



NO BROKE MONTHS · TEACH TO SELL

The Companion Worksheets

Every exercise from the book, ready to print and fill in.

Work these alongside *Teach to Sell* by Dan Rochon. Each chapter gives you a Pre-Decision Compass, a Teach to Sell Exercise, and a Commit or Quit Challenge. Print the pages, write your answers, and bring them to the Room.

HOW TO USE THIS PACK

Three moves, every chapter

- 1 Pre-Decision Compass.** Decide who you'll be before the moment arrives. Answer the reflection questions honestly before you read or act.
- 2 Teach to Sell Exercise.** Apply the chapter to your real business. Write your answers in the lines provided — don't just think them.
- 3 Commit or Quit Challenge.** Take one concrete action. Sign the commitment line. Skip steps and you'll struggle; engage fully and you'll win.

CPI is Consistent and Predictable Income. Every agent wants it. These worksheets are how you build it, one chapter at a time.

INTRODUCTION

The Pre-Decision Compass

PRE-DECISION COMPASS

Pre-Decision Compass

How can you effectively anticipate and prepare for difficult decisions in your personal and professional life? You can choose to make the most critical choices before the moment of decision arrives.

Imagine having a reliable guide in your pocket, ready to help you make the best decisions, even before the moment arrives. With the Pre-Decision Compass, you will learn a simple yet powerful method to anticipate your choices. When these difficult situations happen, this compass will remind you of the decision you've already made, helping you stay true to your values and goals.

- Name one difficult decision you can see coming. What will you decide now, in advance, so the moment doesn't decide for you?

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Will You Do the Work?

This book isn't just theory. It's an action plan. Throughout, you'll find Teach to Sell Exercises. You can skip them or do them. The choice is yours.

Your challenge: Commit to applying what you read. Skip steps, and you'll struggle. Engage fully, and you'll win.

I commit to doing the exercises, not just reading them.

WILL YOU COMMIT OR QUIT?

CHAPTER 1

What Does It Mean to Teach to Sell?

PRE-DECISION COMPASS

Pre-Decision Compass: Teach to Sell by Serving, Not Selling

Before applying Teach to Sell, ask yourself:

- What problem does my customer need to solve?
- How can I educate them in a way that empowers them?
- What objections do they have, and how can I teach them through it instead of trying to convince them?
- Am I speaking their language, or just pushing my product?

TEACH TO SELL EXERCISE

TEACH TO SELL EXERCISE: EDUCATE TO CONVERT

Scenario: You're selling a high-end service or product. How can you educate a potential client before they ever interact with you?

List three common pain points of your ideal customer.

Write a teaching-based solution for each pain point (not a pitch).

What free resource (blog, video, checklist) could you create around one of these topics?

This shifts your mindset from “closing the sale” to “guiding the customer,” leading to increased trust and conversions.

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Your Choice — Your Transformation Begins

You can continue down the traditional sales path, where trust is fragile, transactions are unpredictable, and your income fluctuates month to month. Or you can take the leap into Teach to Sell, where trust becomes your greatest asset, sales become effortless, and No Broke Months become your new normal.

The biggest roadblock isn't your skills, your market, or your competition. It's the belief that you're not good enough. Success isn't about talent. It's about commitment.

The one belief I'm choosing to leave behind today:

WILL YOU COMMIT OR QUIT?

CHAPTER 2

Transform Before You Can Teach to Sell

PRE-DECISION COMPASS

Pre-Decision Compass: Rewriting the Narrative of Your Success

Reflect on past experiences where you felt unworthy, incapable, or stuck. What false narratives have shaped your beliefs about yourself and your abilities? Recognizing these patterns is the first step toward transforming them. Ask yourself:

- When have I doubted myself, and why?
- How have these doubts impacted my actions and decisions?
- What evidence do I have that contradicts these beliefs?
- What would happen if I chose to believe in my own success?

TEACH TO SELL EXERCISE

EXERCISE 1: UNCOVERING YOUR TRUE SALES MOTIVATION

Be candid. State why you sell today. Never having to drive an Uber to pay your bills is closer to your answer than bringing fresh drinking water to countries in need. Whatever your driving force, embrace it with raw honesty.

