

#### 4. Finding your Niche

The objective of this teleclass is to support you in deciding whether to niche at the moment or not and if you do want to niche now, to help you identify what to niche on.

First off, it is probably a good idea if I define **what I mean by niche at this point in your coaching journey:**

- 1) A niche is an existing area of credibility that you had before coming to coaching. E.g. before I came to coaching I had changed careers several times from beginning a TEFL (English as a Foreign Language) Teacher to an Events Organiser to a Conference Producer to a Telecoms Consultant. My network found me credible at finding and changing careers and that was my first niche.
- 2) Just because I have a niche e.g. finding a job you love, it doesn't mean that that is the only area that I coach them on. In fact, it definitely won't be as you are coaching the person not the topic. I will be coaching them on who they are not what they do.

Lets take another example for the 2 points above, if I was a sales and marketing director before I decided to become a coach and I was seen by my network to be successful at that, the chances are the people who want to be a successful sales and marketing director will want to speak to me because they will see me as credible. So I choose my niche – helping sales and marketing directors move from good to great – and then I start coaching them. Will I be talking about sales and marketing? No. I'll be coaching them about their relationships with themselves and the optimal mindset they want to live in.

When you start as a coach it is normal to lack confidence at points. It is a new skill and it is like riding a bike – practice builds ability and confidence in your ability. I know that if you have a niche that is based on an area that you have a great deal of confidence in, that confidence will help you ride the inevitable ups and downs that you will have in your ability as a coach in the beginning and will enable you to attract more clients than you would have otherwise.

#### **Why do I think having a niche is important?**

**People don't really care about you or your coaching.** They care about their problems. If your coaching can help solve their problems, then they will care a great deal about you and will be interested in your coaching. They believe that you can help them solve their problems, when they see that you have been successful at solving the problem that they have. That means having a track record.

**Most coaches are too vague and try to be all things to all people,** giving the impression that they are ready, willing and able to coach anyone on anything. Vagueness is not attractive; it creates confusion in the minds of the people with whom you speak. I want every single coach to have a tremendous impact in the world and make a great difference. I want you to easily stand out so the people that you will do great coaching with can easily see you.

#### **Which are the most successful niches?**

The top 2 niches are career/professional development and small business owners. Other niches that have demand include weight loss and finding a romantic partner.

### **Identifying your niche for now**

In the teleclass I'm going to work with some of you who want to identify your niche. I may well not have time to work with everyone and I want to make sure that I can work with as many as possible in the 90 minutes we have.

Therefore if you want to work through what your niche is, please answer the following 5 questions. Please don't volunteer to work with me on the teleclass without having done this pre-work as it will just take too much time for me to get to what your niche is. Thank you.

1. Reflecting back on your life to date. What are 5 achievements that you are most proud of?
2. Imagine I went to speak to your friends:
  - a. What is X really good at? Where do you think X excels?
  - b. What type of problem would you value X's advice on? What type of problem wouldn't you value X's advice on?
3. Reflecting back on your career to date. Imagine I went to speak to your work colleagues from the last 3 years and asked:
  - a. What is X really good at? Where do you think X excels?
  - b. When you worked with X what most impressed you?
4. What topics would you feel very confident talking about? . I.e. you have experience and knowledge? E.g. how to train a dog, how to promote events, how to write a book, how to get divorced, how to set up a sales and marketing function, how to turn around a poorly performing department, how to move country.....
5. Please read through what you've written above – What themes can you see? What problems are you really good at solving? E.g. losing weight for ever, getting divorced gracefully, turning poor performers into great performers, etc.

### **A final word**

This is just a starting point, a niche for now. As you develop and grow as a coach over the next 18 months to 2 years you will more than likely find that your niche changes. If you have a topic that you are very passionate about and know you want to coach in that area for example - helping children at risk from being excluded from school – think now about what you can do to establish your credibility in that area now so that you can be seen as credible in that area as soon as possible.

Looking forward to speaking on Monday!

Best  
Zoë