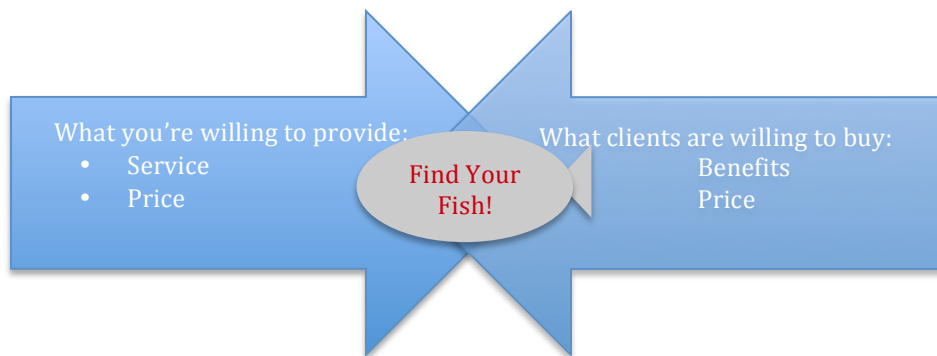


**Build Your Successful Coaching Practice
Action Worksheet #2: Find Your Fish**

Objective: Consider a broader perspective on the intersection between:
Your passion, skills & knowledge → ← Services people are motivated to pay for



Start on the left hand side of the diagram. Think expansively about your passion, skills, and knowledge, and make a long list of what you have to offer.

Now think about the right hand side of the diagram. What are some of the needs that people experience in relation to the list you just created?

SERVICES

Which of those needs do you think people are most likely to seek to hire a professional coach to help with?

MOTIVATION

What motivates them to start that search?

SEARCH

When they've decided to search for a coach, how might they do it?