Why are you in sales?

What is important to you about that? (Keep asking “what is important to me about that?” until you reach a core answer.)

Complete and post on your desk: “I make sales to _____, so that _____.”

TEACH TO SELL EXERCISE

EXERCISE 2: CHALLENGE YOUR LIMITING BELIEF

Identify the limiting belief holding you back. (Example: “I'm not good enough to succeed in sales.”)

Gather evidence that both supports and contradicts it. Look at past achievements or others who have succeeded.

Evaluate: is the belief based on facts, or on unfounded fears?

Replace it. Rewrite it into a positive statement. (Example: “I have the skills and knowledge to succeed.”)

Take action. Start operating as if your new belief is already true.

TEACH TO SELL EXERCISE

EXERCISE 3: DEFINE YOUR MOTIVATION

Who in your field, with a similar background, has succeeded?

What specific actions did they take?

How can you replicate their steps?

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Success Demands Action, Not Excuses

Face your fear. Identify one major limiting belief and commit to rewriting it today. Find a model of success and apply one of their strategies. Write your why and place it somewhere visible. Then take immediate action — do one thing today that aligns with your transformed mindset.

Transformation isn't something that happens overnight. But the decision to commit to it happens in an instant.

The one action I will take today:

WILL YOU COMMIT OR QUIT?

CHAPTER 3

Wherever You Are, Make a Start

PRE-DECISION COMPASS

Pre-Decision Compass: The Power of Focus and Action

Success comes from committing to the path, even when obstacles arise. Wherever you are today is exactly where you need to be. Reflect on the roadblocks, real and imagined, that have held you back. Ask yourself:

- What distractions have kept me from real progress? Am I chasing too many goals at once instead of committing to what matters?
- Where have I hesitated, and why? Have I let fear, doubt, or lack of clarity stop me?
- What moments in my past prove I am capable?
- What would change if I committed fully to my top priority?

TEACH TO SELL EXERCISE

EXERCISE 1: STRATEGIC GOAL EXECUTION

Pick one top goal, then define three pathways to achieve it, and five steps for each pathway. Consider your values, who will help you, and how you'll treat those who contribute along the way.

Goal:

Pathway 1 (and five steps):

Pathway 2 (and five steps):

Pathway 3 (and five steps):

Teach to Sell is about more than achieving your own goals; it's about guiding others to do the same.

TEACH TO SELL EXERCISE

EXERCISE 2: ELIMINATING DISTRACTIONS

Who usually distracts you from work? How can you give them time so they respect your business hours?

A top salesperson on my team solved this with a separate work phone, free from social media. Reducing social media checks lowers stress and boosts productivity.

TEACH TO SELL EXERCISE

EXERCISE 3: OVER-DELIVERING FOR CLIENTS

“Don't satisfy your customers. Figure out how to delight them.” — Jeff Bezos. Sales is about exceeding expectations.

How can you add unexpected value to clients? Think beyond transactions — educate, reassure, and guide them at every step.

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Focused Action or Endless Distraction

Success isn't about being busy, it's about being intentional. When you commit to mastering Teach to Sell, refining your focus, and eliminating distractions, success is inevitable.

Will you keep chasing every opportunity and stay stuck, or take control, simplify your path, and step into a future of Consistent and Predictable Income?

My one top priority this week (everything else waits):

WILL YOU COMMIT OR QUIT?

CHAPTER 4

Your Path to Success

PRE-DECISION COMPASS

Pre-Decision Compass

Before applying Teach to Sell, ask yourself:

- What limiting belief is holding me back from achieving success?
- How have my past experiences shaped my perception of what's possible?
- What small, courageous step can I take today to move forward?
- How can I embrace uncertainty and trust that clarity comes through action?

TEACH TO SELL EXERCISE

TEACH TO SELL EXERCISE: OVERCOMING FEAR AND TAKING ACTION

Identify one area in your business or life where fear is holding you back.

Write the worst possible outcome your fear says will happen.

Write the best possible outcome if you take action despite the fear.

Commit to one action today that moves you toward the best outcome.

Reflect at the end of the day: did the worst case happen, or was the fear an illusion?

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Will You Do the Work?

