

The 5-Step Guide To Finding Your Micro Niche As A Digital Coach



by Siddharth Rajsekar

India's Leading Digital Coach

The \$350 Billion Industry

Forbes magazine has projected the digital training & e-learning industry to grow to \$350 billion by 2025.

Many people are in this *"gold rush"* mindset to become a digital coach. But the biggest problem they face is in finding and narrowing down on their *micro-niche*.

After investing thousands of dollars testing various niche selection models and working with over 9000+ experts in my community, I have developed a powerful, and proven model for you in this guide.

Once you apply these 5-steps, you will be able to quickly find your area of maximum contribution to this world and also make that into a financially viable business.

All the best!

Siddharth Rajsekar



Step 1

Pick An **Industry** Where You Can *Solve Problems*

In a *knowledge business*, it is never about giving more information. It's all about solving a big problem in the market. Based on my research, there are only 7 industries where people are willing to invest their money to get their problems solved.

- 1. Business Growth** - Do you want to solve *business* problems?
- 2. Career Growth** - Do you want to solve *career* problems?
- 3. Health & Wellness** - Do you want to solve *health* problems?
- 4. Money & Wealth** - Do you want to solve *money* problems?
- 5. Relationships** - Do you want to solve *relationship* problems?
- 6. Arts & Crafts** - Do you want to help people become *creative*?
- 7. Personal Growth** - Want to help people grow *personally*?





Step 2

Pick A **Specific Area** Where You Want To *Create An Impact*

Business Growth can be a pretty wide niche. And there are so many "*Business Coaches*" competing with each other. Your second step will be to decide which specific area you want to solve problems. The more specific, the lesser the competition.

1. Business Growth - **Sales, Marketing, Operations or Finance**
2. Career Growth - **Soft skills, Hard skills or Specific Subjects**
3. Health - **Immunity, Disease, Obesity, Stress or Age Reversal**
4. Money - **Money Making, Managing or Multiplying Money**
5. Relationships - **Self Love, Couples or Parenting**
6. Arts & Crafts - **Music, Painting, Cooking or Specific Crafts**
6. Personal Growth - **NLP, Psychology or Specific Sciences**





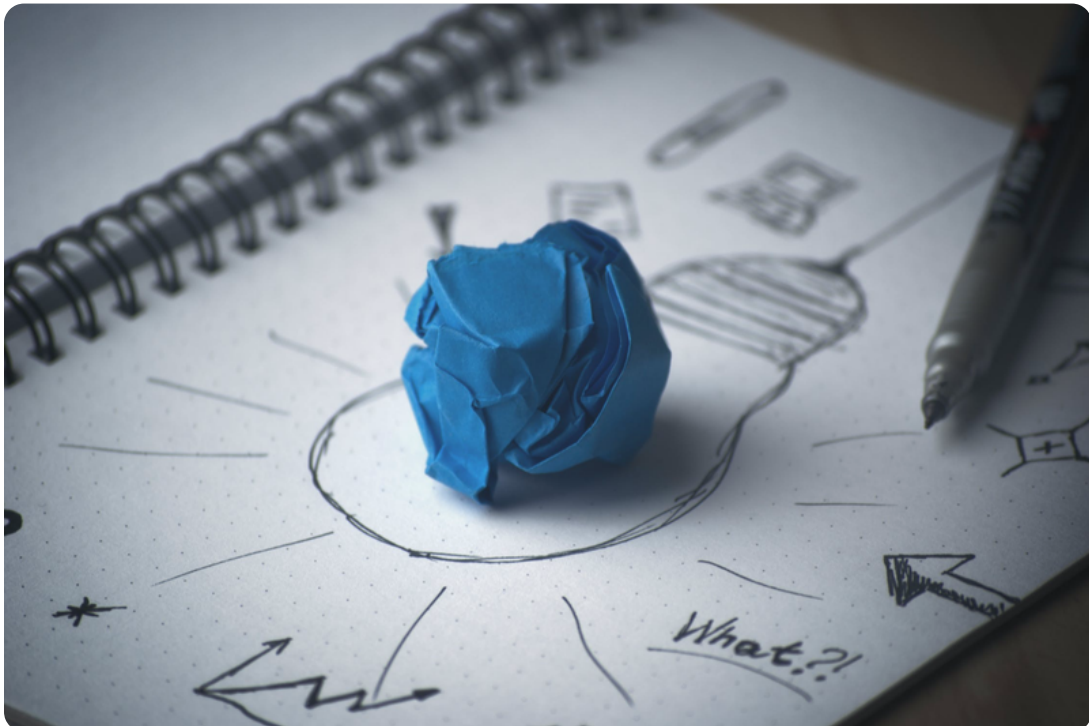
Step 3

Develop A **Method** By Which You Will Solve That Problem

There are numerous ways one can *lose weight*. Power yoga, intermittent fasting, nutrition, juice therapy, and more. Your third step will be to *narrow down* to one main method that you will use to effectively solve that big problem in the market.

