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Finding
YOUR WAY
Outside-the-Box

Creating Your Coaching Niche - *it's not what you think!*

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What to expect from this call:

- ▶ A fresh perspective about finding and developing your niche.
- ▶ Common reasons coaches resist niche-ing their business.
- ▶ A powerful exercise to help give you clarity and direction.
- ▶ Alternatives to choosing a niche when you are just not ready.

1. The first step to finding your niche is changing your perspective about what it is and isn't. This is what I learned:

- A niche should not make you feel cornered and limited, but aligned and powerfully focused.
- It is nothing more than a winning "concept" – an idea that powerfully expresses what you do and attracts your ideal clients.
- This idea or your niche is not static; it can grow, change and evolve as you and your business do.
- Lastly ask yourself if you want to do things the easy way or the hard way?

2. Common reasons we resist having and finding our "Niche"

- Fear of boldly stepping into your talents and skills because we fear of being judged or missing out on other ideas and opportunities.
- Speaking of ideas and opportunities as coaches ours are endless we are here to grow and improve and change. Focusing on all the ideas can dilute our real focus and purpose.
- It doesn't feel unique enough or that people will not get it or that there is someone else doing the same thing. This is an opportunity to go deeper.

3. Exercise in Finding and Clarifying Your Niche

For this exercise follow the heading for each column and add the words that describe you and your experiences, and/or use the examples. Follow instructions when complete.

What You Do Best As A Coach	Your Undeniable Talent or Skill <small>(what people point out to you)</small>	Major Life Experiences & Milestones	How You Would Like To Impact Your Clients Lives
<i>educate</i>	<i>speaking</i>	<i>accomplishment</i>	<i>fulfillment</i>
<i>uncover</i>	<i>clarifying</i>	<i>career transition</i>	<i>power</i>
<i>inspire</i>	<i>focus</i>	<i>marriage</i>	<i>wealth</i>
<i>support</i>	<i>organize</i>	<i>divorce</i>	<i>peace</i>
<i>strategize</i>	<i>solve</i>	<i>weight loss</i>	<i>balance</i>
<i>listen</i>	<i>create</i>	<i>overcoming illness</i>	<i>success</i>

Now that you have added your own words, go back over the list and circle just one or two from each column. The one or two you resonate or feel most passionate about in each column. Then combine the words to create a clarifying statement.

For Example :

I inspire and support entrepreneurs **by helping them** create stand out marketing strategies , **as a result they experience more** ease and success .

Now you try:

I _____

by _____

and as a result they experience _____.

4. Some Great Alternatives If You Are Un-decided or Just Not Ready:

- If you have too many ideas or competing niche ideas, find what is most powerful and combine one or two under one niche. For example if you work with corporate executives but want to do spiritual retreats. You can combine the two, spiritual retreats for corporate executives under corporate coaching.
- Start with your name as your business and experiment. Put yourself out there in a couple areas you circled above by doing workshops or teleclasses that are more niched and see what you learn, see how you serve people best, notice where you feel focused and confident about what you are doing.
- Coach a lot of people. You will quickly become clear about what you like and what you don't. Keep track of what shows up too, usually the theme in clients will help reveal your skills and the needs of the people you serve.
- Go deeper on what you are already doing, chances are you may be aware at the surface level of what your niche is but it is too broad or vague. Ask for feedback from a coach, your clients or colleagues to help you go deeper to create something more powerful.
- Sometimes you don't need a niche if you have a unique personality or character that you are confident enough to stand behind. This requires boldness and courage to express yourself without concern for what people will think.
- Last but not least as coaches we think we should be able to figure this all out on our own. After all we do it for others all the time. But we also know as coaches how valuable another set of eyes and ears are. Be willing to ask for help and expand your perspective and possibilities.

Special Offer for Coaches - \$259

Discover Your Niche in 90 Minutes or Less! or... it's free!

If you are tired of doing things the hard way and ready to take some action with a powerful defined niche... Contact Wendi Liechty for a 90 Minute Session to get you unstuck and going in your coaching business. If we don't find your niche or marketing angle in 90 minutes you get your money back!

WHAT DO YOU HAVE TO LOSE?

Let's Find Your Way ~ Contact Me Today ~ Limited Time Offer

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