

<b>Forms of support</b>	Goal: Decide how to specialize	Goal: Generate leads	Goal: Cultivate exceptionally valuable expertise	Goal: Commercialize IP
<b>Highly customized support ("tell me what to do, give me completely customized guidance and support in doing it")</b>	1:1 coaching	1:1 coaching	1:1 coaching	Consulting (generally for firms with >5 employees) or 1:1 coaching (generally for individuals)
<b>Semi-customized support ("tell me what to do, give me semi-customized guidance and support in doing it")</b>	PAP	PAP	TEI	TEI
<b>Experiential learning ("tell me what to do, I'll challenge myself to figure out how to do it and get both the business benefit *and* the personal growth benefit")</b>	Indie Pentathlon	Indie Pentathlon	Self-study version of TEI (coming soonish)	Self-study version of TEI (coming soonish)
<b>DIY best practices guidance ("tell me what to do and describe how to do it, I'll implement on my own without support")</b>	The Positioning Manual & Specializing Without Failure	Coming later	Coming later	Coming later