

Niche Selection Checklist for Coaches

HOW TO FIND YOUR IDEAL NICHE

EXCLUSIVE
TRAINING

THE 8 MUST HAVES TO POSITION YOURSELF AS THE GO-TO EXPERT IN YOUR INDUSTRY (EVEN AS NEW COACH), SO YOU CAN ATTRACT LOTS OF CLIENTS ASAP

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WELCOME COACH LADY!

Welcome! I am so excited that you're here.

I am Pachi McLeod, a business mentor and success strategist for new coaches and service-based entrepreneurs. **I specialize in helping my clients uncover their niche and position themselves as a go-to expert in a crowded industry, right from the start.** Together, we build their freedom-based business that's in alignment with their unique sweet spot and superpower (unique strengths, gifts and talents)

When I first started my business in 2015 I asked God to teach me how to make money online and that I would show others how to do the same. This material, is one of my ways to keep that promise.

Here's my secret: Building the right successful business for you, is about stepping more into your unique sweet spot and being more yourself, instead of blending in with the crowd.

In other words, **position your coaching business as the go-to place to get transformation**, in a specific area, or don't bother, because you'll get lost online.

Choosing your niche when you're first starting is one of the best strategies you can use to grow your business quickly.

Many new coaches are afraid to niche down, because they fear they'll "leaving money on the table", or because they know they're good at more than just ONE thing.

I can totally understand this way of thinking, because that's exactly how I felt at the beginning of my business. As a former counselor and psychologist, I was used to helping ANYONE who came to me for help.

I also knew I could help people with more than just ONE thing. So, I didn't get it!



DARE TO POSITION YOURSELF

Here the problem:

When trying to help everybody, you'll end up helping nobody.

The truth is that finding your niche more like finding your "biz sweet spot".

Here's what choosing a niche can mean for you and your biz:

1. It doesn't mean that you don't do anything else
2. It just means this is ONE thing you're very good at (so you attract with this)
3. It also means it's ONE of the TOP areas where your dream clients need help
4. It means that since it's a TOP need, they'll easily and quickly invest in your help!

See it this way, if you DO niche down you, you will be able to focus on creating very valuable content for a very specific person, your business will grow faster because these people will be so excited that you created this incredible content just for them... which means, they'll share it like a lot and probably become life-long fans).

Like Starbucks, they sale a lot of things, but they lead with coffee...

So the question then becomes, are you willing to get in alignment with your superpower (your sweet spot), to allow people to get to know you as the expert (even if starting out) in x,y or z?

These are some of the best things my clients and I have experienced since choosing a niche and positioning ourselves in crowded industry.

- More clarity and focus = more impact
- More clients = more money
- More freedom to focus on ourselves, our loved ones and other things we love!

This is also what you can expect, once you do this work.

LEVERAGE YOUR SUPERPOWER

*"Clients don't hire you
because you're balanced...
They hire you because
you're extraordinary
in some way."*

SALLY HOGSHEAD

IDEAL NICHE CHECKLIST FOR COACHES

WHAT'S YOUR SUPERPOWER?

Choose 1 of your skills or strengths you desire to showcase

WHO'S YOUR IDEAL PERSON?

Choose a specific person you'd like to help

WHAT'S THEIR URGENT PROBLEM?

Uncover the biggest problem they want to solve that you can help them ASAP

IS THIS AUDIENCE OPEN TO COACHING?

It's important to choose an audience "tribe" that's already seeking help in this area



WILLING TO INVEST TO SOLVE THIS PROBLEM?

It's important to choose an audience "tribe" that has the disposable income to invest in your services

WHAT DO THEY DESIRE?

Get clear on what their greatest hopes and dreams are for life, career and/or in your area of expertise

WHAT ARE THEIR FEARS AND FRUSTRATIONS?

Uncover the obstacles they're pushing up against; keeping them from reaching their goal

HOW CAN **YOU** HELP THEM ?

FOCUS on adding value and helping them GET RESULTS!

DARING TO "NICHE DOWN" IS ABOUT BECOMING THE GO-TO EXPERT IN YOUR AREA... IT WILL BE EASIER TO BE "TOP OF MIND" WHEN OTHERS ARE SEEKING HELP WITH X, Y OR Z



Lisa's Story

"Pachi has a gift in helping others see their potential"

I was ready to start, but I didn't know where to begin. I was feeling scared, intimidated and like I couldn't gain the clarity on exactly what I supposed to do, despite praying about it. I was excited, yet apprehensive. Standing on the edge, ready to jump!

I was able to create and launch my private and group program within the first 2 months of working with Pachi. I sold out my private coaching and had a waiting list.

Pachi has a beautiful heart and is helping others, like myself, have the courage to move forward and live our dreams. She has a gift in helping others see their potential and gift, then empowering them to change the world.

Military Wife, Mom and Health Coach