

# practice planning worksheet

What products and/or services do I provide? \_\_\_\_\_

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What value do I provide to my clients? \_\_\_\_\_

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Why would people want to hire me over another coach? \_\_\_\_\_

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What is unique about what I offer, who I am, how I provide what I provide? \_\_\_\_\_

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Who are my clients now (if you don't have any, skip to the next)? \_\_\_\_\_

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**practice planning worksheet**

Are these the people that I want as clients? \_\_\_\_\_  
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Who IS my ideal client? \_\_\_\_\_  
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Where do they live, congregate and work? \_\_\_\_\_  
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What is most important to them? \_\_\_\_\_  
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Where and how can I reach these clients? \_\_\_\_\_  
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**practice planning worksheet**

How will my clients know that my services or products are working for them? How will their life or work be improved because of what I have provided? \_\_\_\_\_

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What part of my business am I more passionate about or better at than another part? \_\_\_\_\_

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How much of that comprises my total business? \_\_\_\_\_

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How much of that do I want to comprise my total business? \_\_\_\_\_

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