OVERVIEW

Advice-Alternative-Map

Show — without saying it — why coaching beats advice for your niche.

CLIENT / NAME	COACH	SESSION DATE

P Purpose

Prepare the two or three sentences that distinguish your coaching from advice, mentoring and quick fixes, in your client's language.

W Why this matters

Your niche has been advised to death. When a prospect asks 'why not just ask my friend who did it?', the answer either sounds defensive or sounds like you.

1 The advice landscape

Work here
What do people in your niche usually hear from friends, books and social feeds?

2 Where advice breaks

Work here
Why does that advice rarely hold for THIS person? Write the honest, respectful reason.

3 The coaching difference

Work here
Describe what changes when the answer is built with them instead of handed to them.

4 Your two sentences

Work here
Compress it: two sentences you can say warmly in a discovery call, without criticizing anyone.

5 Practice aloud

Work here
Say it three times, differently each time, until it stops sounding rehearsed.

R Read it back

READ-BACK

If your sentences could offend a loving friend who gives advice, soften them. The goal is contrast, not competition.

YOUR NEXT MOVE

Store this next to your one-liner (Tool 06). They answer the two questions every prospect silently asks.