



B) Given these scores, what do you think will be the most important focus of our work together?

2. What is one goal that would make a big difference in your life, that would be your topmost goal in a coaching relationship?
  
3. If you could have more of ONE thing in your life right now, what would it be?  
Or, if more appropriate to your goals, if you could have less of ONE thing in your life right now, what would it be?
  
4. Please write down one thing you would like to have or achieve, but are not sure if or how you can have it:

5. Assuming all human beings have some way of blocking achievement or sabotaging their life, which would be your method?

Procrastination		Controlling Life / People	
Indecisiveness		Not Saying "Yes"	
Arrogance / Being Right		Working On Secondary Goals	
Difficulty Taking Advice		Not Always Telling Absolute Truth	
Tolerance		Other:	
Not Saying "No"			

6. If you had a Coach, what would you like to get from the coaching that would be most valuable to you? (3 maximum)

Challenge		Direction	
Accountability		Sounding Board	
Focus		Ideas / Strategies	
Support		Validation	
Inspiration			

7. What do you consider your personal strengths, and which of these strengths might be tapped in order to help you achieve your goal?

Accurate		Friendly		Original	
Ambitious		Gets Results		Outgoing	
Analytical		Goal Oriented		Patient	
Artistic		Good Attendance		Perfectionist	
Assertive		Good Communicator		Persistence	
Big Picture Focus		Good Listener		Persuasive	
Bold		Good Time Manager		Practical	
Cautious		Group Oriented		Precise	
Clarity of Purpose		Helpful		Problem Solver	
Compassionate		High Achiever		Procedure Oriented	
Competitive		High Standards		Reserved	
Conscientious		Highly Motivated		Responsible	
Courageous		Independent		Risk Taker	
Creative		Innovative		Self-Confident	
Decisive		Inquisitive		Self-Controlled	
Deliberate		Intellectual		Self-Reliant	
Detailed		Interpersonal Skills		Self-Starter	
Determined		Leader		Social	
Easy Going		Likes Challenge		Supportive	
Effective		Likes Change		Tactful	
Empathetic		Logical		Takes Initiative	
Energetic		Meets Targets		Thrifty	
Enjoys Routine		Motivates Others		Tolerant	
Enterprising		Non-Demanding		Visionary	
Enthusiastic		Observant		Wants Bottom Line	
Excellent Health		Optimistic		Works With A Team	
Firm		Orderly		Other:	
Flexible		Organized			

The three strengths I could use most in reaching my goal are:

1.	
2.	
3.	

8. Please assess your current skill at copywriting with 1 representing “novice” and 5 representing “expert”:

Skill Level	1	2	3	4	5
Copywriting					

9. Please assess your current skill at marketing (client acquisition only) with 1 representing “novice” and 5 representing “expert”:

Skill Level	1	2	3	4	5
Client Acquisition					

10. Please assess your current skill at general marketing (like networking, direct mail, speaking, article writing, SEO, etc.) with 1 representing “novice” and 5 representing “expert”:

Skill Level	1	2	3	4	5
General Marketing					

11. If we both agreed coaching is a good move for you right now, what’s your best guess at how long it might make sense for us to work together on these goals to really make a good impact?

3 Months		9 Months	
6 Months		Other:	

12. How coachable are you? This quiz can be helpful for understanding coaching, and how it might relate to your life right now.

Please select the number that comes closest to representing how true the statement is for you right now, with 1 being Least True and 5 being Truest. Then, score yourself, using the key below. This will show us how coachable you are right now.

- A) I have the time to complete large and small assignments.

1	2	3	4	5

- B) I feel this is the right time for me to accept coaching.

1	2	3	4	5

- C) I am fully willing to do the work and let the coach do the coaching.

1	2	3	4	5

- D) I am committed to completing what I start.

1	2	3	4	5

- E) I'll give the coach the benefit of the doubt and "try on" new concepts or different ways of doing things.

1	2	3	4	5

- F) I function well in a group setting.

1	2	3	4	5

- G) I can share my true feelings with my coach, if there is something bothering me.

1	2	3	4	5

- H) I am willing to stop or change the self-defeating behaviors that limit my success.

1	2	3	4	5

- I) I have adequate funds to pay for coaching and will not regret or suffer about the fee. I see coaching as a worthwhile investment in my life.

1	2	3	4	5

- J) I am someone who can share the credit for my success with the coach.

1	2	3	4	5

\_\_\_\_\_ TOTAL SCORE (add up all numbers)

SCORING KEY      10 - 20 Not coachable right now.  
                           21 - 40 Coachable.  
                           41 - 50 Very coachable; you will do well in a coaching format!

