



Find your direction

A step-by-step guide to help you work your way – define what that looks like then take practical steps towards it



Introduction

You don't need to be ready – you just need a direction.

Before I ever went freelance, I knew I was interested in writing and communication. What I didn't know was what to do with that.

So, I started reading job adverts. Not because I was ready to apply – I wasn't – but because I wanted to understand what was out there.

Over time, one role kept standing out: communications manager.

I started looking more closely at those roles. I read job descriptions and person specifications. I noticed the differences between them. I began to understand what the role actually involved and what employers were looking for.

And then I did something very simple. I worked backwards. I took the person specifications those roles were looking for and for each item on them I asked myself:

- Do I already have this?
- If not, how could I get it?

That gave me a clear list of gaps in my skills and experience – and from there, I could start working out what actions I needed to take to close them, so that I could get the role I wanted.

This worksheet will guide you through that same process.

You don't need to have everything figured out. You don't need to feel ready. You don't need to know if this is your 'forever' path. You just need to choose a direction, understand what it takes, and start moving towards it.



Step 1: Start where you are

You might already have a sense of the kind of work you'd like to be doing. You might just have a feeling that what you're doing now isn't quite it. You might already know exactly what your 'dream job' is. All of those are fine.

If you already have a clear role in mind, you can skip ahead to Step 3.

If not, this step is about exploring possible directions.

Start by thinking about:

- Specific roles you've heard of
- What you enjoy (or have enjoyed) doing
- What you've seen other people do and thought "that looks good"
- Types of activity you're interested in (e.g. writing, organising, caring, working outdoors)
- Themes, industries or areas you might like to work in (e.g. travel, health, education)
- Ways of working you're drawn to (e.g. flexible, outdoors, independent, structured, creative)

Write those ideas down.

Don't worry about being realistic or practical at this stage. This is just about getting the thoughts out of your head and onto paper.



Write down any roles, types of activity or areas that appeal to you:

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Aim to write down at least 10 thoughts or ideas, even if some feel vague.

Now look back at the list you just wrote.

- Do any themes start to emerge?
- Are there things that come up more than once?
- Are there common threads running through your ideas?



You don't need to narrow it down yet – just start to notice what's there. You're looking for patterns – things that come up more than once or that you feel drawn to.

This isn't just about job titles – it's about what sits underneath them and why they appeal. For example, is it:

- The type of work (e.g. writing, organising, supporting others)?
- The environment (e.g. remote, outdoors, flexible)?
- The impact (e.g. helping people, creating something, solving problems)?

Take a moment to reflect on what's really appealing.

- Which ideas feel most interesting or exciting?
- What do you like the idea of doing day-to-day?

Write down the patterns, themes or ideas that stand out to you:

1	
2	
3	
4	
5	

If your list feels messy or unclear, that's completely normal. We're not aiming for clarity yet; we're just getting everything out so you can start working with it and narrow things down.

Step 2: Turn ideas into options

So far, you've been thinking about ideas, interests and patterns. Now, we're going to turn that into something more concrete.

What kinds of roles or types of work exist that match what you've written down?
How might you earn money by doing the activities you've listed?

This is the part where you start exploring what's out there and things begin to take shape.

Explore possible directions

Look back at the themes, patterns or ideas you identified and start to translate those into possible directions.

This might include:

- Specific job roles (e.g. teacher, project manager, designer)
- Types of work (e.g. freelance writing, coaching, consulting)
- Areas you'd like to move into (e.g. health, education, travel)

You might not know what these roles are called yet – that's completely normal.

You can start by:

- Searching online (e.g. "jobs in [area you're interested in]")
- Browsing job sites and seeing what comes up
- Looking at LinkedIn profiles of people doing things that interest you
- Asking other people what they do and how they got there

You're not looking for the perfect answer here.
You're just building a list of possibilities.



It doesn't have to be just one thing

It's easy to assume you need to choose one job and follow a single path. That's one option – but it's not the only one.

