

SEVEN COACHING
NICHES YOU
SHOULD CONSIDER



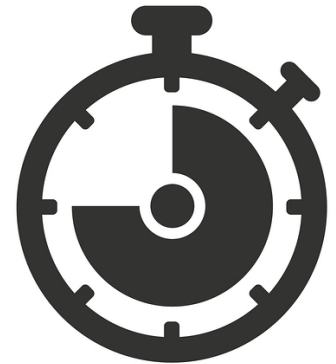


BEST PRACTICES

- Lots of attendees, so everyone is MUTED.
- Use the QUESTION feature to ask and share anytime
- SHARE your experiences and examples
- Keep things CONFIDENTIAL

Agenda

- ✓ What is a “niche?”
- ✓ Why niche?
- ✓ What makes for a good niche?
- ✓ 7 niches to consider



45 min

What is a “niche”



What is a “niche”

The specialized service you offer your target market.

Target market: Who?

Niche: What?





1

Parents and high school students who are making the big decisions about college.



1

Parents and high school students who are making the big decisions about college.

The specialized service you offer your target market.

Target market: Who?

Niche: What?

Why niche?



Why niche?

- Focus your efforts
- More/better referrals
- Less competition
- Makes marketing easier
- Helps potential clients self-identify



A young girl with dark braids is resting her head on the shoulder of a man in a military camouflage uniform. The man is holding a small American flag. The background is a soft-focus outdoor setting with trees.

2

Members of the military who are transitioning from active duty to civilian life.

A young girl with braids is resting her head on the shoulder of a man in a military camouflage uniform. The man is holding a small American flag. The background is a soft-focus outdoor setting.

2

Members of the military who are transitioning from active duty to civilian life.

- Focus your efforts
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- Makes marketing easier
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A close-up photograph of a wooden surface composed of interlocking puzzle pieces. The wood has a rich, dark brown grain with visible knots and textures. One piece in the center is missing, revealing a plain white surface underneath. The lighting is soft, highlighting the natural grain of the wood.

What makes for a good niche?

What makes for a good niche?

Person: someone who wants something

Problem: the challenge/opportunity before them that you can help them with

Guide: your credibility for helping

Success(Failure): what will happen if they (don't) work with you.

A close-up photograph of a couple's hands clasped together, set against a soft, golden sunset background. The couple is wearing dark clothing and blue jeans. The image is used as a background for a text overlay.

3

Couples preparing for marriage.
Couples preparing for second marriage.

A couple holding hands against a sunset background. The image is partially obscured by text boxes. A dark grey circle with the number '3' is in the top left. A semi-transparent white box with black text is in the top right. A large dark grey box with white text covers the bottom two-thirds of the image.

3

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Couples preparing for second marriage.

Person: someone who wants something

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Guide: your credibility for helping

Success(Failure): what will happen if they (don't)
work with you.



4

Young professionals
facing a quarter-
life crisis



4

Young professionals facing
a quarter-life crisis

Person: someone who wants something

Problem: the challenge/opportunity before them
that you can help them with

Guide: your credibility for helping

Success(Failure): what will happen if they (don't)
work with you.



5

Pastors on (preparing for) sabbatical

5

Pastors on (preparing for) sabbatical

Person: someone who wants something

Problem: the challenge/opportunity before them that you can help them with

Guide: your credibility for helping

Success(Failure): what will happen if they (don't) work with you.



Caring for parents while
still raising your kids

A family of five is walking through a lush green park. On the left, an older man with glasses and a white shirt walks alongside a woman in a white top. In the center, a young boy in a blue jacket walks with a girl in a white top and brown cardigan. On the right, a man in a white long-sleeved shirt and brown pants walks. They are all smiling and looking towards the right. The background is filled with green trees and foliage.

Caring for parents while still raising your kids

6

Person: someone who wants something

Problem: the challenge/opportunity before them that you can help them with

Guide: your credibility for helping

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7

Mothers avoiding Instagram insanity

7

Mothers avoiding Instagram insanity

Person: someone who wants something

Problem: the challenge/opportunity before them that you can help them with

Guide: your credibility for helping

Success(Failure): what will happen if they (don't) work with you.

FINAL THOUGHTS

What's one way you will improve your coaching niche?





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and
Comments

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