13. Please check your top three values, and which of the three is most important to you. (Feel free to add any values not listed.) This is critical to achieving your goals, since your goals must be in alignment with your deepest values, or success will be difficult to achieve.

Ability To Nurture		Having A Family		Professionalism	
Achievement		Helping Other People		Public Service	
Advancement		Helping Society		Purity	
Love & Caring		Honesty		Quality of Participation	
Arts		Honor		Quality of Relationships	
Challenging Problems		Independence		Recognition	
Change & Variety		Influencing Others		Religion	
Close Relationships		Inner Harmony		Reputation	
Community		Integrity		Respect From Others	
Competence		Intellectual Status		Responsibility	
Competition		Intelligence		Security	
Cooperation		Involvement		Self-Discipline	
Country		Job Tranquility		Self-Respect	
Creativity		Knowledge		Serenity	
Decisiveness		Leadership		Sophistication	
Democracy		Location		Spirituality	
Ecological Awareness		Loyalty		Stability	
Economic Security		Market Position		Status	
Effectiveness		Meaningful Work		Success	
Efficiency		Merit		Time Freedom	
Ethical Practice		Money		Tranquility	
Excellence		Nature		Truth	
Excitement		Order		Wealth	
Fame		Pers. Development		Wisdom	
Family Time		Physical Beauty		Work Under Pressure	
Financial Gain		Physical Challenge		Work With Others	
Freedom		Physical Fitness		Working Alone	
Friendships		Pleasure		Other:	
Generosity		Power & Authority			
Growth		Privacy			

Top (core) value:

14. In your own words, please share your greatest desire as a copywriter...the one thing that you'd like this coaching program to help you achieve (think big!):
15. What would be your 1-year career goal?
16. In 5 years, what would you like your business life to look like? Please describe in detail. Try to make it as *visual* as you can:

17. As a copywriter you can take several paths. Please select the boxes that appeal to you:

<input type="checkbox"/>	Work for direct marketing/advertising agencies
<input type="checkbox"/>	Work direct with clients
<input type="checkbox"/>	Work part time
<input type="checkbox"/>	Own my own physical agency/virtual agency
<input type="checkbox"/>	Work with local clients
<input type="checkbox"/>	Evolve from copywriter to marketer
<input type="checkbox"/>	Create and sell my own products
<input type="checkbox"/>	Become a copywriting guru
<input type="checkbox"/>	Work with national/international clients
<input type="checkbox"/>	Create a system that solves a marketing problem (e.g., a solution that shortens sales cycles for lead-generating companies)

18. These are the copywriting style(s) I feel most comfortable with:

<input type="checkbox"/>	Corporate/Mainstream (e.g., Microsoft)
<input type="checkbox"/>	Sensational (e.g., Agora)
<input type="checkbox"/>	Non-profit (e.g., religious, “green,” philanthropic)
<input type="checkbox"/>	Political (outrageous)
<input type="checkbox"/>	Agency-level (very sophisticated)
<input type="checkbox"/>	Straightforward (e.g., research papers)
<input type="checkbox"/>	Factual (e.g., manuals, annual reports, P/R)
<input type="checkbox"/>	Journalistic (articles, white papers, case studies)
<input type="checkbox"/>	Long copy (big mailers, very long letters)
<input type="checkbox"/>	Short copy (short letters, web pages)
<input type="checkbox"/>	Other:

19. Are you working full or part time right now, and if so, are you available for coaching during week days?
20. Each **Marlow Method™** coaching option is \$1,000 per month, except the VIP Coaching for Niche Domination™ is \$1,025 per month which includes membership in a private membership site. For qualified applicants there is a one-hour Interview with Chris to determine if coaching is the right fit (\$250 value).

“I have read #20 above and understand the program’s pricing and coaching structure.” Please select box to affirm:



# Coaching Application Form

Please supply your contact data:

Your Name:

Company:

Street Address:

City:

State/Province:

Zip/Postal Code:

Country:

Email:

Home Phone:

Work Phone:

Cell Phone:

Web site:

How long have you been writing copy?

Have you ever sold your writing?

## NEXT STEP:

Email a writing sample and a resume or biography along with this completed Discover Your Goals Worksheet & Application Form to [chris@chrismarlow.com](mailto:chris@chrismarlow.com).

For entry-level copywriters a writing sample must be included, even if never published.

Thank you. I'll be in touch soon.

Join my mailing list for timely information on goal setting, copywriting and marketing for the freelance copywriter:

<http://chrismarlow.com>

Chris Marlow

760-340-2045

Palm Desert CA

[chris@chrismarlow.com](mailto:chris@chrismarlow.com)

© 2016 Chris Marlow

Last updated 01/05/2016 8:47 am