



**REACH YOUR
GREATEST
POTENTIAL**



MINDSTORY CERTIFICATION

***Become a Certified in the MindStory
Methodology of Coaching, Leadership, Marketing
and Speaking***

Our coaches help people in all walks of life perform at a much higher capacity than they could on their own...in all areas of life

Certification Opportunity with Quality and Convenience

CONTENTS

Explore THE Ideal Career	3
The MindStory AVARA Coaching Model	4
The Path to Mastery as a Coach and Speaker	7
Overview of the Certification Program	9
Self Growth	16
Accreditation in the Coaching Industry	17
Coach Certification Tracks	18
The Entrepreneur Track	19
For Hire Track	20
Logistics of the Training	21
Before you Apply	22
Frequently Asked Questions	23
How to Apply	30



Explore THE Ideal Career



This is Dave O'Connor and Carla Rieger, and we invite you to explore what it might be like to get certified in the MindStory Methodology.

We, of course, consider this to be THE ideal career – at least for a certain type of person. And that person could definitely be YOU!

You may already be in these kinds of roles, or know someone who is and who doesn't think it's the ideal career. That's because they probably lack the secret that we're going to teach you about here.

That secret is something that we came upon by working together, and trusting our intuition and tapping into a much higher wisdom.

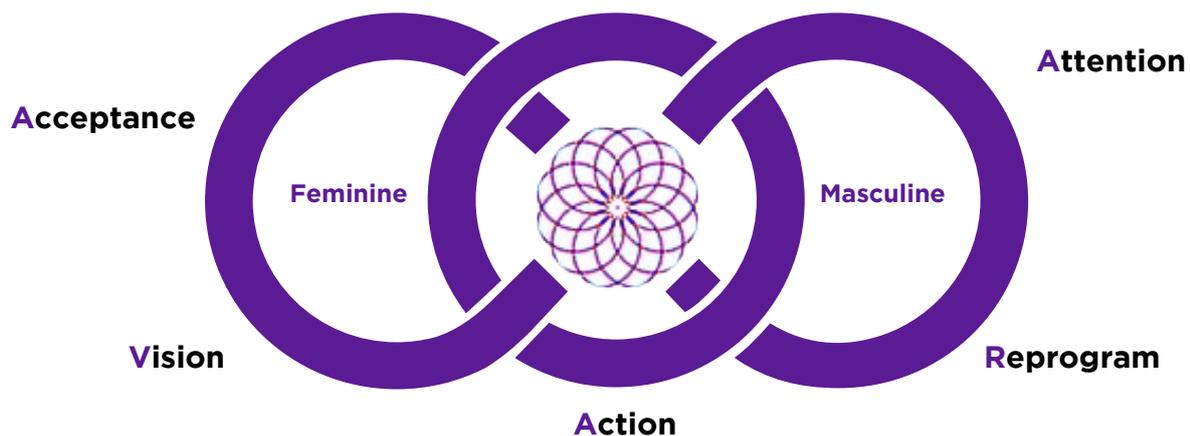
While we both independently created our careers in those roles, when we came together it all went to a much higher level. We saw that by combining our approaches and putting them into a repeatable system, then the magic happened. The success no longer depending on our personalities but on a person just learning the system and applying their own creativity to the situation.

Thus, the MindStory Academy AVARA Model was born.



The MindStory AVARA Coaching Model

The AVARA Model



We found that the AVARA could break a person free of anything, anytime, anywhere. We wanted to let you know where this came from, because once you apply it regularly, life tends to change dramatically for the better.

Both of us are creative types, maybe like you. We love strategy, but at the core of who we are - the inner creative genius is what we like to cultivate in ourselves and others. So much of what we're taught in school devalues the human creative spirit. But you NEED that to be a leader and business owner who makes a difference for others and so that you can break out of the norms and be highly successful.

Now all acts of creativity have the same basic structure. A feminine aspect comes together with a masculine aspect to create the third and new possibility. You can see this in the Taoist principles of Yin and Yang, the Hindu principles of Shiva and Shakti. You can see these principles in all the major religious and spiritual traditions. And of course in the basic mechanics of electricity. In fact, we live in a binary world, where the interaction of the polarities are what creates new possibilities.

This of course became more obvious when we came together as a couple, that the integration of the masculine and feminine principles creates the transformation. ----The AVARA model has 5 parts starting in the realm of the



feminine principle and crossing over into the masculine as you can see here --- ending in transformation here in the middle.

Much of what is out there to help people is either too masculine – all action, analysis, focus. It creates results but often at the cost of the deeper part of the self...where the ends justify the means. For example, making money for money's sake, or busy for busy's sake. Not connected to a source of wisdom or true life purpose. Or, you can find models that are all about diving deep into the subconscious, the source energy of wisdom, deep intuition, right brain artistry, but with little connection to left brain analysis, action and focus. It's where you can get lost in the world of ungrounded dreams. Any model of transformation needs to have both principles, for real, long lasting transformation to occur. That's why we created the model as we did. Here are the 5 parts that have come from years of testing, research, and field study.

