

# Unlock Your Inner Nondual Business Coach

Build a Financially Healthy  
Nondual Coaching Practice



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# 1. Introduction

In my conversations with those interested in our training, I often find that financial circumstances heavily influence their decision to participate. While offering discounts and payment installments can make the training more accessible, it's essential to establish limits to ensure fairness for all participants. A payment system based on individuals' ability to pay typically works well, allowing those who can afford more to help sponsor those who cannot.

However, even our budget option remains out of reach for some. This made me realize that the issue might not solely be about the cost but also the uncertainty of paying for something without a clear return on investment (ROI). Training in nondual coaching doesn't have an immediate, obvious ROI, but it offers various benefits, including financial ones.

Our training program covers the business aspects in the final module, but financial considerations are often the first thing people think about when deciding to join. An overemphasis on the financial aspect might reveal deeper concerns, which are worth exploring. Yet, merely acknowledging these concerns doesn't resolve the financial challenge.

To address this, we've created this ebook focused on the business side of your (aspiring) nondual coaching practice. It's not limited to coaching; it's valuable for any service provider, including authors, trainers, therapists, facilitators, speakers, and other specialists. If you aim to integrate nonduality into your work and seek to make it financially rewarding, this ebook is a must-read.

Let's start by saying that the journey to making your coaching practice financially healthy can be viewed as a beautiful and powerful meditation. It fully reveals the resisting mind in all its forms, through doubts, insecurities, fears, and worries. This ebook focuses on getting you to take action. So that, once you implement the theory, your decision to join our nondual training is no longer hindered by your financial situation anymore.

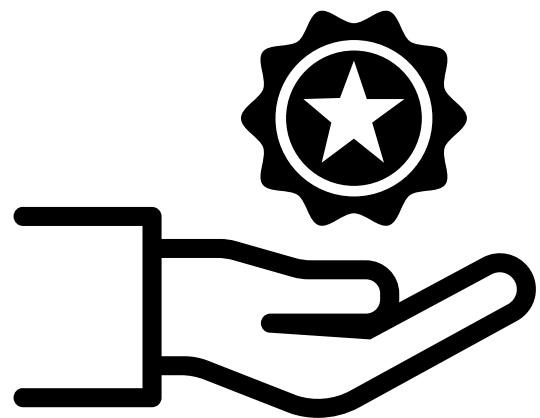
## 2. Reminder of a Noble Offering

In Eastern traditions, coaching is considered one of the noblest arts. A coach, often referred to as a guru, is respected more than parents and even more than God. Kabir famously said, "If asked to choose between my Guru and God, I will choose Guru because it is he who showed me the way to God." Serving others through nondual coaching is indeed a noble profession. Historically, the method of coaching followed these principles:

1. A seeker would stay in a subject-specific resident school (Ashram) run by a Master in that subject for a preset period.
2. The seeker would not pay fees upfront but would help the Master manage the Ashram while learning, primarily through practical experience and direct interaction with the Master.
3. Once the Master was convinced that the seeker had achieved their goals, the seeker would be relieved.
4. Upon leaving, the seeker would pay the Master what the Master needed or whatever the seeker could give.
5. These Ashrams thrived on voluntary support from past students, who expressed their gratitude through ongoing contributions.

This method continued for centuries until the commercialization of education and the establishment of state-run schools introduced the concept of "fees," thus distancing seekers from the traditional Master-disciple relationship.

While this historical method of coaching has its merits, it is entirely normal and appropriate to charge for coaching services today. Just as Ashrams once relied on voluntary support, modern coaches offer their valuable expertise, time, and guidance, which deserves fair compensation. Charging for coaching ensures that coaches can continue their important work.



# 3. Believing you need more time

Thinking you need more time to make your business viable is similar to thinking you need more time to become enlightened. For enlightenment, you realize it's already here. You are already enlightened, just as you are already wealthy. Now, you might think, "Okay, I see that, but financially, I'm not there yet." Fair enough! But in your mind, you are. You know you're not content with your current financial situation and that something needs to change. You likely even know what needs to change. The moment you started thinking about this, it was already there. It's not yet expressed in the outer world, but that's only a matter of time. Besides that, this whole mechanism already takes place within the wealth of being.

However, it's useful to set time-based goals and milestones. If we leave it vague and simply "trust the universe," the financial situation often remains unchanged. This often means "you" think you shouldn't take action but instead attract things. Taking action and attracting desires are essentially the same; the latter just sounds a bit more spiritual. But both are based on the idea that you've got to do something. Even surrendering to the process is doing something. By just visualising your desired situation, the financial situation might improve slightly over time, but not with the significant jumps you desire.

So, how can you streamline the process of "achieving" a financially healthy nondual coaching practice? That's what this little ebook is here to address.

