



Niche Masterclass

According to the dictionary niche is defined as 'appealing to a small, specialized section of the population.'

It is essential to define *what you desire to coach on* and *who you desire to coach*.

Without clarity on this, it is literally impossible to market effectively.

To begin to uncover your niche start by choosing an umbrella topic of *coaching/consulting you do*, for example:

- gut health
- cancer
- MS
- weight loss
- PMS
- food sensitivities
- depression
- relationships
- parenting

Once you know who your ideal client is, **everything in your business becomes so much easier because** it influences all your marketing decisions moving forward.

You'll know what language to use, what your newsletter topics need to be, what feelings your photos need to convey, what free info products as well as paid packages to create etc...

Your marketing will start to reach the perfect people for you and your offer will stand out as the one that your perfect clients can't wait to enrol in!

Overcoming Niching Resistance



The issue that many new coaches, consultants and practitioners face is that with little experience you may not feel confident to claim that your service can deliver results in a specific area.

The thing is though, you'll never feel like an expert at anything if you don't specialize and commit to going deep with your learning in that area. You can't advertise being a 'jack of all trades' and expect people to put their confidence in you :)

Another fear that new nutritionists often struggle with around niche-ing is the fear of being "stuck" or bored with a niche if they pick just one.

Just because you choose a niche, doesn't mean that you HAVE to marry! Just consider yourself going steady for a while!

You've got to start somewhere. Consider it a process of elimination and a time to discover what you like and what you don't.

Does your niche incorporate the following 4 keys:

- ✓ feel exciting to you right now (you can't wait to devour books and articles and take continuing educations in this topic)!
- ✓ have strong pain points for your ideal client (meaning whatever they are suffering with hurts them enough that they are willing to spend time, money and energy to solve it LIKE YESTERDAY!)
- ✓ you've got natural credibility: personal experience and a story to tell (or at the very least a certification that your ideal client values and respects)
- ✓ you've got the knowledge and tools to help or you are willing to get it (read, study, enrol in advanced training)!

If not, then it is important to change that and get oriented in a direction that lights YOU up!

Your business should serve you as much as it serves others. Never choose a niche because it sounds profitable or like a reasonable choice. You need to be passionate about



what you do, how you do it and who you do it for to be able to market and sell it effectively.

You have to LOVE your topic, your business and the people it serves!

Here are some questions that you can ask yourself to get clarity about your niche...

1) What kind of topic in your field are you the most passionate about?

2) What problem are you confident that you can solve ...that your niche is seeking the most?

3) What personal experience do you have with this?

4) Do you have a story around it?

5) Do you want to devour every book or podcast, attend every event and training you can on this subject?

The Niche Equation

target market + your umbrella topic + your specific topic + situation + results = niche



Your Niche Narrowed

1. Who is your target market? _____
2. What is your umbrella topic? _____
3. What is your specific topic within that specialty? _____
4. What situation is your client in when they need your help?

5. What results do you help your client create

Sherrys Sample:

Who is your target market? Woman 35 - 55yrs, entrepreneurs

What is your umbrella topic? natural, sustainable, pleasurable and permanent weight loss

What is your specific topic within that specialty? stubborn weight gain due to chronic stress and subsequently hormonal imbalance

What situation is your client in when they need your help? they are hiding out from being visible in their business due to shame about how they look and are afraid that people will judge them thinking that they probably don't have their 'shit' together and so nobody knows they exist

What results do you help your client create?

lose weight without giving up the rich, sweet, creamy comfort foods they love, so that they have the confidence to be seen in videos, speak on stage and 'strut their stuff' in front of the camera



How do you know that you have a great niche?

- You feel comfortable and you can be yourself with this group of people
- You LOVE working with this group of people
- They need and want your product/service and THEY KNOW THAT
- They are willing to pay \$ for your product/service
- They recognize that you are uniquely for them
- They can implement what you have planned for them and they will
- You know where to find them (they congregate in certain places: trade shows, conferences, workshops and seminars they attend and they read certain magazines or newsletters)
- There is a list of these people somewhere (associations, organizations, clubs, support groups, networks, etc.)