1 – ACCEPTANCE

This is about being able to name, understand, and process your feelings, especially the negative ones, so that they don't OWN you. Many people don't want to feel their emotions so end up suppressing them. This can lead to distracting yourself constantly such as through busyness and addictions. Accepting the things you can not control in life, having compassion for yourself, and making peace with what is the first step of transformation.

2 – VISION

This is about creating a compelling overarching vision, and then clarity on who to serve and how to serve them. We believe everyone has a specific life purpose, and if you don't live it, you can end up with deep regrets. The model helps you clarify and imbue that vision into all that you do.

3 – ACTION

This is what moves you from the source feminine ideation phase into the practical masculine phase. Many coaching models put this last, but we believe these stages of the model go through cycles and ideally spiral upward, where you're jumping back in forth and around and around. It's not logical and sequential. By setting goals and taking actions, you basically start failing your way to success. That's just how it goes. You can't expect to have success right out of the gate. But if you enter into this journey that failure is not only an option, but an expected and appreciated outcome, it's a game changer. It's what helps you learn and grow.

All true change happens by continually course correcting towards your vision. Like a sailboat headed towards an island, you go off course because of the winds and the currents, and then you course correct. Something you have to go away from your destination for a while, because of the direction of the wind. You can't fly directly into the wind, just like you can't fly directly into



challenges. You need to set your sails tight and be willing to heel over for a while until the wind changes.

What's also different about this is that we encourage actions inspired by your true life purpose. It's not being busy for busy's sake. As the old saying goes, it's good to have an end to your journey, but it IS the journey that matters in the end. The whole reason for goals is to set you on a learning journey. This Action part of the model is also about measuring your results, both inner and outer results.

It's great if you feel better, but what if you're career is still stuck. Or what if you're making heaps of money but you're dying inside? Here you learn how to be comfortable moving out of your comfort zone, and gaining the rewards of being a highly resilient person, where you bounced back from setbacks. What most people do is the opposite. Say you try a business venture and it fails, or a client is unhappy, or you make a huge mistake in front of group and it's humiliating. Naturally you'll have a negative reaction, but how long do you stay there? Does it take weeks, months or even years to recover? Or are you able to learn from it, shake it off and move on as a wiser more resilient person? The skills of a vision-oriented action-taker sets you apart as a powerful leader.

4 - REPROGRAM

Learning how to reprogram your subconscious mind programs is key to transformation. No amount of conscious will power will change your reality if there is a subconscious set point. For example, around how much money you can make, or how successful you can be. You may have experienced that phenomenon, where you willpower gets you to a certain level of success, but then you snap back to the old, familiar level of success. You are getting hypnotized all the time, by inner voices, and by the world around you, from a very early age---loading programs into your subconscious mind. Some of those programs are useful and empowering and some of them aren't. This is about consciously choosing the subconscious programs that you want, and deleting the ones you don't want. That way you can ensure you stay in the flow, stay present, release negative feelings, and protect yourself energetically from any other bad programs that inevitably will come your way.

5 - ATTENTION

So much of modern society tempts us into distraction. All our devices, entertainment, substances, emotional dramas - all designed to pull you away from your true life purpose. Here you learn the discipline of staying focused on the RIGHT things so you can more powerfully manifest your dreams.



The Path to Mastery as a Coach, Leader, Marketer and Speaker



The five parts of the AVARA Model all come together to create, what we call, THE PATH TO MASTERY. This is where you combine the 5 parts and emerge a master in a variety of modalities of sharing your wisdom. One-to-one coaching or consulting, leading a team, marketing your services and speaking to groups.

When you serve through these modalities you become a living bridge for others to step onto their true path, to be their best self, to help make the world a better place, to be prosperous.

We had been studying all 5 of these parts separately. When we would train and coach people, we would deal with each of those separately, all until we came together as a couple and as business partners -- and started melding our approaches.

As soon as we saw how those things related, we were able to create a model that we could apply to everyone, and it could adapt to the specific learning style and situation of each person. There seemed to be no other model like that out there, and it started to get massive results for people. Before we knew it, our coaching and speaking practice went up to half a million a year. It was the secret sauce that we needed to be able to explode our business.

What happened next was very exciting because as we were building our business and growing exponentially, people started asking “I would like to do what you’re doing? Can you teach me your model?” So, we started sharing



it with all these other coaches to add to their client sessions. That's when the MindStory Certification Program was born. We basically took everything that we know about the model and broke it down in a way where we could teach other coaches how to use it. Here's the magic of it. When you have the model, there is no problem you can't handle. Your clients are going to come to you with an issue. Whatever your client presents with, you plug it into the model.

What's beautiful about the model is you don't have to be crazy talented. You don't have to have years of experience. You don't have to have six years of a degree in order to apply it. Once you learn the model and you learn how to apply it to yourself and your clients, you can use it to help anybody. That's what's made our business grow so fast. We have taken what is this ideal career, we've added the model to it, and now we can offer it to you.

