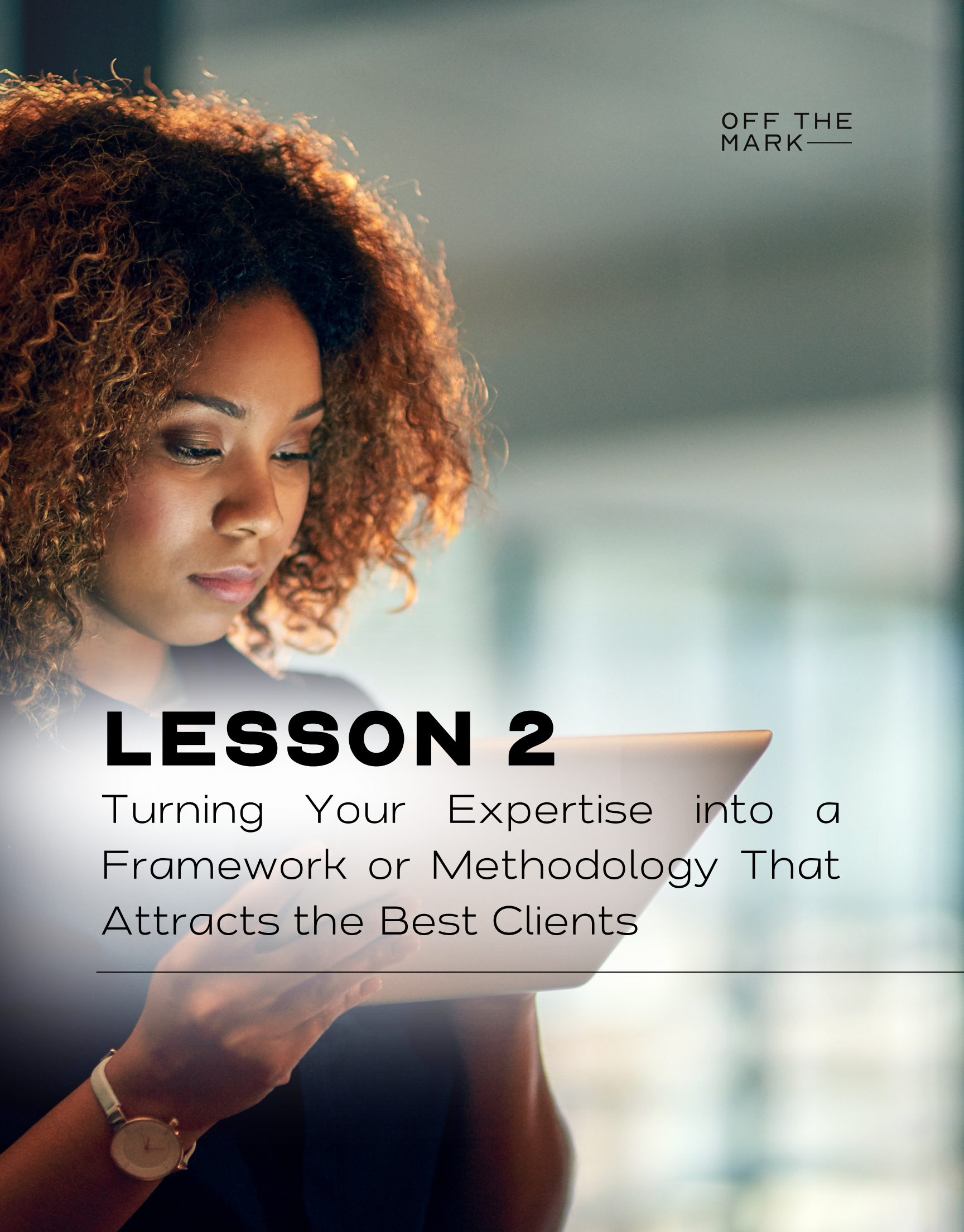


A woman with voluminous, curly brown hair is looking down at a tablet computer she is holding. She is wearing a dark blue top and a gold-toned watch with a white face on her left wrist. The background is a blurred office or indoor setting with soft, warm lighting.

OFF THE
MARK—

LESSON 2

Turning Your Expertise into a Framework or Methodology That Attracts the Best Clients

WELCOME TO LESSON 2 OF

The

PROFITABLE **COACH CODE**

A Legal & Strategic Blueprint for Therapists
Turning Expertise into Income

This workbook is designed to help you clarify your unique value as a coach by identifying your core strengths, articulating the transformation you offer, and defining your proprietary framework or methodology. Use the guided prompts and reflection questions below to begin shaping a coaching brand that reflects your genius and delivers real results.

STEP
01

IDENTIFY

YOUR CORE STRENGTHS AND EXPERTISE



As a licensed therapist, you bring a wealth of experience, training, and intuition to your work. This step helps you uncover the specific strengths and areas of expertise that will form the foundation of your coaching practice.

REFLECTION QUESTIONS

- ▶ What clinical topics or client challenges do you feel most confident addressing?
- ▶ What tools, modalities, or approaches do you consistently use with success?
- ▶ What feedback do you regularly receive from clients or colleagues about your strengths?
- ▶ What parts of your work light you up the most?



STEP

01

IDENTIFY YOUR CORE STRENGTHS AND EXPERTISE

WRITE YOUR RESPONSES BELOW:

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface. The overall appearance is that of a clean, unused piece of stationery or notebook paper.

STEP

01

IDENTIFY YOUR CORE STRENGTHS AND EXPERTISE

STEP 02

ARTICULATE THE TRANSFORMATION



Coaching clients are looking for results. This step helps you define the 'before and after' transformation your coaching provides, so you can clearly communicate the value of your work.

REFLECTION QUESTIONS

- ▶ What is the core problem your ideal client is facing?
- ▶ What does their life or business look like before working with you?
- ▶ What changes or outcomes can they expect after working with you?
- ▶ How will they feel, think, or behave differently as a result of your coaching?



STEP

02

ARTICULATE THE TRANSFORMATION

WRITE YOUR RESPONSES BELOW:

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

STEP 03

DEFINE YOUR FRAMEWORK AND METHODOLOGY



Your coaching framework is the structured process or method you use to guide clients through transformation. This step helps you begin outlining your unique approach.

REFLECTION QUESTIONS

- ▶ What are the key phases or steps in your coaching process?
- ▶ What tools, exercises, or strategies do you use at each stage?
- ▶ How does your framework reflect your values and expertise?
- ▶ What makes your approach different from other coaches in your niche?



STEP

03

DEFINE

YOUR FRAMEWORK AND METHODOLOGY

SKETCH YOUR FRAMEWORK BELOW (USE BULLET POINTS, DIAGRAMS, OR STEP-BY-STEP DESCRIPTIONS):

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings visible.

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