Some people build a portfolio of work, combining a few different things they enjoy. That might be:

- Two (or more) part-time roles
- A main job alongside freelance or creative work
- A mix of income streams and projects

For example, at the time of writing this guide, I run Live Life Your Way – which includes 1-2-1 coaching, creating resources like this one, and running a membership community – but I also run a communications agency, produce laser-engraved keepsakes, and have part-time roles as an apprenticeship assessor and as an operations coordinator. I enjoy all of them and I love the variety – even if things can get a little hectic at times!

You might decide you want to combine writing with coaching, or a part-time employed role with something you're building on the side. There's no single 'right' structure. What matters is that it works for you.

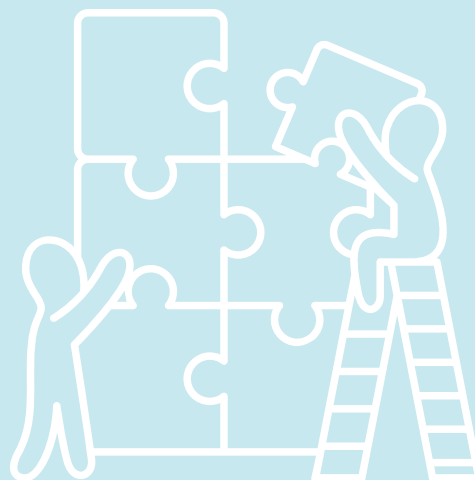
As you work through this guide, don't feel you need to choose just one perfect job. Working *your* way means just that – it's OK to have several income streams, or several activities you call 'work'.



You can create something that doesn't exist

It's also possible that what you're looking for doesn't neatly exist as a job title at the moment. That doesn't mean it's not an option.

Some people shape their work by combining interests or focusing on a specific group of people, rather than fitting into a predefined role.



For example:

- Someone with a background in HR and an interest in wellbeing and community might support small businesses with employee wellbeing and culture.
- Someone who works in finance and loves travel might build a service planning corporate retreats for financial businesses.
- Someone with marketing skills and an interest in sustainability might work specifically with eco-focused brands or charities.
- A fitness professional who loves the outdoors and has kids might start a business running fitness camps in nature for busy parents.

In each case, the work isn't completely new – but the combination, focus or audience makes it their own.

If you can't find an existing role that fits, think about: ***What could this look like if I created it myself?***

Tip: You might find it helpful to talk this through with a friend or family member. Sometimes we don't see things about ourselves that are totally obvious to others.

Your list of possible roles

Based on your interests and your research, list out any roles or directions that feel like a potential fit. These don't have to be perfect; you're just exploring options.

Try to list at least 3–5 possible roles or directions. They can be as broad or specific as you like.

Possible roles or directions for me:

1	
2	
3	
4	
5	



Choose one direction (for now)

From your list, choose one role or direction to focus on today. This isn't a final commitment. You're choosing something to explore so you can move forward. You can always come back and repeat this process for something else later. The key is to pick something specific enough that you can start to look at what it actually involves.

For now, we just need to know which direction to focus on so we can work through the process.

If you're finding it hard to choose

That's completely normal. Try asking yourself these questions:

- Which option am I most curious about?
- Which one would I like to understand better?
- Which one feels like a stretch, but in a good way?
- Which one would I like to explore further?
- Which one feels most accessible or realistic right now?

There's no 'right' answer here. If you're stuck between a couple of options, just pick one without overthinking it. You're not closing the door on the others. You can come back and explore any of them at any time. What's important is that we keep moving forward.

Remember, you don't have to choose just one thing forever.

Even if you're interested in a portfolio of different types of work, it still helps to focus on one direction at a time so you can understand what's involved and start making progress.

The role or direction I'm going to focus on for now is...

Step 3: Find out what's involved

Get real information

Now you're going to move from idea to reality. You're going to find out what your chosen direction actually involves in practice.