# 4. Beyond Entrepreneurship

"Who is the entrepreneur?" This question is quite challenging. Answering it hastily can undermine its significance. For instance, if you quickly decide that there's no entrepreneur, you might miss the profound lesson it offers. Rushing to conclusions often stems from a fear of losing control. By declaring that you're not the entrepreneur, even though something is evidently running a business, you're still asserting control. Whether your conclusion is based on a dual or nondual perspective doesn't matter. What matters is the tendency to accept a specific idea as the truth, even though every truth is based on some falsity.

You cannot truly "be" anything, such as a leader, a responsible person, enlightened, or an entrepreneur. From a nondual perspective, it looks like you can only access the fields of leadership, responsibility, enlightenment, and entrepreneurship. While it might make sense to say YOU are not just an entrepreneur, changing your actions based on this belief can turn the nondual perspective into a limitation as well. It might be enough to simply notice your tendency to identify with labels, despite their illusory nature. The idea of tapping into the field of entrepreneurship is another illusion, just like identifying as a human. By calling yourself a human, you create the same separation as when you call yourself an entrepreneur. Therefore, you don't need to train yourself to reach the realization that you're tapping into the field of entrepreneurship. Just observe the mechanism at play.

If you feel more comfortable being a human who engages in entrepreneurship rather than identifying as an entrepreneur, consider removing the 'I' from your business and marketing plans. Convert statements like "I run a business" and "I've got to execute my plan" to "A business is being run" and "The plan is being executed." If this feels confusing, you can disregard it. However, if it resonates with you, as it does with us as trainers, you might want to experiment with it. This approach creates a healthy distance, allowing ample space for life to express itself through the business.

# 5. The danger of funnel-thinking

Imagine you could use some extra income from your business, but where to start? Easy! Begin with your existing network. There's a good chance that some of your connections are looking for exactly what you have to offer. You've already found some of them, but how do you find the rest without spamming their social media feeds or contacting them too aggressively? If you're connected to them and already posting consistently on social media, trust that they will find you eventually. They may already know about your offering but are still considering it before reaching out. To nudge them, offer something for free so they can sample your services. If you already have a giveaway, great. If not, keep it simple. It could be a basic checklist or a small quiz. This can help attract them to your email list. Once they're on your list, you can target them more directly and personally. Building a list is crucial for developing a stable stream of clients. Many might not be ready for your service right now, but by keeping them informed, they'll think of you when they are.

You might wonder, "Isn't there a simpler way?" Yes, but to build something stable, having a list or a self-managed community is essential. Otherwise, you remain dependent on the algorithms of social platforms like Facebook, Instagram, YouTube, or LinkedIn. Over-relying on these platforms can also risk getting banned due to excessive use, like sending too many connection requests.

In short, first focus on your own network to find connections who might be interested in your service. You don't usually need to look beyond that. Offer something for free to give them a taste of what you offer. For those not ready yet, try to get them on your email list using the same giveaway.

We didn't even need to mention the word "funnel" in this paragraph. Introducing the funnel can make things complicated quickly. When thinking about your funnel, you might want to automate processes, gather smart feedback, analyze steps, add multiple products to lower the threshold, and more. But most of these things aren't necessary in the beginning. Keep it very simple. The more you add initially, the more things can go wrong. Before you know it, you're more involved in funnel building than in providing your service. Too much focus on funnel-building can take the fun out of running your nondual coaching practice and eventually paralyze you from taking action.

# 6. The risk of changing your mindset

It's funny: the moment we talk business, nondual enthusiasts become so tentative. I wonder why. They claim certain things are not done while insisting other things must be followed no matter what. These ideas are just based in beliefs. Can we let go of them, without even trying? The makeable worldview suggests that limiting beliefs about financial matters should be replaced, such as:

- 'I shouldn't earn too much' vs. 'It's totally fine to earn a good amount.'
- 'I should be careful not to ask too much for my services' vs. 'My services are invaluable.'
- 'A focus on money is distracts me from the purity of my desire' vs. 'It's totally fine to include money in my focus.'
- 'The moment I put money into the equation, I harm my pure desire' vs. 'Earning money and living my purpose can coexist beautifully.'

Can we completely skip the process of replacing existing beliefs with new or better ones? Can we choose not to be led by opposing standpoints at all? What would that look like? In this scenario, you wouldn't have so-called limiting or empowering beliefs. You would take both your "positive" and "negative" beliefs with a grain of salt. This way, they won't stay static and limiting. Your beliefs become alive.

