



**ART OF COACHING PODCAST™ EPISODE 76
BRETT SOLO EPISODE: GETTING OUT OF YOUR OWN WAY**

Say you have an idea, product, mission, etc. that would be of value if shared among a community of people. What's keeping you from putting it out there? Ask yourself the following questions to see which sticking point(s) you may be experiencing.

Psychological: Do I have something of value to contribute? Am I ready to put myself and my work out there? Would I be willing and ready to hear critical feedback?

Procedural: Where do I start? What are the first few steps I would take? What will this project look like? How deep do I want to go?

Intellectual: What are some unique personal experiences I've had? What's something I've spent time learning and practicing that I could share with others? What level of knowledge do I need before I am prepared to teach someone?

Financial: What can I afford to do? What are some ways I like to consume content? Are they in my price range? How are people in similar situations sharing content?



Observational: How can I get in contact with my potential audience? What questions would I ask them? What problems or needs do they have? Is my idea, product, mission, etc. going to help solve their problem?

Social/Interpersonal: How am I communicating my idea? What barriers would prevent people from seeing my product from the perspective I want them to? How would I market it? Can I boil my idea down to one paragraph, sentence, word, image?

If you struggled to answer the questions from any of the categories above, you may be at a sticking point in your journey. What is your sticking point? Do you have more than one?



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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