



Nailing Your Niche

From Generalist to Specialist: The Science of Finding Your
Coaching Niche with AI Insights

Class objectives



- Your mission, should you choose to accept it, is to either pick a starting niche using AI or get more clarity on your existing niche
- Understand the what, how, why, and what if of niching
- Make sure we are talking to 1 person in our messaging and not everyone



Niches are discovered, not chosen

Pick a starting niche so you can find your actual niche

- Write this down, “Iterate your way to success”
- Your first niche is unlikely to be your final niche, more likely it is the first stepping stone of many on your way to finding what works for you
 - You will probably end up with several niches over time because your niche evolves as you evolve
- Today is about getting started with a niche or if you already have one further narrowing down your niche

Done is the new perfect

- *Don't let the perfect become the enemy of the good.* -Voltaire
- All too often people get stuck trying to pick the “perfect” niche, but perfection doesn't exist
- This leads to inaction, analysis paralysis, and plain old getting stuck
- Instead of trying to get it perfect, **get it DONE**



You're usually marketing to yourself

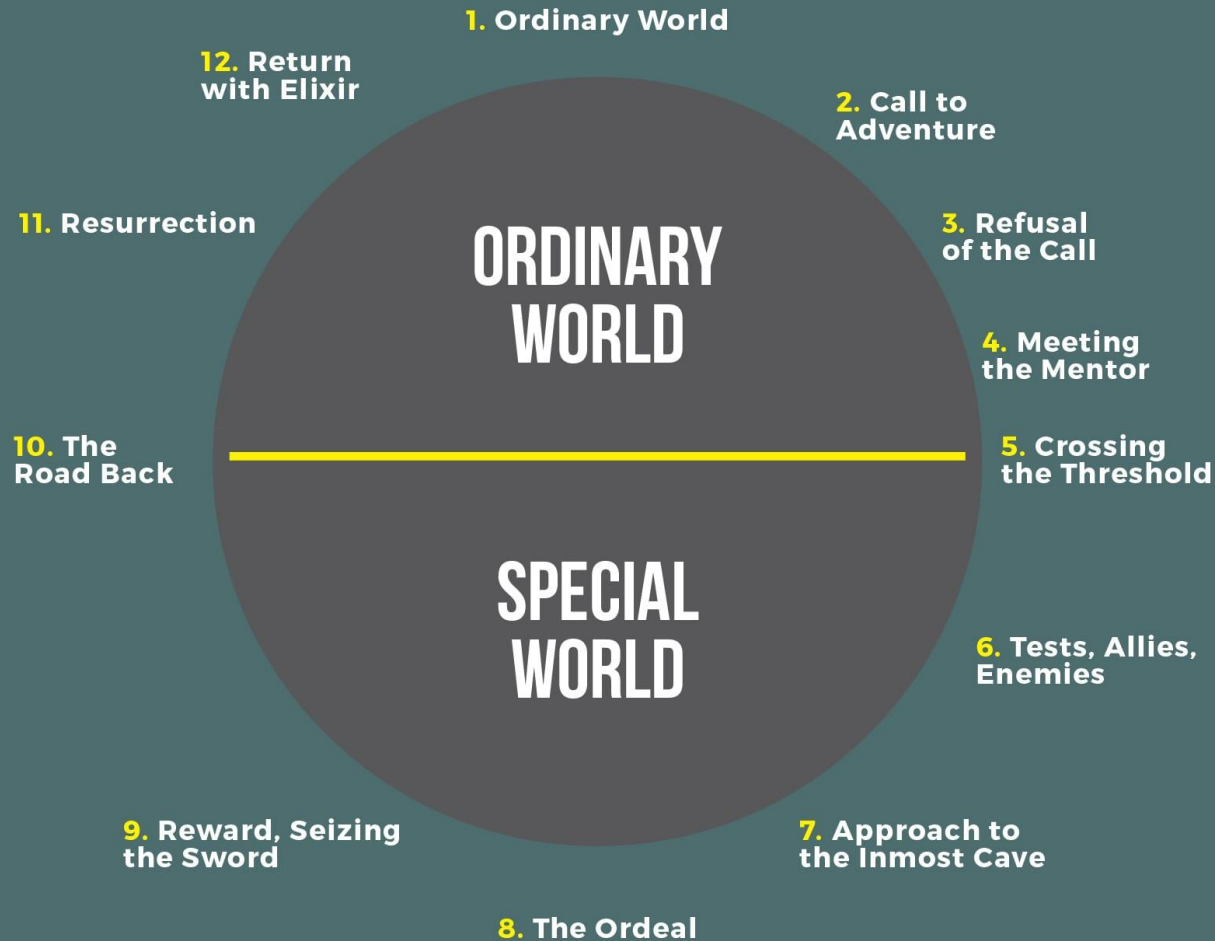
- Most of the time when you're niching down you are marketing a past version of you, the version of you that already had to overcome what your potential clients are dealing with
- Because of this you want to map out what your experience has been going through your transformation
- It is very difficult to coach or support someone to go past where you have gone yourself
- A great starting point is looking at the big challenges, hardships, and obstacles you had to overcome in your life as potential niches
 - By starting here we gain credibility in the eyes of potential clients because we've been there, too



