

JACKCANFIELD

7 Steps to Become a Transformational Trainer

How to Create Lasting Positive Change
in the Lives of the People You Teach





What is a Transformational Trainer?

A transformational trainer is someone who works with people in such a unique and powerful way, that the individual receives more than just information or simple teachings. It's not about just motivating someone. It's about truly transforming them, so that their entire being is changed for the better, in a more powerful way.

The process of Transformational Training isn't just for coaches and trainers, although it will definitely help you if you're in these fields and looking to level-up your game. It also isn't just for speakers, and authors, and entrepreneurs. It's for everyone who works with other people – either in their professional or personal life. Follow these steps and you can start to create the kind of change in the world you desire, reach the people you want to reach, and get them to take action.

Remember what Steve Jobs said, “The people who are crazy enough to think they can change the world are the ones who do.”

And that's what transformational trainers do: we change the world, for the better. Sure you can be an influencer, or a speaker, or an author. Of course you can have a ton of success as a coach or consultant, or an entrepreneur – but ultimately, it's about becoming a transformational trainer so you can reach the largest audience possible and create real, lasting change in their lives.

In this process, it's not just your life that changes – it's YOU. You become inspired. You're filled with a much deeper sense of purpose and there's a fire in your soul that drives you to live your best possible life and become the person you were always meant to be.

7 Steps to Become a Transformational Trainer

How do you do this?

There are 7 steps to becoming a transformational trainer:

1. Inspire people to take action

The so-called experts out there will teach you. They tell you what to do. They give you a list of how-to's. And most people write these down, then go home and don't ever do them.

Think about it. How many books have you bought that you've never read? How often do you think "I'm going to get my inbox in order like that productivity expert talked about, or my money issues figured out like that financial expert said"? But then what happens? You don't do it.

But, transformational trainers teach their ideas and concepts in such a way that it results in people actually taking action. It was Ben Franklin who said, "Tell me and I forget, teach me and I may remember, involve me and I learn."

2. Identify the emotional blocks

A lot of people are afraid of dealing with emotions. And most experts out there are not only afraid of dealing with their own emotions, but the emotions of the people they're teaching.

Unfortunately, that's exactly what holds a lot of people back from taking action and taking 100% responsibility for their lives. They have these emotional blocks and limiting beliefs that stop them.

And many motivational speakers are great at pushing someone forward in a certain direction, but if there's something pushing back, like a fear of failure, a fear of looking foolish, a fear of losing money, this fear of, not being able to do it right, etc., it'll stop people dead in their tracks.

That's what makes transformational trainers different – they help their audience identify their emotional blocks and quickly move past them so they can achieve real and lasting results.

3. Create A-HA Moments

Most experts simply present and teach information. But transformational trainers give people these “a-ha” experiences.

Let’s say I was going to teach you how to swim. Now I could lecture you, I could demonstrate the perfect stroke, I could show you film of the greatest swimmers, I could even have Michael Phelps come in with his 23 gold medals, motivate you, and say, “This is how you do it.”

But until I get you in the pool, having an experience, applying direct knowledge, you will never have that “a-ha” moment.

Here’s another example. It’s one thing to tell people, “You should be more positive. Focus on your strengths. Do what makes you happy. Live your purpose.”

But it’s an entirely different thing to get people in a group of 5, and share 3 different successes from their lives. And then share the successes they want to have in the next 5 years, but do it in the past tense, as if they have already accomplished these things, so they can share what it’s like to experience them and feel what it’s like to have success. Then you have the other individuals give feedback, like this is what I like about you, based on what I’ve learned about you, and this is why you are successful. What happens then is the individual begins to realize, hey, when I share this information it feels really good, I get positive responses, “a-ha!”, I’m going to do this more often.

4. The Holistic Training Method - Speak to all 7 dimensions of a person's being

Most experts speak towards a person's head, meaning their intellect, their brain. They give them data, ways to do things, and so on. But a transformational trainer using a holistic training method to speak to all 7 dimensions of a person's being.



1. INTELLECT

We are all made up of an intellect, so we have to address that with good content, good theory, and up-to-date research.



2. IMAGINATION

That's where meditation, visualization, and goal setting come in. Plus, having a dream and trusting yourself. Transformational trainers can implant information into the sub-conscious mind so that people can clearly see themselves taking positive action and achieving the goals they seek, which is what all the great Olympic athletes do.



3. EMOTIONS

These are important, because if you don't know how to deal with people's emotions, it's really hard to transform someone. We know that the emotions are the things that mainly trip people up, things like fear, sadness, grief, and resignation. If you can't speak to that and deal with that, you're going to have a difficult time being effective as a trainer, or any type of leader.



4. INTUITION

This is how we know without knowing how we know. Some of my best work, the title for Chicken Soup For The Soul came through intuition that I received in a meditation, and I visualized that series of books hitting the New York Times Best-seller list, which led to the brand being worth \$100 million right now. So this should be evidence to you just how powerful this stuff is and just how much it works.



5. BODY

You must deal with a person's physical body. If you have them sit too long or you don't have them utilize their body in your teaching activities, they become stagnant, stuck, and ineffective. Get people moving around, do a light stretch, do a little yoga, create movement. You can try role-playing, posture exercises, and games. These are what I call energizers and they all work wonders. Bottom line: get people up and moving.



6. AWARENESS & CHOICE

You are aware of what you feel, the thoughts you think, and your emotions. You can also choose where to place your awareness. Right now you're not aware of what you're feeling in your left foot until I say left foot. Then I can say be aware of what you're feeling in your right hand and put it there. So you can choose to be aware of thoughts and emotions and you can choose to change those thoughts and emotions. Most people are not aware and most people don't exercise the proper amount of choice in their life to actually produce what they want. There are exercises for helping people expand their awareness and to help them expand their capacity to be using their will in a positive and effective way.



