (small group 5-15 participants to allow for quality individual attention)

Ask yourself now: Which of these two program options do you think would suit you best? If you were to do this, when would you ideally like to begin? What we usually recommend is that we set up a get-acquainted session (see “How do I get started” below)

Do you accept credit cards?

Yes, actually we only accept payment for these programs via credit card.

I know which program I want. How do we get started?

Fabulous. Simply contact my office via email at Coaching@SandyGrason.com or by phone at 1-800-440-9221 and let us know which program you are interested in and which results you want to get. We'll set up an interview to see if you're a good match for my coaching programs.

I'm not sure I'm ready to get started, how can I sample your work to see if it's right for me?

Make sure you're signed up to receive my free ezine and watch my calendar for upcoming tele-seminars and new product launches. You can also find tons of resources and inexpensive ways to sample my work in our online store at <http://www.sandygrason.com/files/store.php>.

I am already so busy and overwhelmed, although I want to work with you badly, I don't have much time to spare. How much time do I need?

If you can only spare three hours a month, you will be able to move through this program and begin to experience the incredible results that come from working one-on-one with me. Much of our work together is done in our private conversations, like masterminding with an expert who is experienced at bringing out the most efficient, motivated and extraordinary version of yourself. You'll find after working with me you are much more effective, you'll accomplish more in less time and with total clarity and conviction for your work. You'll move at a lightening pace while enjoying the phenomenal Vision we've created to sky-rocket your success.

If you don't ever start, you'll never get there. I have two little girls, a husband and I work full-time too, yet I manage to find a balance that feels right for me. I can help you achieve this in your life, too. I love my work and I love my life. The question really is: how much do you want this? If it feels right for you, then you'll find the time for it. Trust your intuition.

OK, I'm ready to do this for myself, but I have a couple of additional questions. Can I call you?

Great. It sounds like you're ready to Rock! If you have a couple of questions, just email my office at Coaching@SandyGrason.com or call us at 800-440-9221. Otherwise, download the Coaching Application, complete it and fax it in.