- What do people expect you to be able to do?
- What does the work look like day-to-day?
- How do people get into it?

At this stage, you're gathering information – you're not trying to organise it or make decisions yet.

If your chosen direction is a specific job or role

Start by looking at:

- Job adverts
- Job descriptions
- Person specifications

These are useful because they show you exactly what employers are looking for.



As you look through them, notice:

- What skills and experience are required
- Any qualifications or training mentioned
- What the role involves day-to-day
- Language or requirements that come up more than once

You're looking for patterns rather than one perfect answer.

If you're exploring a portfolio of work

If you're thinking about combining different types of work, it can be harder to picture what that looks like – especially if you haven't seen it before.

So, instead of trying to imagine it from scratch, start by finding real examples.

- Search online for phrases like 'portfolio career examples' or 'how I built a portfolio career'.
- Pay attention when you hear about someone doing something slightly different and look them up.
- Look at personal websites of people you come across who might be examples of the type of set-up you're interested in – many people explain their different strands of work there.

You can also use LinkedIn. Search for things you're interested in (e.g. 'freelance writer', 'career coach', 'consultant', 'creative business owner'). Then:

- Look at how people describe what they do.
- Notice if they have more than one thing listed (e.g. coach + writer, consultant + trainer).
- Read their 'About' section to understand how it fits together.
- Look at the kinds of work they actually do.
- Follow a few people whose work looks interesting and scroll through what they share.

You're not trying to copy anyone. You're just starting to see that there are different ways of structuring work.

As you look around, ask yourself:

- What different types of work are they combining?
- How do those things connect (if at all)?
- Which parts appeal to me?
- What could a version of this look like for me?

This stage is about understanding what's possible and gathering ideas.



If you're thinking about creating something of your own

If the direction you've chosen doesn't clearly exist as a job or role, you're not looking for a job description – you're building your own picture.

You can do this by:

- Looking at people doing similar or related work
- Searching for existing services or offers that are close to what you're thinking about
- Noticing how people describe what they do and who they work with
- Thinking it through – what would someone realistically need to be able to do this well?

At this stage, focus on questions like:

- What would I actually be doing day-to-day?
- What skills or experience would I need to do this well?
- Who would this be for?
- Why would someone choose this or pay for it?
- Are there people doing something similar, even if it's not exactly the same?



You don't need to have all the answers. You're just starting to sense-check whether this could work in the real world.

Other ways to build your understanding

Whatever direction you're exploring, you can also:

- Look at similar or related work
- Speak to someone who does it (or something close to it)
- Read articles or watch videos

Where will you get your information from?

Write down what you're going to do:

I will look at:	
I will speak to:	
I will research:	

Keep it practical

The aim here isn't to be perfect. It's to get a solid, realistic understanding of what this direction involves. You don't need to know everything – just enough to answer: “What would someone need to be able to do to make this work?”



Step 4: Build your picture

Turn what you've found into something clear

In the last step, you gathered information about what your chosen direction involves. Now, you're going to turn that into something simple and usable. You're going to create a clear picture of what this direction actually requires.

You're not adding new information here – you're making sense of what you've already found.

Summarise what's needed

Look back at what you found in Step 3.

If you're working towards a specific role

Write down what someone in that role typically needs.



Focus on:

- Skills (e.g. writing, managing projects, working with clients)
- Experience (e.g. running events, managing budgets, leading teams)
- Knowledge (e.g. industry knowledge, tools, qualifications)
- Behaviours or qualities (e.g. confidence, organisation, attention to detail)

Pull together what you've seen in job adverts and descriptions. You don't need to capture everything – just the main things that come up.

- What shows up consistently?
- What do employers expect?
- What seems essential, and what seems more flexible?

Write a clear list of the main requirements for this role.

If you're exploring a portfolio of work



Based on what you saw in Step 3, start to sketch out what your portfolio might look like.