Example: I have developed a method called the *Freedom Business Model*, which is now helping thousands of experts and teachers successfully launch and monetize their knowledge. I have created this method after studying and testing various other models.

In essence, *specialists* make more money than *generalists*. And specialization comes from developing your *unique method*.





Validate Your Micro-Niche & Method By Using *My 5P Model*

A lot of people think that picking a niche is just about following one's passion. But that's a losing formula. To succeed in a knowledge business you need to look at *5 aspects*.

1. Passion - You need to have a passion for your topic. If you don't you will not be able to create an impact in your market.

2. Problem - If your *passion* does not solve a *problem*, it's just a hobby. More specific the problem, the lesser the competition.

3. Persona - *Helping "moms" lose weight after pregnancy*, is a more powerful positioning compared to helping everybody lose weight. Narrowing down your target market is as important as narrowing down on your topic/method.

4. Potential - Have you picked an area where there is a *growing trend* or a *declining trend*? This point will determine if you will be able to monetize your knowledge or not. Ensure you choose a segment where there is long-term potential in the market.

5. Payment - It's only when all the above 4 are aligned, will you be able to get paid for your expertise. Else you will just be wasting your time, money, and energy without financial results.



Step 5

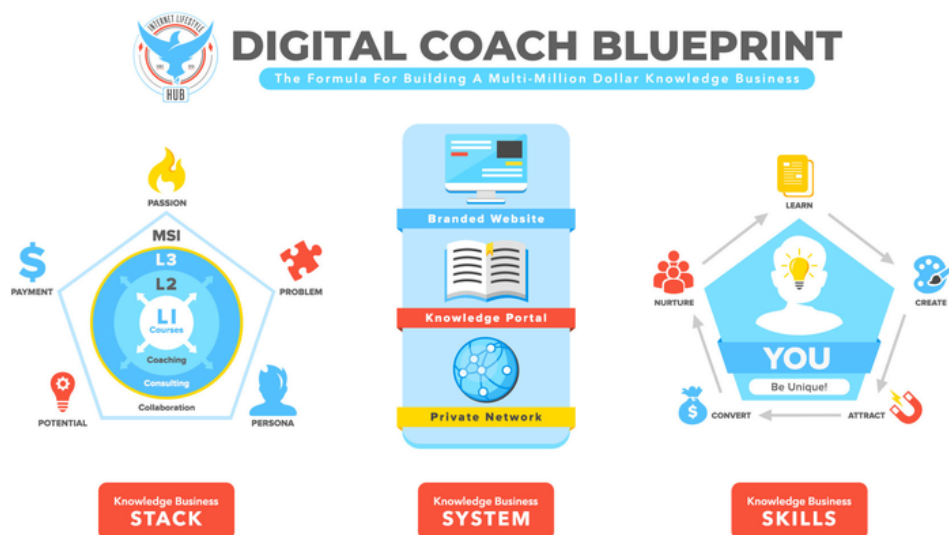
Implement The System That's Helping 11000+ People

Systems work, people fail. The ultimate step to finding your micro-niche and launching your Digital Coaching business will be to apply a proven system that thousands of people are using and getting results.

Learn my *Digital Coach Blueprint*. I would like to personally give you access to this training, where I will teach you step-by-step:

1. How to build a *Knowledge Business Stack* around your niche
2. What are the components of a *Knowledge Business System*
3. What are the top 5 *Knowledge Business Skills* to master

By the end of this training, you will also be able to download a free high-resolution PDF copy of my Digital Coach Blueprint.





Siddharth Rajsekar
India's Leading Digital Coach

Learn How To Monetize Your Niche Within 90 Days!

Register for my next LIVE masterclass, where I will show you how you can earn \$5000 per month by creating courses, coaching, and consulting models.

YES! I WILL ATTEND THE LIVE TRAINING >>