





ANTHONY ROBBINS


COACHING



ANTHONY ROBBINS

# coaching

→ VISION → ACTION → RESULTS

A long, straight road with a large white arrow painted on it, pointing towards a horizon under a blue sky with scattered clouds.

“There is always room in your life for thinking bigger, pushing limits, imagining the unimaginable.”

— Anthony Robbins

# The World Leader in Personal and Professional Coaching



**IMAGINE** the life you've always dreamed of living, with no barriers or boundaries. Imagine a life rich with success and achievement, endless physical vitality, heartfelt personal relationships, and a deep sense of spiritual fulfillment.

Envision living every day with passion, having the courage to dream of even more and the determination to make it real. This is where inspiration and strategy converge to produce massive results that will change your life forever.

These are the patterns of success that Anthony Robbins has studied and developed for more than 25 years. Spanning nearly three decades, Robbins has been a leader called upon by leaders to coach and counsel them to help achieve extraordinary and lasting results. He has advised presidents of countries, Fortune 500 CEOs and professional athletes, providing them the tools and techniques to help them make difficult decisions and realize their ultimate potential.

Regarded as the dean of the industry, Robbins has set the standard for life coaching for more than two decades. "Anthony Robbins fathered life coaching 25 years ago before it was a popular trend. And the rest is history as he captured the attention of heads of state, royalty, and the U.S. Army, all of whom became clients." (Glenn Plaskin—*Life Coaching Special Report: A Strategy for Transforming Lives*)

Robbins has directly impacted the lives of nearly 50 million people from 80 countries with his best-selling books, public speaking engagements, live appearances, and the No. 1 audio coaching system of all time. A successful entrepreneur, Robbins serves as Chairman of five private companies and Vice Chairman of two companies—including one public company—that together generate nearly half a billion dollars in revenue per year.

While some have paid more than \$1 million for his personal mentoring, Robbins' dream to share this unbelievable tool for life transformation has laid the groundwork for the Anthony Robbins Coaching program. Utilizing elements that were once geared toward world statesmen, high-level business leaders and entrepreneurs, Robbins has developed a custom coaching program where you'll discover and implement change using the same tools, techniques and methodologies that have enabled a select few to radically transform their businesses and their lives.

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AMERICAN EXPRESS asked entrepreneurial clients whom they would select to help them take their business to the next level, if price were no object. Robbins was chosen, along with Bill Gates, Donald Trump, Warren Buffett, Lee Iacocca, and Ross Perot.

To be selected in this group is an extraordinary privilege—especially when four of the six individuals are billionaires.

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“Tony’s incredible understanding of the world, people, and human nature makes him the ultimate life coach. He knows what it takes to make people excel and to win!”

– Andre Agassi  
Australian Open and Wimbledon Men’s Tennis Champion

“Anthony Robbins is the Michael Jordan of personal success coaches.”

– Jeff Arch  
Screenwriter, *Sleepless in Seattle*

# vision

“We are not creatures of circumstance; we are creators of circumstance.”

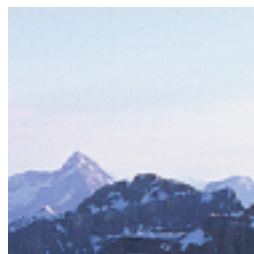
– Anthony Robbins

## The Anthony Robbins Coaching Distinction

With the Anthony Robbins Coaching program, you will learn and put into action incredible strategies of focus, training and accountability that will put you on a path toward definitive fulfillment.

This coaching program is unlike any other program in the world. In addition to focusing on specialty areas of coaching, Anthony Robbins has assembled and trained the finest coaches in the world and designed a revolutionary program that impacts every aspect of your life. This network of highly trained coaches is what truly sets Anthony Robbins Coaching apart.

Your coach is matched to you based on the specific results you are looking to achieve. This is the first step in empowering development and refinement for a compelling vision of what you really want in life. This program helps you focus on the big picture, identifying the major outcomes that will have a monumental impact on your life. And from there, you'll then develop a plan to implement it, challenging you to step up and live the life—with conscious thought, decision and action—that you are capable of living.



“Creating an extraordinary quality of life requires a paradigm shift from managing your time to managing your life.”

— Anthony Robbins

vision



“There is only one way to succeed in anything, and that is to give it everything.”

– Vince Lombardi

# action

“Men talk as if victory were something fortunate. Work is victory.”

– Ralph Waldo Emerson

# Anthony Robbins' coaching has transformed the lives of nearly 50 million people from 80 countries around the world.

## Here's How You Benefit:

### The Ultimate Resource

Anthony Robbins Coaches are trained with the same proprietary techniques that Tony integrates into his coaching curriculum for his multimillionaire personal clients. Some of the greatest leaders in the world—from humanitarians to elite athletes—have engaged the same technologies that will be passed on to you. This exclusive fraternity of Anthony Robbins Coaches—there are fewer than 75 in the entire world—has logged more than 250 hours of intense training and achieved extraordinary results in their own lives.

### Proven Tools and Technologies

Anthony Robbins Coaches use a number of Tony's proven tools and technologies, including the Rapid Planning Method, a proprietary system of thinking and planning that focuses on getting the results you want in the most efficient and effective way possible. You will be amazed at what you can accomplish simply by having a clear vision, a compelling purpose, and a clear massive action plan of how to get there.