But, if you have the choice, why not create and stick to empowering beliefs? Firstly, who is there to choose? Secondly, you still remain at the dual level. Once you only focus on helpful beliefs, new limiting beliefs will automatically emerge, or you'll end up fighting against your empowering ones. It doesn't matter if your belief is limiting or empowering. Both invite conflict. It is the conflict that distracts you, not the limiting belief! Instead of identifying and replacing all your beliefs about building a financially healthy business with empowering ones, let's keep an open perspective. The need to constantly modify beliefs is the only distraction. You're feeding into the belief that things are makeable, which distracts you from what's actually happening. Does this mean there's nothing to be done? Of course not! You can take various actions, even regarding your beliefs. But it's not a prerequisite for making your business healthy. It's just something that happens naturally. You notice it and surrender to it. That's all. Beautiful, isn't it?



# 7. Nondual Marketing Strategy

To make a living from your nondual practice, it's essential to apply it to something tangible, such as a popular topic like servant leadership. Many coaches struggle to turn their nondual practice into a profitable venture. This makes sense because nonduality itself doesn't sell; duality does. Trying to sell nonduality often results in abstract terms and vague language, which doesn't attract clients.

You might think, "I don't need to convince anybody!" While that's true, wouldn't it be nice to live comfortably from your nondual practice? You might also believe that if people are drawn to your nondual approach, they'll come to you naturally. Everything does come naturally, but if you assume that means you don't have to make any effort, you're fooling yourself. Why should others make an effort to find you if you don't? It works both ways. However, the effort can still feel effortless. You don't need aggressive marketing, but some well-executed marketing can be beneficial.

Many nondual coaches hesitate to market their services, fearing it's excessive. But what is "too much"? This is just another mental trick. You have the freedom to market your services in any way that feels right for you, even if it means drawing media attention in unconventional ways. Staying silent is fine, but if it's due to mental barriers, it's a missed "opportunity".

There isn't one best way to market nondual coaching, but certain principles can help. Modern marketing often aims to reach as many people as possible. However, focusing on a few individuals can be more effective. It's not about numbers but about connecting with each person as a unique expression of life. Each person who finds you is a gift for both of you. Shifting away from a "more, more, more" mindset enriches your marketing approach. Finding just one ideal customer is invaluable. They can provide feedback, leave testimonials, and recommend you to their network, opening many doors.

It's time for a marketing plan. Structure is crucial for a financially healthy business. If you're somehow already financially stable, you can skip it. But if earning a living from your nondual coaching practice is essential to you, you need a plan. How do you create a nondual marketing plan? Simply by embracing duality! This means setting goals, milestones, key actions, marketing focus areas, and budget allocation. This approach can be enjoyable. Use clear language for your plan, stating what you want and expect. This may trigger all your nondual alarms, as it seems contrary to letting go of the 'I' that needs to achieve things. However, you can reintroduce the 'I' playfully and effortlessly. Set goals because it's fun, not because you have to. Even if you badly need the money, working on the financial aspect can still be enjoyable.

## 8. Pricing nondual services

The pricing aspect brings us face-to-face with mental resistance. It's interesting to see that, even when we believe we've integrated nonduality into our lives, our minds can still offer plenty of resistance. This makes sense because true nondual understanding doesn't eliminate all challenges. It just transforms our relationship with them. Determining your pricing can be a powerful meditation. It raises important questions like 'What is my value?', 'Which price is realistic?', 'Am I comfortable with potentially scaring some people away with my price?', and 'Should I set the highest or lowest possible price?'. The nature of these questions and your preferred answers are already very insightful. It's not just about the surface questions but about exploring the resistance they provoke. Dive deeply into these questions and immerse yourself in them. Many coaches who start integrating nonduality into their practice often find themselves financially struggling. Why is this? Earning money for personal desires becomes less significant, reducing materialistic motivation and financial results. However, being able to sustain yourself is still important, isn't it? Financial stability can mean different things to different people. For instance, if you need sufficient funds to live in an inspiring environment where you can for example write your book, you must adjust your pricing model accordingly. To get to this desired situation, it's perfectly fine to increase your pricing. I'm not going to say you're 'worth it' because that's just cheap talk for boosting low self-esteem. If you struggle with self-esteem, approach it from a nondual perspective for some interesting insights.

As a coach, setting an appropriate hourly rate is challenging. You might charge per hour or use package deals. Business coaches often recommend offering value packages rather than time-based services. This makes sense! In nondual coaching, it feels strange to base your fee on the hours spent coaching. However, determining the investment based on the value delivered can be even more challenging. How do you determine value in nondual coaching? Unlike a marketing specialist, you can't simply calculate ROI (Return On Investment). As a nondual coach, what value do you offer? Being clear about the benefits of your service is crucial. Potential clients seek tangible gains, ranging from vague improvements in clarity to concrete outcomes like gaining more clients. You can make vague benefits more concrete with scientific research and statistics, emphasizing both to clarify the value for your potential clients. Tailor the advantages to the specific needs of your audience as much as possible. For pricing, you can consider what other nondual coaches charge for similar services or what you used to charge. We prefer setting prices based on what feels right to us and what the client can afford. To make your services more accessible, you can consider to offer three payment options: budget, standard, and generous. Clients can choose the option that fits their financial situation. This way, your service becomes more inclusive and accessible.

