

Program Details

Thursday, November 6, 2025 9:45 AM

The \$100K Book

Write A Tiny Book That Creates High-Fee Clients

6 Weeks. 2 Tiers. One Big Idea:
You don't need to become a bestselling author.
You need to write a tiny book that makes you unignorable.

You don't need to write the next BIG book.
You need to write the right SMALL one.

November 2025

[Join Us](#)

What This Program Is

This is not a writing course.
This is not a publishing workshop.
This is a 6-week experience designed to help you craft a book so valuable, so specific, and so insightful – that your dream clients start asking, “How do we work together?”
If you've ever thought about writing a book – but didn't know where to begin, or doubted it would matter – this is the moment to start.
This isn't about getting on the New York Times list.
It's about writing the book that lands you in the rooms where real decisions are made.

You'll Leave the Program with:

- A publishable, client-attracting book (under 80 pages)
- A strategy for using it to generate \$100K+ in coaching revenue
- Confidence, clarity, and your next 3 clients already in motion

Who This Is For

This is for you if:

- You're tired of being the best-kept secret in your industry
- You have a body of wisdom that's been living in your head – and it's time to get it out
- You're ready to create a book that generates clients, not just compliments
- You've built a solid coaching business, and you're ready to play at a higher level
- You want to be known, trusted, and referred without social media tricks or funnels

To join us, you've been coaching for at least 3 years, or you've built a successful career in another field. Your coaching income more than covers your expenses, but more importantly, you're ready to take bold, fearless actions that challenge the status quo.

Who This Is NOT For

This program is not about:

- Finding a literary agent or landing a traditional publishing deal
- Step-by-step instructions for self-publishing (ISBNs, platforms, distribution)
- Editing, proofreading, or cover/page design
- Book layout, formatting, or pricing strategies
- Advanced book marketing, launches, or author branding
- Social media promotion or growing an online following
- Getting your book into bookstores or online retailers
- Legal issues like copyright or content ownership

This is a program to help you write a Tiny Book that creates clients. Nothing more. Nothing less.

Why This Matters

I've sold over 120,000 copies of The Prosperous Coach. But I only make \$1.50 per sale.
The book didn't make me wealthy.
The clients it created did.
And over the past decade, I've helped dozens of coaches do the same – with their own tiny books.
Now, I've distilled everything I know into this program.
You don't need to be a great writer.
You just need a bold idea, a clear reader, and a powerful invitation.

Two Ways To Join

The \$100K BOOK: CORE –\$1,995

The complete system to write a book that creates clients.

You'll receive:

- **2x Deep-Dive Teaching Sessions with Rich:** Learn how to create your \$100K Tiny Book and discover how to use it as a client-creation tool.
- **1X Deep-Dive Workshop with Alex** (Rich's personal program creator): Master the art of creating original IP—frameworks, tools, and questions that boost your credibility and make your book unforgettable.
- **3x Live Author Interviews with Alex:** Behind-the-scenes with Tiny Book authors—see how they turned short books into high-fee clients, and ask your questions live.
- **Private Mighty Networks Community:** Connect with coaches writing Tiny Books. Share progress, swap ideas, and stay accountable.
- **Engaging 48-Hour Challenges:** Six focused challenges to sharpen your message, structure, and momentum.
- **Access to all replays, transcripts, and templates.**

[Secure Your Seat](#)

The \$100K BOOK: VIP –\$4,495

Hello Yamato,

Tomorrow, we begin something extraordinary.

Not just a program about writing a book—but a journey into the clarity of your message, the power of your story, and the next chapter of your leadership.

Thursday, November 6th at 8am Pacific | 11am Eastern | 4PM UK

[Join the Session »](#)

Everything you need—updates, replays, and the Discussion feed—lives inside the Hub:

[Go to the Hub »](#)

The Discussion feed will open after the first session.

If you have questions, my team is here to help at hello@richlitvin.com.

Come ready to listen deeply, think boldly, and write the book only *you* can write.

Love. Rich

P.S. As you prepare for tomorrow, notice what wants to be written through you—not just what you *think* you should write.

