

Your Unique Expression

Experience + Expertise + Passion + Values = YOUR UNIQUE EXPRESSION

This worksheet will support you in discovering the potential niches and target markets you could be serving in your business. Take your time as you work through the exercises in this tool. Use somatic noticing to feel how your unique expression wants to unfold, whom you want to work with, and what you have to offer them. The more clearly you define these attributes, you will receive more satisfaction from your new business, your clients will receive more value.

Money is Energy in Form and Needs Three Things to Flow in the Direction You Want it to Flow Clarity, Specificity, and Organization!

Exercise #1

1. Take three deep breaths and get grounded in your body.
2. Tell your body to show you the energy form representing *the experience* you have that wants to be utilized in your business. This can be anything, so don't mentally begin to list off your personal and professional experiences. We will do that later in this worksheet. For now, feel and listen to your inner wisdom.
3. Write it down here:

Write Down Your Take Aways From This Exercise

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Exercise #2

1. Take three deep breaths and get grounded in your body.
2. Tell your body to show you the energy form representing the expertise you have. Follow the same instructions as in exercise #1. Remember these experiences could be anything, both personal and professional.
3. Write it down here:

Write Down Your Take Aways From This Exercise

EXPERIENCE + EXPERTISE + PASSION + VALUES
= YOUR COACHING NICHE

Exercise #3

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- This image shows a blank 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, text, or other markings on the paper.

MONEY NEEDS THREE THINGS
CLARITY, SPECIFICITY, AND ORGANIZATION!

Exercise #4

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- This image shows a blank 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, text, or other markings on the paper.

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Exercise #5

1. Go back to the list of niches you made for Class 2.2.1 to review the list of niches you discovered. Look at that list, and if any niches fit all of the top three needs for expression from each group, and write them down here.

Experience:

Expertise:

Passion:

Values:

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Exercise #6

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- 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. There is no handwriting or other markings on the paper.

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- This image shows a blank 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, text, or other markings on the paper.

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Exercise #7

1. List any niches or markets that feel like a fit for you.

2. What dilemmas and problems do the people who fit into these niches have?

3. What solutions do your clients discover when working with you?

4. What are the qualities of the people you want to work with?

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