For example:

- “I could combine X with Y.”
- “I might do this as my main thing and build that alongside it.”

Now take that idea and break it into its parts. For example:

- Your current role (perhaps with reduced hours)
- Freelance or project-based work
- Something new you'd like to build, like coaching, writing or another interest

Each of those is a separate piece.

Now, do the task above for each part of your portfolio. Take each element you identified in Step 3 and build a simple picture for each one.

For each part, summarise:

- What it involves day-to-day
- What skills or experience are needed
- What you would need to get started

For example, freelance writing might require:

- Writing skills
- A portfolio of work
- Ability to find clients

Your current role (part-time) might require:

- Agreement from your employer
- Ability to manage workload in fewer hours

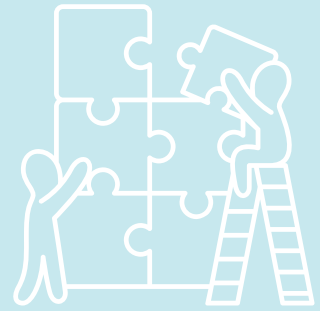
You don't need lots of detail – just enough to understand what each part requires.

If you're creating something of your own

Start to shape your idea into something more concrete.

Based on what you explored in Step 3, think about:

- What you would actually be doing day-to-day
- What skills or experience you'd need to do it well
- What would make someone choose or pay for this
- What a 'first version' of it might look like



You're turning an idea into something that could realistically exist.

Keep it practical

Don't overthink this. You're building a working picture, not a perfect one.

*By the end of this step, you should be able to look at your notes and understand: **"This is what it would take to do this."***

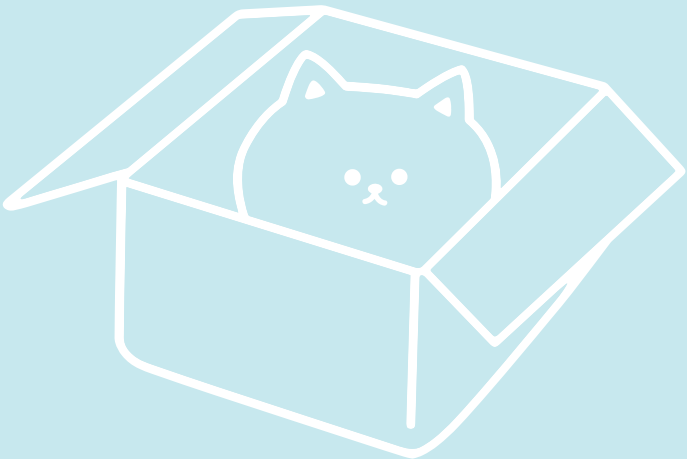
Your picture

Write down the key things required for your chosen direction.

My role or direction needs...	
1	
2	
3	
4	
5	

This is the benchmark you'll compare yourself against in the next step.

If you're working with more than one element (e.g. a portfolio), you can create a separate list for each one or combine them into a single list – whichever feels clearer to you.



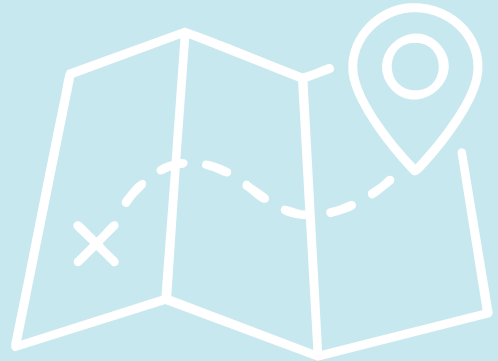
Step 5: Work out where you are now

Take stock and review

Now look back at what you wrote in Step 4 and compare that list of what's required with where you are today.

This might relate to:

- One role
- Several parts of a portfolio
- Something new that you're creating yourself



Go through your list of skills, experience, knowledge and qualities, and for each one ask: Do I already have this?

Whatever you're working towards, the principle is the same – you're comparing what's needed with what you already have.