Every hero reaches a crossroads. That moment is now. Identify one fear or limiting belief. Take one action today that challenges it. Share the commitment with a mentor, friend, or accountability partner. Track your progress for one week.

The greatest salespeople weren't born fearless. They learned to take action despite fear.

The person I'll share this commitment with:

WILL YOU COMMIT OR QUIT?

CHAPTER 5

Upgrade Your Environment

PRE-DECISION COMPASS

Pre-Decision Compass: Shaping Your Success Through Environment

Reflect on the moments where your environment propelled you forward or held you back. Ask yourself:

- Who are the people I spend the most time with? Do they inspire or drain me?
- What limiting beliefs about my environment have I accepted as truth?
- What small changes can I make today to create a more empowering space?
- If I fully believed in my potential, what would I do differently?

TEACH TO SELL EXERCISE

TEACH TO SELL EXERCISE: TEN WAYS TO BELIEVE IN YOURSELF

Work through each prompt. These are the ten practices from the chapter.

1. Change your perspective. A time you failed — and what you gained from it, rewritten as a learning opportunity.

2. Transform your limiting beliefs. A time you felt unworthy, the belief behind it, and that belief rewritten as an empowering statement.

3. Love yourself. Three traits you love about yourself.

4. Embrace healthy routines. One habit to adopt, and who will hold you accountable to it for thirty days.

5. Surround yourself with supportive people. One person who uplifts you — spend an extra hour with them this week.

6. Create a “board of directors” in your mind. A successful person you admire whose biography you’ll read or listen to.

7. Stop comparing. Someone you’ve judged, a trait about them you can appreciate, and three things you’re grateful for today.

8. Face your fears. Something in sales that scares you, and a new, empowering meaning for it.

9. Learn a new skill. A skill you want to learn, and one action today toward mastering it.

10. Act today. One thing you've been putting off — and when you'll do it.

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Will You Do the Work?

Change requires action, and action requires commitment. Commit to applying at least one of these strategies this week. Quit making excuses for why you can't start. Your next level is waiting.

The one strategy above I'll apply this week:

WILL YOU COMMIT OR QUIT?

CHAPTER 6

Teach to Create and Achieve Your Goals

PRE-DECISION COMPASS

Pre-Decision Compass: The Power of Teaching and Transformation

Before you take action on any goal, ask yourself:

- What experiences shaped your current beliefs?
- Where have you held yourself back due to fear or uncertainty?
- What false narratives have stopped you from achieving more?
- What would happen if you fully committed to your goals and trusted the process?

TEACH TO SELL EXERCISE

TEACH TO SELL EXERCISE: TAKING CHARGE OF YOUR LIFE

What doubts and feelings of unworthiness have held you back?

Who can guide you toward success?

What specific steps can you take today toward your dreams?

How can you embrace gratitude and create your best day?

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Break the Cycle or Stay Stuck

You can keep struggling to define your goals, letting fear control your decisions, and wasting time on trial and error. Or you can commit to learning a proven framework, teaching others to gain mastery, and building trust through clarity and leadership.

Success isn't about talent. It's about focus, commitment, and the ability to teach others to see a new path forward.

The one goal I'm committing to and teaching someone else to reach:

WILL YOU COMMIT OR QUIT?

Teach to Transform

PRE-DECISION COMPASS

Pre-Decision Compass: Rewriting the Narrative Before It's Too Late

Before a cycle repeats itself, before another poor decision is made, ask yourself:

- What patterns from my past are shaping my present choices?
 - Am I reacting to circumstances, or actively designing my life?
 - What beliefs do I hold that could be limiting my potential?
 - How can I reframe my challenges into opportunities for growth?
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COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Will You Lead, or Let Others Decide for You?

There comes a moment in every journey when the hero faces the choice that determines everything. Will you take full responsibility for guiding your clients? Will you step up as the leader they need, or let someone less skilled, less ethical, or less committed make the sale?

Commit to mastering Teach to Sell. Commit to being the trusted expert. Commit to transforming your business and your life.

The pattern from my past I'm choosing to rewrite:

WILL YOU COMMIT OR QUIT?