We can offer it to anyone who believes that they want to make a contribution in their life, they want to have a deeper purpose, they want to help people, they want to work from home. With the model, you can be just like us, unstoppable, as it applies to growing your career and your personal life. One of the things about MindStory coaching that I absolutely love is that everything you teach to your clients, everything that you use with your clients you also use with yourself.



As you apply the model to yourself, you grow as an individual, which causes your clients to get a better version of you every single time they come to a session. What's so magical about the model, as it really helps when you're new to the certification program, where it's normal to have self-doubt, overwhelm, fear – all that can be completely put into the model. Whether you're afraid to sell yourself and your offerings...you can put that into the model, and just implement our tools to help you do that. In fact

that great thing is that, you don't have to sell yourself. You don't have to sell your own personality or who you are. All you have to sell is the effectiveness of the model, and it's always effective, and it always can solve any problem, and you can always use it for any client at any time." ---In the next part you're going to get the details of the what you get and the investment. Stay tuned.

Overview of the Certification Program



HOW DOES THE PROGRAM WORK?

Our hope and dream is that you are now very intrigued and interested in becoming a Certified MindStory coach, leader, marketer and speaker yourself. There is no other academy that you should even consider except for ours. The reason we can say that with such confidence is we asked ourselves the question what would be the perfect certification program that we could offer to people who want to become powerful and most importantly effective coaches? And we have spent the last several years perfecting that answer.

I'm going to give you a general overview of what we offer at the MindStory Academy Coach and Speaker certification program and then I'm going to break it down bit by bit so you understand every single part of what you get when you come through our certification program. Our program is a six-month program of training and an additional six month program after that, and I'm going to give you all of the details of the choices that you have.

Let's start with the first six months. In that program we are going to teach you everything you need to know about becoming Certified in the MindStory



Method. You are going to learn how to apply our methodologies to yourself, with your clients and to teach your clients to use it on themselves.

You're also going to learn how to market and promote your coaching services via a live or online presentations specifically designed for YOU and your personality style. We'll help you develop your own personal examples and stories, bring out your best qualities, and keep your listeners engaged. You will be able to use the MindStory model no matter what niche you pick and no matter what your client presents to you with.

Now, the way that we run the certification program is you will come to a class live once a week. We will to teach a variety of things you'd never learn if you were just a client on the receiving end of the model, being coached. You get the fuller context behind all of the parts of the model, which helps the model go deeper within you, and it then becomes part of how you operate in the world, powerfully able to coach yourself in the spur of the moment.

Another very important thing that you will learn as a certified coach is how to do ---what we call--- "Holding Space" for your clients. This means to create a protected, non judgmental space into which the transformative work can be done. This is one of the reasons why you can't just learn our models from a book or a coach, and start coaching. You have to learn how to hold space for your clients, step by step. It is, we think, the most important piece. The problem many coaches have is that they have what we call "boundriless empathy" for their clients.

Boundriless empathy is where you are feeling what your client is feeling. They feel hurt, you feel hurt. They're angry, you're there with them. This isn't good for either of you. It can actually entrench them further into what's blocking them, and it can drain your energy. In fact, many coaches quit the profession for this very reason. They say, "I love coaching but I feel so drained afterwards." That's because they're taking on people's negative energy. Not just during the session, but in between times, subconsciously letting it all get to them. When you learn to hold providence you can care about people, but not let it take you down, and hold space for them to break free much more easily, and this will also help you in your personal life, regularly holding that space can uplift your whole life. And that's just one of the many things you'll learn about being a MindStory Coach and Leader.

Once you go through the training, you'll be a small group so you can practice all the tools that you've learned in the class earlier that week. We can organize those classes so that it works with your schedule and you can do them on the phone or on Zoom. This way we ensure that you don't just understand it intellectually but that you also understand how to apply it. So you get and give coaching regularly among your peers and with both of us. It's a way to supercharge your personal as well as your professional life. In fact many people sign up just for that aspect. It's a bonus that you leave with a fully



people.

As we're going through this first six months, you will also start your certification process. The last week of every month you will actually be doing live coaching with actual clients, and you will be getting feedback from your instructor. We don't wait until the very end in this course for you to start practicing. You learn a little, you apply a little and then you start practicing.

By the end of the six months you will be certified as a MindStory coach. You will be getting all the information you need throughout those six months to be able to be certified and you will be ready to start coaching clients live. Once we get to that end of that six months together, you will be given the option of taking one of two tracks. We have a track we called On Contract coaching and we have a track that we call the **Entrepreneurs** track.

At that point you will decide if you want to go on and create your own business and build your own practice as a coach or you will decide whether you'd like to work on contract for us or for another group and apply your coaching tools there.



We also have a 3rd option, and where some people may want to get certified just to learn the tools as it applies to them to make their life better, and if that is you we'll recommend that you go through the **For Hire Track**.