# 9. Choosing your Target Audience

As a nondual service provider, you might want to open your services to everyone, believing that everyone can benefit from a nondual approach. You're working for the whole of life, not just a specific segment. On the other hand, you understand that a single individual can represent all of society and life. Therefore, it doesn't matter whether you focus on everyone or a small group.

However, focusing on a well-defined audience is often a smarter marketing decision. People want to feel personally addressed; otherwise, you won't capture their attention. Every business coach advises starting with a clearly defined, specific audience. While it may feel unnatural to exclude people from your services, consider that defining your audience can actually be more inclusive. By targeting a specific group, you attract those who resonate with your approach. If you keep your audience too broad, no one feels a strong connection to your services. So, by specifying your audience, you make your services more accessible.

If this makes sense, you might still wonder: "What audience should I focus on?" The answer should already be clear. Reflect on the audience you focused on in the past or planned to focus on in the future, and bring that focus to the present. If you've already done this but haven't seen financial improvements, you need to clarify and activate your target audience more effectively in your marketing efforts. Also, don't be afraid to make your current audience even more specific. For example, target 'female managers who have just landed their first leadership role' instead of just 'leaders'.

Make your target audience clear in all your marketing expressions. This will generate feedback, such as the number of interactions on your LinkedIn posts. If, after enough experimentation, you still see little interaction, try adjusting your approach. You can refine your target audience, choose a different marketing channel, or expand your focus internationally. Your analysis can soon become highly complex. Be mindful not to lose yourself in this complexity. Instead, aim to be fully immersed in the activities. In other words, choose to surrender completely to the process. This is the most nondual way to approach your marketing.

# 10. The Power of Partnerships

If you're a solopreneur, it can get quite lonely at times. Having access to a community of peers is perhaps what you want. As a participant in our training, you gain access to such a community. Additionally, it's valuable to continuously seek out new people and organizations to expand your network. Your experience has likely shown that the most interesting opportunities often come from your connections. You don't have to come up with and develop ideas all by yourself. You can co-create with others who share your interests, making the process much more enjoyable. The (co-)creations will naturally be tailored to the people seeking your services.

You're far from alone in your field of work and interest. Even if your service is unique, there are plenty of people focused on similar things. Connecting with them and scheduling time to talk is as valuable as speaking with potential clients. If you deeply care about your field, you'll likely feel drawn to meeting these peers. You can exchange ideas, share experiences, and learn from each other, possibly even forming partnerships.

Besides meeting peers, it's also worthwhile to connect with organizations and communities you find interesting, even if they're outside your field. Sometimes, the least relevant organizations can offer the most beautiful opportunities to serve others. Look beyond the apparent boundaries of your field. Limiting yourself to those already passionate about your topics can be restrictive. Reaching people outside of your usual nondual bubble can surprisingly lead to interesting stuff.

Of course, many people may not be interested in your offering, but some might find their first encounter with your work incredibly impactful. By not being blinded by your target audience or peers, you create space to learn from people in ways you would never have expected.

# Next Steps

If you follow the guidance in this ebook, you'll soon turn your nondual coaching practice into a viable venture that serves. This ebook can be viewed as a summary, not delving into every detail, such as building a comprehensive nondual marketing plan. However, it should provide enough information to attract enough clients and make your practice healthy as soon as possible.

To make the most of this ebook, tailor its advice to your unique situation. For personalized guidance, consider booking a nondual business coaching call. Learn more here: [www.ndlca.com/nondual-business-mentoring](http://www.ndlca.com/nondual-business-mentoring)

Once this ebook helps you gain a new client, you might want to consider our training program. With your basic financial concerns addressed, our training will go into much greater detail and offer valuable resources like the 'Nondual Business Model Canvas' and the 'Nondual-Proof Marketing Plan'. We'll discuss our marketing strategies and those of other participants, providing plenty of ideas to maintain a financially healthy business. Additionally, we'll thoroughly explore how to integrate nonduality into your coaching practice. Our training includes six valuable modules covering the meaning of nondual coaching, nondual insight, non-positional relating, nondual tools, creating your own tools, and, of course, the business aspects.

If you're interested or want to learn more, visit [www.ndlca.com/training](http://www.ndlca.com/training)

On this page, you can schedule a free orientation call to ask questions or get more information about the training program.

Good luck in making your nondual coaching practice viable!