Some things you'll already have. Some you'll partly have. Some you won't have yet. That's completely normal.

This isn't about judging yourself. It's about getting a clear, honest picture of where you are right now.

If you're working towards one role or building something new, you'll probably do this as one list. If you're exploring a portfolio, you might prefer to look at each part separately.

There's no right approach – choose whatever feels clearer.

Make a list

For each item, decide whether:

- You've already completely got it
- You've partly got it but not fully
- You don't have it yet

You can use the table below or create your own list.

If you're working with more than one direction, you can repeat this table for each one or combine them into a single list.

[illegible]

What are the gaps?

Now that you've filled in the table, look at what's in the 'I haven't got this yet' column and the 'I've got this a bit' column. These are the gaps between where you are now and where you want to get to.

That's all they are – gaps. They're not a reason you can't do this; just a list of things you haven't done yet.

What do you need to gain or develop?

Now look at the table and make a list of the things you need to work on to get where you want to go.

If you're exploring multiple directions, don't worry about covering everything right now. Focus on what feels most useful or important right now.

The skills/qualities/experience I need to work on are...	
1	
2	
3	
4	
5	

This is going to form the basis of your action plan.

Step 6: Sense-check

Let's make this work in real life

Before you jump into action, let's pause for a minute.

You now have a clearer picture of what it would take to move towards the role or direction you've chosen. The next step is to think about how this fits into your life – and how you want to approach it.

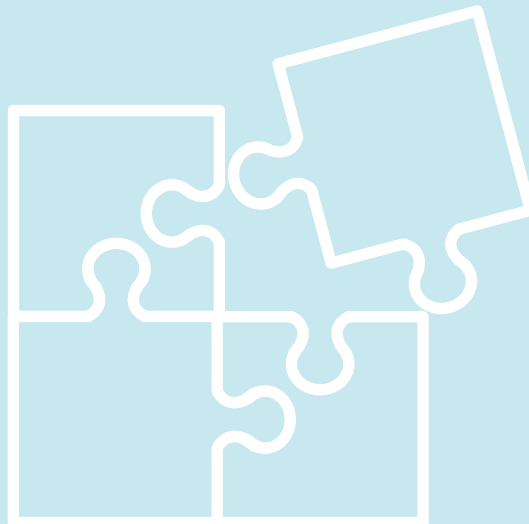
There's no point creating a plan you can't follow through on. This is about finding an approach that is both realistic and sustainable for you. This is where practical things like time and money come into play.

Check in with yourself

Be honest:

- How important is this direction to you?
- Does it still feel exciting now you can see what's involved?

There's no right or wrong answer here. If your answer is 'not that much', that's useful to know.



Be realistic about what's involved

Moving towards something new is likely to involve some hard work and trade-offs.

For example:

- Time (e.g. studying, practising or taking on extra projects or part-time work)
- Money (e.g. investing in training or accepting reduced income)
- Position (e.g. taking a more junior role to gain experience)

Time

Think about your current life and commitments.

- How much time can you give to this each week?
- When could you realistically use that time (evenings, weekends, specific days)?

Now, go a step further:

- Is there anything you spend time on now that you would be willing to reduce or stop to make space for this?
- If this is important to you, what could you prioritise differently?

The time I'm willing and able to give to this is...



Money

Now think about the financial side.

Do you know how much money you need each month to live?

(If not, this is a good point to complete the [‘Know Your Numbers’ worksheet](#).)

Then consider:

- Do you have any savings you could use?
- Are you willing or able to invest in training or courses?
- Could you accept reduced income for a period of time?
- Is there a simple way to bring in additional income if needed? (e.g. renting out a room in your home)

If you’re changing direction, you may not move across at the same level straight away. That doesn’t mean you can’t get there – it just may involve a step in between.

Jot down your thoughts in the space below.

My financial position is...



Support

It can also help to think about the people around you.