The **For Hire** coaching track is really about taking all the tools that we've created, all the mastery level education that we've created in the last 21 years of working with clients and learning it at the deepest level. We teach you everything that you could possibly need to know about every situation that we've ever been presented with. And we teach you how to handle it. And we take you into a deep study of not only understanding but also practicing.

The For Hire coaching track is really six months of you practicing and getting feedback and studying and practicing and getting feedback. By the end of that six months, many of our coaches have said they feel like they've achieved pure mastery level of all the tools that we teach at the academy.

Alternatively, you may decide that you want to be on the **Entrepreneur** track and you want to pursue creating some of your own tools and a niche that



maybe we haven't addressed yet. If you make that choice, we will teach you from the very beginning level to the highest expert level how to create a business, an online business, in this industry.

Most importantly we will help you market your services in a way that works



with your life, lifestyle and personality. We help you put together a presentation you can deliver live and online that helps you get the clients you need. With our wealth of speaking and marketing tools, you will be able to get going much faster than someone who is just taught a coaching model.

In addition to us studying and having a deep love of coaching and speaking tools, we also have a deep love of leadership

and marketing. We have studied everything there is to know about marketing and online business and we've created a curriculum that's step by step that you can follow in order to create a business that can grow and thrive with whatever level that you want to create.

If you want to work full time, if you want to work part time, if you'd like to just do coaching as a hobby, we give you everything you need to know to be able to build that business. In both of these tracks, you are getting weekly live calls to help you go through the process of not only learning the material, but also being able to coach yourself through anything that might come up for you. Most importantly you will have the on-going support to overcome issues that can stop you short, that can sabotage you, that can cause you to procrastinate creating whatever dream career you want to make -----being a certified coach, leadership, marketer and speaker.

Now, at the end of the **For Hire** coaching track, you will have the option to go out, update your resume, and pursue a job and a career in any of the corporations or organizations that are currently looking for coaches, executive performance coaches, leaders who can coach, speak and market, or even something more niched like decluttering, overcoming addictions or speaker coaching. You'll also have the opportunity to apply for a position at our MindStory Coaching Academy.

One of our dreams for The MindStory Certification Program is to contract as many people as we possibly can. There is a huge demand for people who need this kind of coaching. And so that's why I've started hiring contract coaches, speakers, leaders, marketers who we have trained in our methods.





So that will be an option for you to apply at the end of your **For Hire** coaching track.

As we mentioned, there's a lot of coach schools that just teach you how to coach and then send you on your way. These graduates then have no tools to attract regular income. So many get stuck and make little or no income in their dream profession. We don't want that to happen to you. We don't want anyone to stop through the process and not be able to grow into the person that they want to become and make the contribution that they want to make.

As you're going through this program, one of the things that we want you to consider and one of the things that's really important is that when you sign up, you're signing up for life time membership. As long as you're staying active in your role, you will still get the support that we provide ongoing for no extra charge to you. Now this is only available to people who join our beta certification program, you get grandfathered into lifetime access. Once we go alpha, there will be a charge for continued access. Yet another great reason to join now and be part of a ground floor opportunity -- to be part of something that will grow exponentially.

One of the things that's important to us is that the school is continually evolving, that everyone in the school is continually evolving so we can help evolve our industry. There is nothing stagnant about anything that we do. We are always trying to be on the cutting edge, and will therefore keep you in the loop of that. Once you get certified, in addition to the live monthly training with us, you get regular individual coaching with both of us.

After the Beta program, we may not be able to offer this feature...so again take advantage while you can. Another benefit that you get when you join



the Academy is that you get a full year's access to MIC or the MindStory Inner Circle at no expense to you. It's normally \$297 US per month. So you can join in MIC and get all those benefits, such as all our online training, extra coaching, and points tracking.

You'll also have access to the Q&A section of the members area if you want to ask questions. As you go around and maybe look at other coaching academies, you will see that there are none that offer what we offer. There is no other program that gives you this much value for the cost of the tuition.

The way the process works, if you're ready to enroll, you fill out the application. If you are accepted you'll do an interview with us, to ensure it's the right fit all around. If so, then you'll be making your first payment. Now remember, the payments are normally \$3,000 US a month, but right now for the Beta launch it's only \$2500 US per month for the next 12 months. That will hold your spot until we shut it down, until we have our small group. In the meantime, you'll get started on individual coaching with us and access to your online tools.

Being part of The MindStory Academy as you can see is a lifetime of goodness. The first six months we really teach you how to become a coach. All of that training is done online. You can do it from the comfort of your own home no matter what country you are in. We try to make sure that there's a class that will fit your schedule and your time zones so you will be able to attend that class live and then you are practicing and applying what you



learn. You'll also be online practicing your leadership, speaking, coaching and marketing through your certification process all through the first 6 months.

And again, you will decide which track to take at the end of the 6 months to either become a full time or part time entrepreneur or to take a deep dive into the tools to possibly be employed full time or part time.