If you'd like to be personally guided through that deeper process—and see how I'm doing the same as I write my next book—join me in the VIP experience. There's a few spots left. Reply “VIP” and my team will share the details.

Live Call Schedule

- Nov 6th 8am-10am PT: Core Session with Rich
- Nov 11th 8am-10am PT: Workshop with Alex
- Nov 19th 8am-9am PT: Interview with the Authors
- Nov 20th: 8am-9am PT: Interview with the Authors
- Nov 21st: 8am-9am PT: Interview with the Authors
- Dec 4th 8am-10am PT: Core Session with Rich

For the coach who's ready to be seen, challenged, and sharpened by Rich in real time.

Everything in Core, PLUS exclusive access to:

- **2x VIP Group Coaching Calls with Rich**
 - Book Distillation Lab: Craft your title, premise, and promise
 - Client Creation Lab: Turn your book into a \$100K client generator
- **IP Lab Bonus**
 - Rich will personally review your title or concept
 - You'll receive a 60-second personalized video insight
- **Private VIP thread in Mighty Networks**
 - Ask questions. Share drafts. Get Rich's attention.

Only 15 VIP spots available. Once filled, doors close.

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“Feature Me” Submission Bonus (by application only):

If you complete and submit your book by the final deadline, you'll be eligible for:

- A chance to be featured in Rich's 15K-subscriber newsletter
- A spotlight for the Top 5 books via video shoutout to 60K+ social followers

Only completed books will be considered. Nothing is guaranteed. But if you create something powerful, we'll help you make it seen.

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WHAT YOU'LL LEARN

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- Why short books outperform long ones in client creation
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- How to write a book for clients you want – not the ones you already have
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- The three types of books that create clients (and which one is yours)
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- How to craft magnetic language, titles, and counterintuitive truths
-
- Why "finishable" beats "fancy" – and how to win trust through simplicity
-
- What makes a book spread via word-of-mouth, without paid ads
-
- How to use QR codes, audiobooks, and physical books as lead magnets
- - The exact ways 4PC and VIP coaches are using their books to generate six figures

THIS ISN'T JUST A BOOK

It's your invitation.

It's your calling card.

It's the way you start \$100K conversations – without shouting, selling, or chasing.

Your book won't just speak for you.

It will speak to the people who already want to work with you.

Are you ready to become unignorable?

[Reserve Your Spot Now](#)

You don't need a fancy book. You need a useful one – one that turns strangers into clients. That's what I'll help you create.

Join me for The \$100K Book and let's build something that works while you sleep.

Love, Rich

PS: If you're already a high-level coach, this might be the only writing program that speaks your language. No fluff. No filler. Just strategy, storytelling, and a book that makes people say: "I need to work with you."

Frequently Asked Questions

Q: Do I need to be a good writer?

A: No. You need a valuable idea and the courage to say it clearly. We'll show you how.

Q: Do I have to finish the book during the program?

A: That's the goal – but you'll also leave with a strategic plan to publish and share it powerfully, even if the draft continues after.

Q: Will I be writing during the program?

A: Yes, we include structured writing challenges to help you take action – not just notes.

Q: What's the difference between the Core and VIP tiers?

A: VIP gives you access to Rich's personal feedback, additional live coaching, and a more intimate group. It's for the coach who wants to go deeper, faster – with eyes on their work.

Q: Can I upgrade to VIP later?

A: Only if there are still seats available. VIP is capped at 15 participants to maintain depth and intimacy.

Q: Am I ready for this level of program?

A: If you meet the prerequisites and feel both excited and slightly scared by the prospect, you're probably ready. Remember, growth happens outside your comfort zone. This program is designed to challenge you and help you reach new heights.

Q: How much time should I allocate for this program?

A: Plan to fully engage for the 6 weeks. While the live sessions are scheduled, the challenge days and writing work are crucial for integration and application. You'll get the most value by fully committing throughout the program.

Q: What's the refund policy?

A: We operate on a "Hell Yes or Hell No" commitment model. If you're in, you're in. Your payment secures your spot and is non-refundable – but can be applied as credit to any future program if you give 30+ days' notice. We love people who want to play full out. There is nothing else.