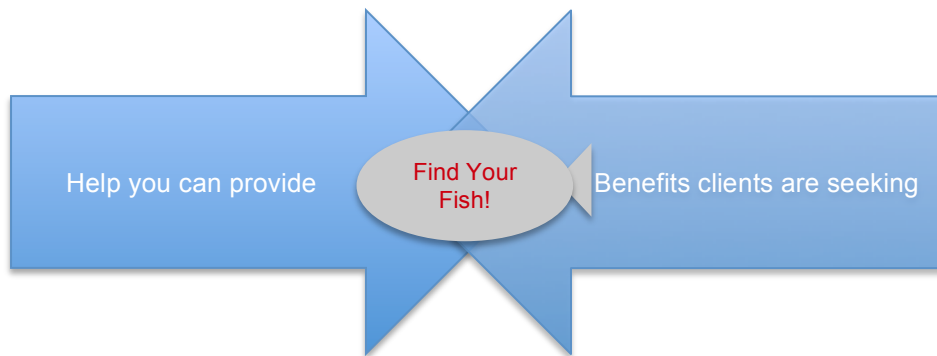


**Build Your Successful Coaching Practice  
Action Worksheet #1b: Find Your Fish**

**Objective:** Consider a broad 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 coaching skills and expertise, your varied experiences, and the benefits of your approach. Now write about them.**

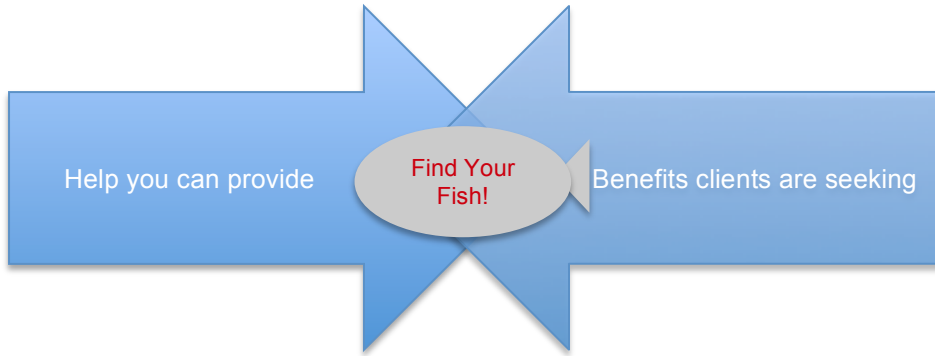
You can make lists, write sentences, draw pictures, whatever you want. You'll have plenty of opportunities to think about this throughout the course, so don't worry about getting it "right." Just think big!

MY COACHING SKILLS

MY EXPERTISE

MY EXPERIENCE

MY APPROACH



**Now think about the right hand side of the diagram, the people who are looking for the kind of help you can provide. Once again, think as expansively as you can!**

### NEEDS

What are some of the needs that people experience that are relevant to your coaching skills, expertise, experience, and approach?

Looking at your list above, circle the needs you think people are most likely to be motivated to hire a coach for help with. Now see if you can think of any others.

## BENEFITS

What are some of the benefits people with those needs might get from working with you?