CHAPTER 8

Teach to Communicate Effectively and Create Trust

PRE-DECISION COMPASS

Pre-Decision Compass: The Foundation of Influence

Before any sales conversation or leadership interaction, ask yourself:

- Am I entering this conversation focused on connection rather than persuasion?
- Have I considered the other person's emotional drivers and concerns?
- Am I prepared to listen more than I speak?
- Have I created an environment where trust can thrive?

TEACH TO SELL EXERCISE

TEACH TO SELL EXERCISE: MASTERING TRUST THROUGH COMMUNICATION

Think of a past client interaction where you faced resistance. Answer these questions:

How well did you build rapport before introducing your offer?

Did you uncover the client's real emotional trigger, or stay at surface level?

How much did you listen versus talk? Did you let the client fully express their thoughts?

If you had used the CPI Communication Model, how might the outcome have changed?

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Will You Master Communication, or Keep Losing Influence?

Every deal, every negotiation, every leadership moment hinges on communication. Will you commit to mastering the CPI Communication Model — building rapport, asking adept questions, and actively listening? Or keep guessing, losing deals, and struggling to influence?

In my next conversation, I will listen more than I speak about:

WILL YOU COMMIT OR QUIT?

CHAPTER 9

Teach to Find Business

PRE-DECISION COMPASS

Pre-Decision Compass: Overcoming Fear to Take Action

Before you begin lead generation, reflect:

- What fear is holding me back from taking action?
- What's the worst that could happen if I fail? The best if I succeed?
- What would my business look like ninety days from now if I consistently took action?
- How would I feel knowing I've built unstoppable momentum?

Say to yourself: "I will commit to daily lead generation, knowing that consistency creates success."

TEACH TO SELL EXERCISE

TEACH TO SELL EXERCISE

Select one to three lead-generation strategies that feel right for you: networking, cold calling, content marketing, paid advertising, social media outreach.

Place these on your calendar as non-negotiable time blocks.

If using paid marketing, confirm you have an eighteen-month financial runway before implementing.

Track your results weekly. Note what you'll adjust.

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: The Choice That Defines Your Success

Lead generation isn't optional; it's the foundation for success. Excuses, distractions, and hesitation won't bring in clients. Consistency will. Block the time, follow through, and push past resistance.

There's no in-between. Half-commitment leads to half-results.

My non-negotiable daily lead-generation time block:

WILL YOU COMMIT OR QUIT?

Teach to Convert Clients

PRE-DECISION COMPASS

Pre-Decision Compass

Before meeting a prospect, ask yourself:

- What do I know about this person beyond their immediate need?
- How can I tailor my conversation to align with their values and personality?
- What deeper motivations might be driving their decision-making?
- Am I prepared to ask meaningful questions that build trust and rapport?

Pre-Decide that before every client meeting you will research, listen, and connect — positioning yourself as a trusted advisor, not a pitch.

TEACH TO SELL EXERCISE

TEACH TO SELL EXERCISE: THE CONVERSION COMMITMENT

Conversion is about leading clients through a decision-making journey where they recognize you as their trusted advisor.

Step 1 — Understand the “why.” What challenge or pain point is this client trying to solve?

What fears, hesitations, or objections might be holding them back?

What deeper emotional driver influences their decision? (security, freedom, recognition, certainty, success, status)

Step 2 — Teach to build trust. What valuable insight could you share? How does the process work? What transformation story could you tell?

Step 3 — Lock in the next step. Ask: “What would you need to see or know to feel completely confident moving forward?” Then write your specific next step with this prospect.

Action challenge: for the next seven days, before every meeting uncover the client's motivation, teach them something valuable, and end with a firm next step. Then reflect — did the conversation flow more naturally? Was the client more engaged and confident?

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Your Resurrection Moment

You've built momentum, but the conversions aren't coming fast enough and the follow-ups feel inconsistent. This is your test. You can let doubt creep in, make excuses, or rise.

Your challenge: over the next seven days, track every lead you interact with. Before each meeting, research your prospect, find one key insight, and tailor your approach.

The prospect I'll research and tailor my approach to first:

WILL YOU COMMIT OR QUIT?