If for any reason you have questions that you need help answering before you enroll, please just email us at Support@MindStoryAcademy.com.

We are available to you to answer any question that you have. It is our honor to offer you the opportunity to join MindStory Coaching Academy and to know you will have the most ideal career that there is to have.



Self Growth

At MINDSTORY COACHING ACADEMY, certification is earned. It is not a formality, but rather something you earn after paying attention in class, practicing the tools, and applying them to yourself and to real clients in effective ways.

We feel very strongly that it is an honor and privilege to coach and lead people who need help. We will only certify people who are doing the work on themselves, have learned to hold the space, and who are coaching from a place of service and love.

We also want to make sure you're taking the focused action that is required to become an entrepreneur and/or a practicing coach.

First, every student needs to take a monthly quiz and turn in practice audios of you coaching someone.

The quizzes cover the basic concepts that all coaches must know and understand to coach themselves and others. You will also take a test at the end of the six months before you are certified. Most of our coaches tell us that the test is easy if you show up and pay attention during class.

Second, you will practice live with an instructor

We will help you find clients and you can even start marketing to get clients, within your specific niche, too. Once your sample is approved, you will be ready for the final step of certification.

Third, you will create a video of yourself speaking on a tool or discussing what you do as a MindStory Coach.

This is a required step, but this video does not have to be used commercially. You will use it for the class and to go through the process of learning how to do it. Once you are certified, you will get access and start enjoying all the Certified Alumni Benefits...



Accreditation in the Coaching Industry

It is important that all potential students understand that there is no regulation or governing accreditation in the coaching industry.

In other words, there is no government body or other neutral (nonprofit) authority accrediting this industry. There are, however, several private institutions attempting to regulate their style of coaching with a standard for the select group of coaches/schools who choose their guidelines and/or pay the required fees associated. We recommend all coaches understand and choose the type of education they want to receive and the type of coaching they want to do over any type of certificate.

At MindStory Coaching Academy, we did not and will not apply for certification through the International Coaching Federation or any other organization claiming authority over regulating the industry, because our methodologies are quite different from theirs.

The ICF is focused on the core competencies of the “coaching relationship,” “taking action,” “holding the client accountable for their stated action in their coaching plan,” and “confrontation when client does not take agreed upon action.”

Coaches trained at MindStory Coaching Academy are trained to help their clients understand the why of what they do, not just the how, and how to remove limitations at a core level. Our clients will ultimately hire you because you are ethical, knowledgeable, and can solve their problem. Find the school that will best serve you in attaining that.



Coach Certification Tracks

We now offer two tracks for additional training and focus that run for six additional months after certification, included in your tuition. After you are Certified, you will select which track best fits your goals.

You can choose the ENTREPRENEUR Track to learn how to be a successful entrepreneur in our current online world through our step-by-step process. Alternatively, you may choose the FOR HIRE Track because you are more interested in deepening your skills as a coach and have a desire to work for a small business or corporation, rather than starting your own business.

The best news is that no matter which track you choose, you still get all the content from the other track to review and apply as desired. You will get the recordings, documentation, and lessons for both tracks to keep for study later, or to apply and learn as you go through now.

Our goal is to make sure you don't miss anything and you gain everything.

The decision you make will only be a decision on where you want to prioritize your focus. You will choose a track based on where you want to get live feedback, regular live practice, and application now. You will still have the content from the other course. All the content is updated each year, and you will get access to all updated materials.



Entrepreneur Track

You want to choose this track if you are committed to having your own profitable coaching business. This track takes you through the process of starting up your business and building and testing a marketing plan.

This track is demanding in the sense that there is a lot of trial and error. Starting a business is at once the best opportunity for success and also an entirely new skillset. Remember that many people go to college for four years to learn the content we are teaching you in one.

You will be learning and practicing both your coaching skills and your business skills at the same time if you choose this track.

It will test you to manage your mind, your time, and your emotions, but it is one of the most rewarding choices when the initial work is completed.

We recommend you choose this option if you are ready to get to work and you know you will follow through on your commitment to fail your way to success. It's a more challenging journey but the payoffs are huge.

IF YOU CHOOSE THE ENTREPRENEUR TRACK YOU WILL RECEIVE THE FOLLOWING:

1. Entrepreneur Workbook and Curriculum
2. Entrepreneur Training (8 Module Videos and Calls)
3. Live Coaching Calls
4. Q&A Calls
5. Support and Feedback on Marketing Materials
6. Advice and Templates for Best Ways to Market Your Offerings
7. Business Training Workshop



For Hire Track

You want to choose this track if you just want to focus on coaching, without becoming an entrepreneur. This is your best choice if you want to hone your coaching skills, mastering our tools, and getting ongoing feedback on how to be a better coach.

Coaches who choose this track will be prepared with all of our tools to go into any organization as an employee coach. In For Hire, you focus on helping people in the MIC program. You will get ongoing feedback on your coaching, your use of the tools, and your ability to teach the concepts properly.

