

*Terry Lamb*  
*Business & Professional Coaching Program*

Design your own curriculum and select 10 out of 15 coaching sessions!

1. **Identifying areas of growth and development**
  - Using your natal chart, transits, and progressions, this session identifies way to synergize with the planetary energies available to you both short- and long-term.
2. **Setting your short- and long-term goals for life development**
  - Using Session 1 as a foundation, this session focuses on setting strategic, measurable, actionable, and timely goals.
3. **Personal SWOT Analysis Development and Review**
  - With the help of your natal chart, this session helps you identify your key strengths, weaknesses, opportunities, and threats in business.
4. **Identifying Markets, Audiences, and Agents of Success**
  - We explore new avenues of enterprise and exposure, and how to market to these new audiences.
5. **Developing Products and Services**
  - Strategizing your use and development of personal and third-party products and services.
6. **Developing Essential Professional Skills**
  - In this session, you will identify the skills you need to develop to accomplish your goals and map out the path to developing those skills.
7. **Developing Your Professional Business and Marketing Plan (Session 1 of 2)**
  - This session will help you develop your long-term master plan. For example, a business and marketing plan for profession, a personal growth plan for life development.
8. **Developing Your Professional Business and Marketing Plan (Session 2 of 2)**
  - This session will help you develop your plan to achieve your goals.
9. **Creating Your Marketing Materials (Session 1 of 2)**
  - I will review and critique current marketing materials and media kits, then we will identify what needs developing and how to do so.
10. **Focus Session: \_\_\_\_\_**
  - This session will direct our attention to an area of critical importance to your goals. For instance, developing writing or speaking skills for success; media outreach; topic, service, or product line development. May be repeated as needed.
11. **Refining Your Personal Image**
  - In this session, we will discuss strategies for using your appearance to maximize your response rate.
12. **Business Networking and Sales Strategies for Marketing Your Products and Services**
  - Gain insight into the best business development and sales approach for your success.
13. **Professional Transition Coaching**
  - Establishing criteria for transitioning into the next phase of your business.
14. **Create a Time-Sensitive Definitive Action Plan Matrix**
  - Using your natal chart and planetary trends, we will create a performance matrix, which will include a complete set of tasks and action steps to follow over the first year of your new plan.
15. **Post-Activity or -Event Debriefing**
  - Increase your leverage in future business activities through debriefing and assessment.