CHAPTER 11

Teach to Hire the Right People

PRE-DECISION COMPASS

Pre-Decision Compass: Aligning Your Leadership with Your Hiring Strategy

Before you begin hiring, reflect on your own experiences with leadership and teamwork. Ask yourself:

- Have I ever worked under a leader who inspired me? What qualities did they have?
- Have I ever worked for a leader who drained my motivation? What qualities did they lack?
- What kind of leader do I aspire to be?
- How will I ensure that I attract the right people to my vision?

Before you hire, decide you will not settle for mediocrity. Commit to attracting, developing, and retaining high-caliber people who align with your vision and values.

TEACH TO SELL EXERCISE

EXERCISE 1: DEFINE YOUR VISION FOR GROWTH

What do I see my company achieving? (Refine until it's one crystal-clear sentence.)

How can I communicate this vision clearly to those I lead, and how often do I reinforce it?

TEACH TO SELL EXERCISE

EXERCISE 2: IDENTIFY YOUR CORE VALUES

Ideas: integrity, achievement, creativity, courage, growth, leadership, impact.

Who do I admire most, and what qualities do they have that I respect?

List your top three values and how they shape your hiring decisions.

TEACH TO SELL EXERCISE

EXERCISE 3: ATTRACTING THE RIGHT PEOPLE

Hiring is about being the kind of leader top talent wants to follow.

Would I want to work for someone like me? Would I hire myself for this role?

Write three actions you can take to become the kind of leader who naturally attracts top talent.

TEACH TO SELL EXERCISE

EXERCISE 4: BUILDING A TALENT BENCH

Do I have a list of people I'd like to recruit when the opportunity arises?

How can I start conversations with high performers before I need them, and what's my plan to develop and retain top talent?

Commit to reaching out to at least one potential future hire this week.

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: Own Your Leadership and Hiring Strategy

Commit to hiring with intention and surrounding yourself with the best people, or stay stuck doing everything yourself. Write three specific actions to strengthen your leadership and hiring, take one within twenty-four hours, and hold yourself accountable.

If you don't intentionally build your team, your business stays limited by what you can do alone.

The one hiring action I'll take in the next twenty-four hours:

WILL YOU COMMIT OR QUIT?

Teach to Help Others Get What They Want

PRE-DECISION COMPASS

Pre-Decision Compass: Embracing Leadership Growth

Reflect on past experiences where you had to lead or guide others. Leadership is developed over time through conscious effort. Ask yourself:

- When have I taken on a leadership role, even when it wasn't official?
- What leadership qualities do I naturally possess, and which do I need to develop?
- How has my approach to leadership changed based on past experiences?
- What would happen if I fully embraced my ability to lead with confidence?

Pre-Decide that when challenges arise in your leadership journey, you will embrace them as growth opportunities.

TEACH TO SELL EXERCISE

TEACH TO SELL EXERCISE

Ask yourself:

How would you describe a great leader?

Who was the best leader that helped you?

How do you become a better leader?

Are you a leader or a follower?

How do you define leadership?

COMMIT OR QUIT CHALLENGE

Commit or Quit Challenge: The Leadership Crossroads

You can step up as a leader and empower others, or remain where you are, waiting for leadership to happen to you. This week: identify one person you can mentor, set up a structured team meeting for collaboration and accountability, and pinpoint one challenge and implement a solution.

The one person I'll mentor and guide this week:

WILL YOU COMMIT OR QUIT?

Living the Teach to Sell Philosophy

At the core of Teach to Sell is a simple truth: when you teach, you lead. And when you lead, you inspire transformation in others. That transformation begins with you.

Every morning, I ask myself: “How may I serve at a higher level today?” That single question has shaped my journey through business, fatherhood, and life. Now I pass it on to you.

The future is not something we wait for. It's something we create.

What action can I take today that will allow me to create lasting success — not just now, but ten, twenty years from now?

Tomorrow morning, ask again: “How may I serve at a higher level today?”

To your success.

DON'T STOP AT PAPER

**You've done the work on paper.
Now bring it to the Room.**

The Room is free, live, and every week. Practice the method with Dan and a room of agents doing the same. No pitch. Just the work.

SAVE YOUR SEAT · NOBROKEMONTHS.COM/ROOM

New to Teach to Sell? Get the book at teachtosellbook.com