This is a great track for you if you want to get better and better at coaching, leadership and public speaking.

You will be given opportunities to make mistakes and stumble in real coaching situations where the client needs help applying one of our tools.

You will come out of this training with a level of mastery that you won't get in any other organization.

IF YOU CHOOSE THE FOR HIRE TRACK YOU WILL RECEIVE THE FOLLOWING:

1. FOR HIRE Coaching Curriculum
2. Deep Study Guide
3. Coach the Coach Calls
4. Dealing with Challenging Situations
5. Training and Practice on Delivering Live Presentations, Webinars, Video Trainings, and Case Studies
6. Live Coaching Practice with Clients and Feedback



Logistics of the Training

The training is 100% delivered to you in the comfort of your own home.

The only thing you need is a good internet connection and a computer/phone. We teach all classes by video, audio, downloadable files, interactive files and via Zoom videoconferencing.

Shortly before we start, you will receive access to the members area where all the materials and class recordings will be stored.

Before certification process begins you will be matched with your instructor based on your availability.

Your instructor will give you clear instructions and answer any questions you might still have. They will also schedule a short prep call before the process begins to make sure your tech is working

You are required to watch some pre-material before you start with your instructor.

You will choose the time and date that works best for you to be able to attend your application and practicum classes live.

It is very important your instructor gets a chance to hear you coach and give you feedback so you can be officially reviewed and certified at the end of the training. If you can't make a call live with your instructor, you must reach out and let them know.

You will always have direct contact with your instructor as well as our customer service team.

You will choose the time and date that works best for you to be able to attend your application and practicum classes live.

We are here for you during your entire training and beyond. Please feel free to reach out with any questions you have or if you want to talk to someone about the training on the phone.

The best way to contact us is through

Support@MindStoryAcademy.com.



Before you Apply

Before you apply, make sure you fit the following criteria:

1. You generally have a positive attitude and work to keep it that way.
2. You are willing to work hard and take massive action.
3. You are willing to admit that you are nervous and afraid sometimes and get the coaching you need to get through it.
4. You are willing to work with others in a non-competitive environment
5. You will actively participate in the program to get the most out of it.
6. You are committed to your clients and holding the space for their pain and their dreams.
7. You will represent our industry with high regard for our mission and with the highest standard of ethics and practices.
8. You will do your best to return your investment of time and tuition to create a powerful, profitable, and healing business as a contribution to your life and others.

Just email with questions

Support@MindStoryAcademy.com.



Frequently Asked Questions

In the last part we were giving you our backgrounds and on how this certification program came about and the powerful model that let's you get huge results with anyone for anything. There's one more thing we want you to consider that is really important to us personally, we live in the best time with the most opportunity that anyone ever had before us. We can work from home, we can design our own work day. Performance enhancement coaching like this is a leading edge field. Maybe you're thinking to yourself, wow, maybe this could be the ideal career for me. Then, it probably is followed by a but. There's probably some concern that you're having, which is normal. It's good to be discerning. Here are some common questions and concerns:

1. What is “MindStory coaching”?

Carla Rieger and Dave O'Connor are two of the world's leading performance coaches. We define it as “succeeding beyond standard norms consistently over the long-term.” So, to coach someone to higher performance in their life means to help them go further than they have before—beyond the norm of their typical results and life experience—and then to help them continuously grow and succeed. It's really a flow and a feeling. It's the ongoing feeling of full engagement, joy and confidence that comes from consistently living from your best self.

2. What do Certified MindStory Coaches™ actually do?



MindStory Coaches [MSCs] help clients reach higher performance in 7 main areas of life—mindset, communication, productivity, relationships, purpose, finances, and presence. This is an important distinction. Our approach is a holistic one—far more encompassing than just helping a client reach one specific goal like an accountability coach

might. Clients don't want to just hit a small set of goals anymore. They want total life transformation and alignment. They want to know they're making breakthrough at home as and with their work. MSCs deliver coaching through



60 minute sessions, delivered either one-on-one in person or on the phone, or in groups via webinars or meetups. Coaches are trained to ask penetrating questions and deliver emotionally engaging sessions that help clients discover deep insights and major breakthroughs. Coaches follow a proven plan to help others accelerate their growth.

3. How is MSC different from regular coaching?

Most life coaches and executive performance coaches are trained only to elicit the client's goals, then to work with the client to reach those goals. Their typical session with a client is very similar, in which the coach asks the client, "So what are you working on? What's holding you back? Let's talk that through." Unfortunately, this becomes repetitive for the client (and very boring for high-achieving clients). MSC is completely different. The larger outcome, even beyond any goal of the client, is to help the client reach higher performance in all areas of their life. There is a set of specific questions that are followed in each unique session. And each session also has a training component, where the MSC teaches the client a new habit, tool or concept that furthers their education and growth in that area. The most important difference is the re-writing of subconscious programs through customized self hypnosis audios called "Blueprints" and through cognitive repatterning processes. In short, there is a curriculum in MSC, a true roadmap for progress that allows the coach and client to consistently feel that each session is adding value and advancing the client in life no matter their goal.