Niches are needs

Your niche is hidden in your Hero's Journey

- What need did you have to meet in your life/hero's journey that forced you to transform and become a next level version of yourself?
- What transformations did you go through?
 - Learning to meditate - a **step**
 - Meditating everyday for 15 minutes for a year - a **transition**
 - Becoming a Buddhist monk - a **transformation**
- Something happened to you that took you from your ordinary world, called you to adventure, tested you, put you through a great ordeal, and changed you forever



You're selling to your past self

- **When starting out, you often will use your past self as your customer avatar** (Eben will deep dive into customer avatar later today)
 - Think about it, you know more about past you than you do about anyone else
- Your life made you uniquely experienced and positioned to help people just like you
- Even if you're doing something other people are covering your uniqueness will make it where some people tune into what you're saying and some will tune out
 - Good marketing attracts the right people and pushes away the wrong people

What if you're scared to niche down further?

- It is a common misconception that niching down makes us lose customers, but in reality it gets us more business
- Imagine you have a headache and you go to the drug store to get some medicine. You see “Cure All: Cures Cancer, Headaches, Upset Stomach, and Headaches” and directly next to it you see “Advil: Eliminates Headaches”
 - Which one would you buy?
- People want someone who has been there, knows what to do, and has high level knowledge in the thing they want support around
 - **Be a specialist, not a generalist**

Niching gets you what you want

- By becoming a specialist we get more clients and get to be in service
- We also will be shown where the next niche is by looking at the common threads and patterns within our audience
- It is more important to try out a few niches to get started than it is to pick the “perfect one” because this will get us to a profitable niche more quickly
 - It’s about the journey, not the destination
- It gives you direction for creating content, marketing, and what to focus your time and energy on
- It simplifies your life!

This is just the beginning

- Once you've begun working to help people with things that you yourself have overcome to some degree (you need to be at least a few steps ahead of where your potential clients are) you will start to identify patterns in your niche leading you to another one
- We start with what we are already good at and once you have a following and clients you can then begin experimenting with new directions you would like to go and test it with your audience just as Eben and Warren have done

This is just the beginning

- When I got started with coaching I had just gotten done being homeless, coaching saved my life and I started as a relationship coach
 - I then tried out being a divorce prevention coach, but didn't find much success
 - I looked at the patterns in my clients to see what the common threads were
 - Then I saw that most of my clients were coaches and the questions I got were how I was getting clients
 - I started masterminds and classes teaching coaches about sales and marketing, suddenly I was filling classrooms of 30+ people
 - I started deep diving into sales and marketing, became obsessed, and found myself working with Eben and teaching the material I was learning from
- Then I listened to what my clients loved hearing about and AI as a marketing/business tool was coming up in most of my sessions
 - I went from relationship coach to divorce prevention coach to marketing and sales coach and ended up teaching AI

Tips for success with niching

- *We are all experts in our own little niches.* -Alex Trebek
- In a world of niches, we are enchained by our own personal experiences to stand out as unique
- Commit to a niche; try to stop being everything to everyone
- Discover the one thing you do better than anyone else and do that thing because it is your niche
 - This is probably something that you do as easy as breathing and because of this we often write these things off as “not worth charging for”



No niche is too small if it's yours.

— Seth Godin —

AZ QUOTES



Prompting Time!