

L M T L S S  
TRANSFORMATION COACHING

THE 5 PRINCIPLES  
OF AN EFFECTIVE  
C O A C H

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A Coach Training Framework by Jacob Beneventi

# 01 CONGRUENCY & EMBODIMENT

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Your coaching power stops at the level of your alignment to your personal commitment. If you don't show results, nobody else will.

Your physique. Your nutrition. Your drinking. Everything communicates. Before you ever open your mouth to coach someone, your life is already speaking.

Being a student is part of this. Congruency demands constant growth. The moment you stop learning, you stop earning the right to lead. You must remain a student of your craft for as long as you carry the title of coach.

## 02 REPUTATION

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Years to build, and one day to tarnish it.

As a coach, you hold one of the highest honors that exist. People are trusting you with their results and being vulnerable with their struggles, and they must trust you. Honor every relationship in your life in a way that shows you value it.

Gossip, lying, cheating, complaining, inappropriate relationships, negative self-talk — these are things that will insanely diminish your reputation and show that you are not a trustworthy person.

Your clients will still pay you, but more important than being paid is being respected.

## 03 COMMUNICATION

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Communication is your most profitable skill. It goes beyond teaching a workout. The #1 tool in communication is listening. If you can't effectively listen to a client, you will never be able to understand their problem — which means you will never be able to solve their problem.

You must study communication and invest in your ability to become more effective for as long as you make the decision to be a coach. You can have all the knowledge in the world, but if you can't package it in a way that is digestible to the person you're speaking to, your knowledge means nothing.

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### **HONESTY — ATTACKING THE STATE, NOT THE PERSON**

The power of life or death is in the tongue. As a coach, you will have moments where you need to deliver hard truth. The skill is learning to directly address someone's current state — their behaviors, their choices, their patterns — without making them feel like you are attacking who they are.

“You're being lazy” versus “the effort you're giving right now isn't matching the goal you told me matters most to you.” One destroys. The other redirects.

Master this and you will be able to have the conversations most coaches are too afraid to have.

## 04 SALES

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I used to have the biggest negative association with sales. Ironically, I was also broke. Many coaches have a negative association with sales — it's a bad word to them. Trust me, I get it. That's only because sales have been framed and taught wrong to them, or you had an experience of selling something you didn't believe in.

When you have something so valuable and you know it has the capacity to change lives, you can't help but talk about it. This is the essence of sales. Whether you accept it or not — as long as you are in business and have a pulse, you are in sales every single day.

At LMTLSS, we are not selling personal training. We are not selling coaching — even though that's what we do. We are selling transformation. Which means we are creating and installing belief in an individual that they can and will radically change their life for the better.

And when they do, it will cause a ripple effect that will improve every area of their life and will begin to change their family, their community, and the world. This all starts with a "sale." In that sale, you are helping someone make a decision that is in their best interest — that's it.

## 05 CLIENT SELF-SUFFICIENCY

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Give a man a fish, he eats for a day. Teach a man to fish, and he eats for a lifetime.

When I opened our first studio, I met with another trainer who had a studio in the same plaza. Because I was going to be his neighbor, I introduced myself. It was in this first interaction with a man twice my age in the same industry that I realized a unique secret that made what we do different.

I listened to this man say, “My secret is I like to make my clients feel like they need me. I want them to rely on me, because I don’t want them to go to the guy down the street.” I sat back in my chair and smirked. Because I believe the exact f\*\*\*ing opposite.

As tempting as it can be to try and withhold your wisdom so your client continues to pay you — this is also a massive scarcity mindset. My desire has always been to give as much as I could to the client so they could flourish and eventually not need me.

Funny enough, this led to my clients staying with me for a very long time. When you give everything you have, you get everything that you want. It’s a universal principle — you reap what you sow. You get what you give.

And as soon as you have the desire to withhold information that could help people, just realize that is a losing formula. All it will do is cause people to withhold from you.