- Is there anyone you can talk to about this?
- Will you want support, encouragement, or accountability as you work through it?

This might be:

- A partner, friend or colleague
- Someone already doing this kind of work
- A community of people working towards similar changes

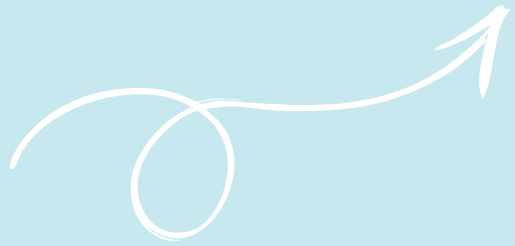
The people, groups or communities that could support me are...



You don't have to do this alone.

Is there a useful midpoint?

Remember, you don't have to go straight to your end goal. It can help to identify a more accessible step that moves you in the right direction.



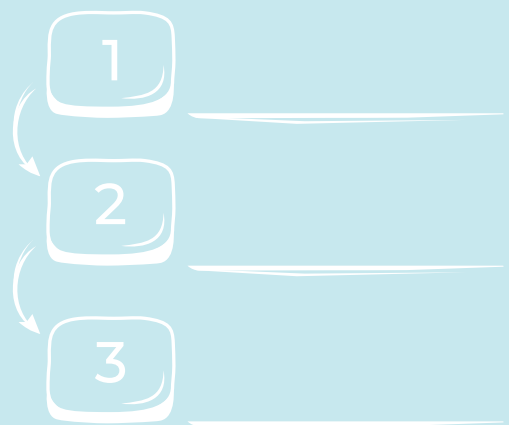
Ask yourself:

- Is there a version of this role that's closer to where I am now?
- What would be a realistic next step from here?

What comes first?

If you're working towards more than one thing, it's easy to feel pulled in different directions. Instead of trying to do everything at once, think about order.

- What feels like the easiest place to start?
- What could you begin alongside what you're already doing?
- What might need to wait until later?



You might decide to:

- Keep your current role as your foundation
- Start something small alongside it
- Build that up gradually over time before making bigger changes

***You don't have to build everything at once.
Start with one piece and let it grow from there.***

Bringing it all together

Now, based on everything above, think about how you want to approach this.

- How quickly do you want to move?
- How much time and energy can you commit?
- What feels like a sensible next step?
- If you're working towards more than one thing, how will you prioritise them?

This doesn't have to be perfect. It just needs to be workable.

Use the space below to write out your approach.

My approach will be...

Step 7: Make it real

How could you start closing those gaps?

This is where things start to become practical.

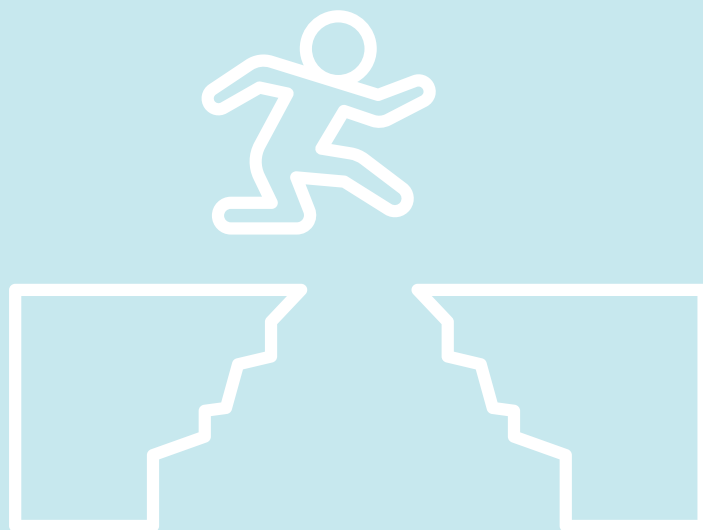
Look at the list of gaps you made in Step 5 and for each one, think about how you could start building that skill or experience.

There are usually more options than you think.