### Measurable Results

Our coaches are results-focused and have the specialized training to help you define specific action items and hold you accountable to your commitments.

This includes two key components of the Anthony Robbins Coaching program: psychology and results. Clients need the right beliefs, focus, language and physiology to achieve lasting results. Tony is a master at creating the necessary psychology to get the results you desire, and he passes that along to his coaches. This training enables coaches to uncover trigger mechanisms in your psyche that will allow you to take your life to the next level.

“What we can or cannot do, what we consider possible or impossible, is rarely a function of our true capability.”

— Anthony Robbins







## Coaching = Results

Favorable productivity (60 percent) and employee satisfaction (53 percent) were the factors most significantly impacted in a study to determine the business benefits and return on investment for an executive coaching program. Overall, the coaching process produced a whopping 788 percent ROI.

– Independent research study commissioned by a Fortune 500 company

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“My listings are up 266 percent, and I’ve tripled my sales volume. All this in 90 days!”

– Kelli Rogan  
Realtor, ReMax  
Duluth, Georgia

“I’ve experienced a whole new relationship and marriage, a 79-pound weight loss, a 600% increase in my income, and a new top-level executive position of a billion-dollar corporation.”

– Polly Bauer  
Subsidiary President/CEO  
Home Shopping Network Credit Corporation

“Since enrolling in Anthony Robbins Coaching, my business went from grossing \$8,000 per month to \$20,000 and it’s still growing. By applying the methods and principles given to me through coaching, I now understand what it means to be in control of my life. Coaching gave me the power to see it, plan it, follow the plan, and do it. This coaching system works.”

– Helana Cauliffe  
Owner, American Dragon Martial Arts Academy  
Coral Springs, Florida

# results

“I’ve missed more than 9,000 shots in my career. On 26 occasions, I have been entrusted to take the game-winning shot...and missed. I have failed over and over and over again in my life, and that is why...I succeed.”

– Michael Jordan

# The Process: Flexibility-Focused

Everything you do, and everything you accomplish, no matter the aspect, affects your entire life. That's why the Anthony Robbins Coaching program is not limited by specialty or specific curriculum.

Flexibility is built into the program with coaches who are trained in a variety of areas and have the tools and technologies available to traverse the spectrum of what you want to accomplish. That flexibility stems from a commencement process specifically designed to maximize your coaching experience.

## Ready

To match you with a coach who best suits your needs, an Anthony Robbins Coaching advocate will perform a preliminary interview that gets to the root of the following:

1. What you're looking to achieve;
2. The obstacles that have stopped you in the past;
3. What can be done to start moving you in the right direction; and
4. The qualities you want out of your coach.

## Set

Once your coach is chosen, based on the preliminary interview, you will be provided materials to help you and your coach rapidly develop an effective partnership for success. An in-depth profile assessment that you complete will give your coach the knowledge base and a solid foundation to hit the ground running from the outset.



## Go!

You're now ready for your first coaching session. This is the time when you and your coach start creating the building blocks for your success. You and your coach's expectations are discussed in detail, along with the rules of the game.

You are now on your way! Whatever you're looking to achieve, Anthony Robbins Coaches will get you there using the following steps:

### *Define your vision*

Although you may have an idea of where you want to go and who you want to be, your coach will help you define with absolute clarity your beliefs, values and life purpose.

### *Set challenging goals*

To obtain the results you desire, you need to stretch beyond your comfort zone. Your coach will help you break old habits and relinquish the beliefs that have prevented you from obtaining your ultimate goals.

### *Create a plan of action*

Your coach will help you develop and implement an effective action plan that forecasts obstacles, identifies specific goals, sets timelines and determines the resources and support systems needed. Action plans also provide a system of accountability for benchmarking performance.

### *Achieve extraordinary results*

Your coach will provide you with proven strategies and invaluable support, enabling you to reach your goals quickly and efficiently. Better still, your coach will provide you with tools to help you stay motivated and on track.

“There are no failures in life, only results.”

– Anthony Robbins

“The world can't get enough of Anthony Robbins.”

— *The New York Times*



We don't pretend that our partnership will be effortless, but we guarantee it will be rewarding. The only thing standing in your way is inaction.

Anthony Robbins has proven that a coaching partnership can provide the ultimate resources for an extraordinary quality of life—personally and professionally. Anthony Robbins Coaching is focused on results that will help you achieve anything and everything you've ever wanted. Together, there is nothing you and your Anthony Robbins Coach cannot accomplish.

Imagine a place in life where unbelievable achievement is the norm. This is where the hearts and minds of some of the world's greatest leaders, entrepreneurs and visionaries live.

Anthony Robbins has been honored by **Accenture** as one of the “**Top 50 Business Intellectuals in the World**” and the International Chamber of Commerce as one of the top 10 “**Outstanding People of the World.**”

Now is the time to live an extraordinary life. 

“It is in your moments of decision that  
your destiny is shaped. Choose well.”

— Anthony Robbins

It's time to make a quantum leap to the next level. Your personal coach is waiting. Call **888-834-9096** today to begin your relationship with an experienced ANTHONY ROBBINS Coach. It will be one of the most important relationships of your life. Act now!

