

Vertical	Problem	Pain	Vision	Result	Passion	Paid
Type of Coaching	Abstract Problem	Concrete Symptom & Indicator	Inner Subjective Abstract General	Outer Objective Concrete Specific		
Health coaching	Gaining weight	Doctor said to lose weight or I'll have problems	Improve health and fitness	Lose 20 pounds of belly fat		
Business coaching	Unsatisfied with career	Lose their job	Become an entrepreneur	Launch your business		
Fitness coaching	Low energy and stamina	Can't keep up with kids during play	Get in better shape	Run your first marathon		
Dating coaching	Loneliness	Haven't been on a date in over a year	Find love	Find a girlfriend in 90 days		
Relationship coaching	Difficulty meeting new people	Spend most weekends alone	Improve dating life	Go on 4 dates a month		
PR coaching	Lack of industry visibility	Competitors getting more press coverage	Gain industry recognition	Get your startup featured in Forbes or Fortune Magazine		
Career coaching	Feeling undervalued at work	Passed over for promotion twice	Advance career	Negotiate a raise of \$10,000 per year or more		
Sales coaching	Struggling to grow business	Revenue has plateaued for 6 months	Grow client base	Land one new high-paying client in the next month		
Social media coaching	Limited online reach	Social media engagement down 50%	Increase online presence	Get 10,000 social media followers in 3 months		
Web development coaching	Outdated online presence	Website not mobile-friendly, losing customers	Establish web presence	Publish your mobile-friendly website in 30 days		
Marketing coaching	Difficulty scaling business	New product launch underperformed	Achieve business success	Do a million-dollar product launch		
Executive coaching	Business growth has stalled	Missed last two quarterly targets	Improve business performance	Grow your company sales by 20%		
Leadership coaching	Career progression has slowed	Overlooked for executive positions	Advance to executive level	Get a VP level job that pays \$200k per year or more in 3 months		
Public speaking coaching	Lack of industry influence	Rarely invited to speak at conferences	Become a thought leader	Secure 3 high-profile speaking engagements in the next quarter		
Personal branding coaching	Low professional visibility	Difficulty attracting top talent to company	Increase industry influence	Get on 10 podcasts this year		
HR coaching	High employee dissatisfaction	Increasing number of negative reviews on job sites	Improve company culture	Reduce employee turnover by 20% in 6 months		
Business systems coaching	Overworked and stressed	Working 80+ hours a week	Create a self-sustaining business	Transition your business to run without you in 6 months		
Academic coaching	Child struggling in school	Grades dropping, risk of failing	Help child succeed academically	Get your teenager to a B average for the year		
Education consulting	Concern about child's future	Child's test scores below Ivy League standards	Secure child's future success	Get your child into an Ivy League School		
Strategic partnerships coaching	Limited business growth opportunities	Losing market share to larger competitors	Form strategic business alliances	Secure a partnership deal with a Fortune 500 company in the next quarter		
Writing coaching	Aspiring author with writer's block	Manuscript rejected by multiple publishers	Become an author	Get a 7-figure book deal		
Wealth coaching	Financial insecurity despite high income	Living paycheck to paycheck despite 7-figure salary	Achieve financial freedom	Sell your company for more than \$10 million within a year		
	Description of category of experience.	One situation that one individual person experienced. The way one person described what happened that day.				
	Common, but specific					
	Universal, but concrete					