For example:

- Taking a course or learning online (e.g. watching YouTube videos)
- Asking for opportunities in your current role
- Volunteering or shadowing
- Starting a small project yourself
- Speaking to someone already doing this work
- Practising in your own time

You don't need the 'perfect' route. You just need a way to start.



Write your list of gaps here and for each one jot down one or two ideas about ways you could start to address it.

[illegible]

Turn this into something you will actually do

You now have a list of possible actions. This is where many people get stuck – not because they don't know what to do, but because they don't start.

So, we're going to keep this simple. Start by choosing just three actions that feel useful and doable, based on what you've worked through. Keep them small, specific and realistic – make them things you can realistically do. These are your priorities for now.

For example:

- Research three job descriptions for [role]
- Email [person] to ask about their experience
- Sign up for [course]
- Watch one YouTube video about [topic]



Write down one thing you can do today:

Today I will...

And one thing you can do this week:

This week I will...

And one thing you can do this month:

This month I will...

Now, the simplest – and hardest – part of this whole process: do the actions. You don't need to do everything; you just need to start.

Now what?

Congratulations! You've worked through a lot to get to this point.



You've taken your initial vague thoughts and turned them into real, possible directions.



You've explored what those options actually involve and built a clear picture of what it would take to move towards them.



You've looked honestly at where you are now. You've identified the gaps between there and where you want to go, and you've worked out some practical ways to start closing those gaps.

Now you have something most people don't – a clear direction and a way forward.

The next step is simple, but it's the one that matters most: take action on what you've identified, and keep going.

You've broken this down into small, manageable steps for a reason. Big changes don't happen all at once. They happen by taking one step, then another, then another.

So, start with the actions you've chosen.
Do the first one, then the next, then the next.

They might feel small – that's the point. Small steps are easier to start, and starting is what creates momentum.



***Big plans don't lead to change
if they never turn into actions.***

Keep it moving

Once you've completed those first few actions, don't stop there.

Go back to your list. Look at what you wrote in Step 5 and Step 7 and ask yourself:

- What's the next gap I can start to close?
- What's the next small step I could take?

Then choose your next one or two actions and repeat the process. This is how you move forward – not in one big leap, but by steadily building skills, experience and confidence over time.

Expect it to evolve

As you take action, things will start to become clearer. You might:

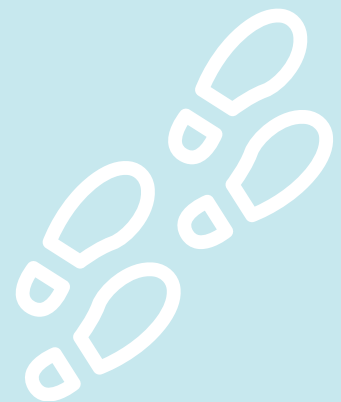
- Discover parts you enjoy more than you expected
- Realise something isn't quite right
- Come across opportunities you hadn't considered

That's all part of the process. You're not following a fixed plan – you're learning as you go. You can adjust your direction at any point.

Keep going

You now have everything you need to move forward:

- A direction
- A clear picture of what it involves
- An understanding of your gaps
- A way to start closing them
- A framework to use if you want to go back and adjust your direction



The only thing left is to keep going – one small step at a time.

Accountability if you'd like it

If it helps, share your next step with someone.

You can email me and tell me what you're going to do this week:
hello@livelifyourway.world

Sometimes saying it out loud makes it far more likely to happen.

You'll also be able to share this inside the [Live Life Your Way community](#) when it opens. If that's something you'd like to be part of, you can [join the waiting list here](#).

And if you'd like help working through this, I offer one-to-one coaching conversations designed to help you:

- Get clarity on what you really want from life
- Challenge assumptions that might be holding you back
- Identify practical next steps you can take

You can find out more or book a session at livelifyourway.world/coaching/

***You don't need to have everything figured out.
You just need to take the first step.***