4. How Much Time is Involved?

Maybe you're saying - I can't do this because I don't have the time. This is a common concern. Most people are feeling stretched when it comes to life balance. You're concerned this is going to be one more thing that eats up your time and doesn't have a payoff. That's why we like to meet with you individually, look at your needs assessment, and show you how to get the most out of the program based on you, your learning style, your circumstances. We only want people in the program who CAN fit it into their life. That said, sometimes the "I don't have enough time" is masking a deeper concern, so just check in with yourself. Because if you care about the journey and end goal enough, you make time. Right?

5. Can I Really Do This?

Sometimes, a time concern is masking a deeper concern such as, I don't have the ability, I don't have the talent. That's very common even among highly successful people. You don't yet know, and that's why we'll do an interview with you, and help you see if it's the right path. We only want people for whom it's the right path. And the coaching model itself will help you transform any concerns that are simply old programs, old self sabotage that





are ready to be released.

Many other coaching programs fail because they don't have a curriculum for developing the client beyond their goals. They also fail because they assume the client is always excited to talk, full of new updates, truthful about their challenges, patient with their coach, and open to all alternative views. You can

see why they fail. Any coaching approach that lacks a solid curriculum and a process to deal with the inevitable challenges of dealing with humans who are change avoidant. People have bad days. Clients do. Coaches do, too. But what always works is a process, a system for exploring important issues and finding new points of growth. They also fail because there is no in between session daily refocusing exercises to train their mind in good internal programs and high performance habits.

In MSC, you get a guide that you know already works. You can still add your unique flare, and ask spontaneous questions, but you can also always be confident that there is a next step already set for you. Clients love this approach because on days when they have little to report—maybe they didn't take action last week or month, maybe they're tired, maybe they just ran out of ideas—they can count on you to direct them toward new habits and growth every single session.

Therefore, if you can follow a process, and you can maintain your care, presence and energy for a client, you can do this. You don't have to be a conversational ninja or therapeutic guru. You just have to demonstrate caring and deliver a proven, highly effective, world-class process. Important: If you are looking for entry-level listening and rapport skills, this is not for you. We assume you can already listen and engage with others well. Our job is to give the proper structure, questions, and tools to use with a client to deliver world-class breakthroughs and consistent high performance in all areas of their life. You don't need any coaching experience to apply, but you need to consider yourself emotionally intelligent and deeply caring. We'll train you on the process. That's our job.

6. What's the investment?

Maybe you don't think that you have the money. Also, very common concern. Let's talk about the investment. Let's cover the costs to go through the certification training and what it may cost to build your business. We think it's really important that we talk candidly about this and that you explore all of your options. In order to come through the MindStory Certification Program,





the tuition is going to be \$3500 US each month for 12 months or \$37,000 up front. But right now for the beta version its only going to be \$2500 US a month for 12 months, or \$25,000 US upfront.

We want you to think about right now what is coming to your mind. For some of you, you're thinking, wow, that's a great opportunity, a

great investment. For some of you, you're completely freaking out. We want to address those of you who may be completely freaking out. We had a discussion about this and we thought, what is it that we spend ten thousand dollars on in our lifetime? The first thing that we both came to was a down payment on a condo or house, perhaps. Most of us are willing to put a lot of money into a roof over our heads because we value that. And it's also for many of us considered an investment. It's something that we put money into and eventually we will be able to take money out of if we sell. The second thing that we are willing to normally spend thousands of dollars on is a car. Most of us think, we have to have a car because you have to be able to get around, but when you think about the amount of money that we spend on cars, it's really something to think about because unlike a house, we invest our money into a car and we don't get any money back.

In fact, when we invest that money into the car, it completely depreciates and goes away and yet we're willing to do it because it's something that we value, and you have to question why is that? Some clients, depending on where they live, just do taxis or car shares and been much happier doing that. That's what we teach all throughout the Academy, why do we spend money some places and not others?

A third thing that we'd like to spend money on is college, it is actually becoming such a problem in many countries, how expensive college is becoming. We've had several friends, clients and colleagues who've spent in excess of \$100,000 on their education, and haven't been able to use that education to find a fulfilling career.



In their lifetime, they are having very difficult time making the amount of money required to be able to live on their income and also pay those loans back. Let's talk about that investment. Is investing in your education a good way of investing your money? Only you can answer that. Here's something to think about. When you invest in your education, if that education can provide you with a career that will have you earning money doing something that is fulfilling, then that is a good investment, right? Because you're investing money on something that will produce value for you, not only value in your career, but also value in the knowledge and lifestyle that it gives you. The last one that we came up with is a retirement plan. This is something that we've been thinking about a lot lately in our business and maybe providing to our employees. What we've realized is that so many of us put so much of our money into a plan for our retirement so we can stop working, right?

