

6 ESSENTIAL ELEMENTS ASSESSMENT

1. What area of coaching are you in?
2. What is your biggest struggle or “pain point” in your business right now?

ELEMENT	RED	YELLOW	GREEN
IDENTIFY YOUR NICHE			
CLARIFY YOUR UNIQUE POSITIONING			
CREATE YOUR VISIBILITY PLAN			
BUILD YOUR IRRESISTIBLE OFFER			
HANDLE YOUR HIRING			
MASTER YOUR CEO MINDSET			