7. HIGH-SELF

Qualities like love, courage, power, and perseverance all exist in this spiritual dimension. We can tune in by placing our awareness on our high-self while we meditate and we can get guidance on what do I need to be doing today? What do I need to be focusing on? It's like having a board of directors available to us at all times that we never learned to use in school.

These are all connected so you need to make sure you speak to all 7 dimensions if you want to create real and lasting results.

5. Create Transformational Experiences

This one is really important, especially for anyone who wants to be remembered and highly impact the lives of others.

You need to create transformational experiences, because most experts out there tend to be forgotten. When people go to a lecture they tend to forget 80% of it within three to four days, and that's if they apply it immediately. If they don't apply it, they forget almost all of it.

But with transformational trainers it's the opposite. They tend to be remembered for years and years afterwards because they connect to their audience in a deep and authentic way.

They create these transformational experiences, which have a deep emotional impact on the individuals they are training. And we know that when you have an emotional experience, you have a much greater memory, and you're grateful to the person who helped you transform.

6. Give people a proven system

Most experts and trainers out there just give people information and advice, but transformational trainers give people a proven system that they can follow to achieve guaranteed results.

Part of that system is transforming the being, and another part is knowing how to set up an exercise, and what to do when people react certain ways. But ultimately, it's about having a system that will move people from point A to point B.

if you know the combination to a lock, it doesn't matter if you're black or white, young or old, male or female, went to college, didn't go to college, have a high IQ or a low IQ, you know the lock will open when you use the right combination. And so a system is like a combination, but if you're missing one number, the lock won't open. If you have the numbers in the wrong order, the lock won't open. So a system is something that produces a consistent and predictable result every single time. And so what we teach people is a system of how to help people move from point A to point B, and if you do it correctly it always works.

Let me just give you a brief outline of what my proven system looks like. I've created this framework to make it easier for people to process:

It's comprised of 6 parts: Prepare, Connect, Engage, Teach, Transform, and Profit.

You see that first part, Prepare, this is where we work the Success Principles and prepare the soil, or prepare the mind for transformation.

And then we use my holistic training approach, to appeal not just to the mind, but the body, emotions, imagination, awareness, choice, and self-choice as well. That's what allows us to Connect, Engage, Teach, Transform, and ultimately, Profit.

7. Build Your Training Business

What's the point of becoming a transformational trainer if you don't build the kind of business that allows you to share your teachings with a large enough audience to create real change in the world?

There's a quote by Walt Disney I just love. He said, "You want to do what you do so well that when people see you do it, they want to come back and see you do it again and bring someone else to show them."

And this is exactly what I do. It's what all great transformational trainers do. My goal when I go into a workshop or training is to have those in attendance leave saying, "Oh my god. That was the best seminar I've ever attended. I got such value out of that. I'm going to tell all my family and friends to go see Jack."

And when you set your trainings up with this goal in mind, everything else just seems to come together.

The people I've trained that have gone on to become massively successful understand this idea completely. They're the ones who believe what I say and do exactly what I teach them to do, because again, the system works – and if you work the system, and you're someone who's trainable and willing to grow, it doesn't matter where you're starting out, you can do this. You can be an advanced trainer and lead people, inspire them, get them to do things they never imagined were possible. And they'll love you for it. And that, in turn, will allow you to create a highly profitable business for yourself and attract the kind of abundance into your life that you have always dreamed of.

Once you learn the techniques I'll teach you, you can begin to utilize the Law of Attraction and manifest exactly the outcome you want. You can be someone who just decides it's something you really and truly want to do, it's in your heart, and go after it.



Now put it in action

I can promise you one thing... if this is truly something you're interested in, leading others, coaching them, developing them, I can teach you how to do it in a way that's absolutely life changing for you and for the people you want to train.

And when you follow the system, you'll find that marketing yourself and your workshops gets a lot easier. That's because transformational trainers are so loved by their clients, the clients will do anything to help the trainer spread the word. This means free word-of-mouth advertising for you, a constant pipeline of incredible, top-notch referrals and life-long friends.

You see, when you're able to make such a massive impact on someone's life, the way transformational trainers do, that individual will literally do anything for the person who transformed them.

And another thing this means for you is a steady flow of income, and a life filled with abundance.



Train the Trainer

If you're ready to take this to the next level, check out my game-changing online training program, [Train the Trainer](#) that teaches people how to become Transformational Trainers and shows them how to use my Success Principles to help people overcome any obstacle and achieve their highest potential. I've had thousands of people go through it and dramatically improve their own lives – and the lives of others – as a result. And the great thing is, Train the Trainer is now available as a complete self-directed online program – which means that anyone, anywhere can learn this powerful training system in the comfort of their own home.

About Jack Canfield

Jack Canfield is an award-winning speaker and an internationally recognized leader in personal development and peak performance strategies. For over 50 years, he has been teaching entrepreneurs, educators, corporate leaders, and people from all walks of life how to create the life they desire. As the beloved co-author of the Chicken Soup for the Soul® series, he's taught millions of individuals his modernized formulas for success, and now certifies trainers to teach his content and methodology all over the world. Jack is the author and co-author of more than 150 books (66 are best sellers) with more than 100 million copies in print in 47 languages around the world. His best-selling book, *The Success Principles: How to Get From Where You Are to Where You Want to Be* has been hailed as the new self-improvement classic, now containing 67 of the most powerful secrets to success known to mankind. In 2014, *SUCCESS* magazine named him "One of the Most Influential Leaders in Personal Growth and Achievement."

For more information on Jack, please visit: jackcanfield.com



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