

From an Intuitive Method to a Framework Leaders Can Return To

CLIENT

An intuitive coach turning her own method into a business with clients who come back.

THE PATH

STEP 1 · DIAGNOSTIC

ProfitPath™

Found a strong fit with leaders who plan in quarters, and that her written materials already stood on their own.

STEP 2 · BUILD

PathMaker™

Built her method into the SHIFT framework: four stages, sixteen client archetypes and a quarterly structure.

EXIT

[Confirm]

[What she chose after the walkthrough]

THE SHORT VERSION

BEFORE

An intuitive coach had a method she believed in, but no structure for turning it into a business with recurring clients.

DURING

The diagnostic showed her method fit leaders who plan in quarters, and that her written materials already worked on their own.

AFTER

She left with the SHIFT framework: four stages, sixteen client archetypes and a quarterly service structure.

Before, During, After

BEFORE

Where she started

- Wanted to turn her personal development method into a business with recurring revenue.
- Unsure how to turn one-off sessions into something clients would come back to.
- Facing skepticism from business audiences who saw her approach as unconventional.
- Considering a monthly delivery model that risked using up her time.

DURING

What the work surfaced

- Her method had a strong fit with leaders making timing and investment decisions.
- Skepticism often says more about the listener's comfort than about the method, and could be addressed in how it's presented.
- Her written materials worked on their own. Clients could return to them between sessions.
- A quarterly rhythm matched how leaders plan, two to three months ahead, and protected her time.

AFTER

What she walked away with

- The SHIFT Framework guide, about ten pages, turning her method into a structured client journey.
- Four stages: See It, Hold Space for It, Integration and Transformation.
- Sixteen client archetypes for understanding where each client is starting from.
- A quarterly service structure, with milestones spread across the year.
- A nine-part annual cycle model linked to planning and decisions.

MEASURED AT DELIVERY

By the Numbers

4

Stages in the SHIFT framework

16

Client archetypes, each with its own path

4

Quarterly milestones in a recurring service structure

9

Annual cycle profiles linked to planning decisions

10

Page framework guide

WHAT MADE THE DIFFERENCE

Many practitioners have a method that works and a market that wants structure before it buys.

ProfitPath™ showed where her method fit. **PathMaker™** kept the method intact and gave it a shape business clients recognize: stages, archetypes and a quarterly rhythm.

Measured at delivery: what was surfaced and what the client walked away with. No post-delivery results are claimed. [More case studies: seanmatkinson.com/case-studies](https://seanmatkinson.com/case-studies)