Both of us don't actually see ourselves retiring. We love what we do. We want to be able to put any retirement savings back into our business to be able to grow it and invest in ourselves. I want you to consider the investment in the Certification program as something that will give you a return, something that will give you value back. I want you to think about this really carefully because it is the truth and it's super important. Before you commit to investing in anything, you want to ask yourself, what will I get back from that investment? The truth is, as it applies to investing in any type of coach certification, you will genuinely get the value back that you commit to creating for yourself.

7. What Do I Get If I Am Accepted?

If you apply and are accepted as a MindStory Coach Trainee, you get:

- Personal and group coaching sessions scheduled based on a schedule that works for all concerned
- Exclusive membership in an elite community of world-class coaches.
- Recordings of your entire Certification training and coaching so that you can revisit them anytime you want for 12 months.
- 6 full months of ongoing, skill-based training to help you continually master your craft and marketing.
- Every month after the 12 months Certification program, you'll get an invitation to practice your skills
- You'll also get monthly trainings include case studies, success stories, and powerful new tactics and ideas to help you become a better coach.
- A full manual of everything you need to offer coaching in a variety of settings. This includes the questions to ask in each session, the points to



teach, intros and outros, how to create an audio neuro-blueprint, music and backtracks to use, and the emails, worksheets and homework to send clients after each session.

- Personal evaluation forms for each session, so you know how to rate yourself.
- Client record forms for each session, so you can take notes on what the client specifically shared in that session.
- Enrollment scripts, and renewal scripts that you can edit or model to get clients to sign up with you.
- Marketing tools including ads, webinar presentations, direct mail letters, and emails that you can use or model to get your own clients. Yes, these are the same marketing tools and strategies we use to get clients.
- Private online SLACK community of people in your coach training group so you can do peer coaching, offer support, ask questions and get support.
- Peace of mind knowing that you've had the best training on the planet for performance coaching.

8. Do I Owe a Percentage to MindStory Academy?

Not if you take the **Entrepreneur** track, only if you do the For Hire track. If you do the Entrepreneur track, then you get a certification that you have completed our training. You simply learn a proprietary process for coaching, and then to support you in your skill development and marketing as a coach. That is all. You receive a certification that you have completed your training. From there, providing your services or building your business is up to you.

This means that we do not send you clients, take a portion of your revenue, in any way whatsoever, to be involved in your business. All we do is certify that you've completed training. To be clear: you are responsible for building your own business, marketing your own brand, getting your own clients—all without any obligation to us. You build your own personal brand, find your own clients, keep all your money. If you do the For Hire track then we negotiate with you individually to find a win-win agreement on how to proceed with the contact, based on circumstances.



9. What Happens If I Don't Love It?

If you are not 100% satisfied with the quality and depth of the training by the end of your first private or group session, then your tuition will be refunded minus a 3.2% processing fee. Simply email us at

Support@MindStoryAcademy.com

with your reasons.



How to Apply

The application process to become a MindStory Certified Coach is open to anyone in the world. Applications are due immediately. Since only a very few will be accepted into the program, the earlier you apply, the better. Once we choose our people the process will be closed, which will happen soon.

To apply:

(1) Go to the APPLY NOW page here and fill in the questionnaire <https://mindstoryacademy.com/application>

(2) If we feel it's a good fit, then we will set up a time on phone or video conference to do an interview. During that time you can ask any questions, and we take the time to get to know each other to ensure we're on the same page.

(3) Then we send you a link to register.



Just so you know, we have a limited number of spots. We invite you to take one of the spots, immediately, before it's too late, no matter your background. As we mentioned, this is a combination of life coaching, business coaching, leadership tools, marketing and public speaking. The coaching industry has exploded in growth. Life coaching is a 5 billion dollar industry and business coaching is a 15 billion dollar industry and growing. Millions of entrepreneurs, executives, athletes, and every day people have hired these kinds of coaches to help them improve their lives and reach new levels of potential and performance. They are doing this one-to-one as well as to groups. That's why this is one of the best times in history to get into this profession.

You know that everyone who wants to succeed today, in any position, in any organization. If you're in any leadership role in a company, or as a business owner, you must know how to coach others to be their best. If people work for you, then you have to help them be better. If you serve clients, then you have to coach them to perform their best.



You also probably know that anyone can claim to be a ‘performance coach.’ And that most coaches don’t know what they are doing and constantly struggle. It’s not their fault. The problem is that traditional coaching certifications are sadly just shallow level courses on interpersonal communication skills—learn to listen better, build rapport, manage conflict or collaborate toward solutions. They don’t address the underlying, core issues that create those problems in the first place, like the MindStory Coaching Method does.

The world belongs to those who know how to help others change and hit higher performance levels. In fact, we believe that all the great results in our lives have come from knowing how to help people reach higher levels of potential and performance. It’s why we enjoy our career so much. It’s a true honor to help people live their best lives and serve their highest calling.

We would love you to apply and see if it’s a good fit for the next part of your life journey.

