

Clarifying Your Coaching Niche

Quick recap

The meeting focused on coaching and career transitions, with Sacha providing guidance to several participants on defining and communicating their business niches. Sacha offered advice to individuals exploring coaching as a new career path, emphasizing the importance of leveraging existing expertise and authentic experiences rather than relying heavily on social media or AI. The discussion covered topics ranging from productivity and effectiveness to specific career challenges, with Sacha providing tailored guidance to help participants refine their business focuses and coaching approaches.

Summary

Coach Sacha's Live Q&A Session

Sacha introduced herself as a full-time coach since 2013 with a background in forensic psychology and corporate sales, explaining her transition from traditional work to entrepreneurship. She described her coaching style as focusing on inner game challenges and personal development, particularly around money and self-expression. Sacha outlined the class format as a live Q&A session, emphasizing that participants should have questions if they're not achieving their desired level of success or if something has been stuck for more than a month, and directed tech questions to Warren and admin questions to Kim.

Coaching Career Transition Insights

Ali, a former triathlete and animal sanctuary steward, is exploring coaching as a new career path, despite having limited experience with social media and AI. Sacha encourages Ali to focus on her existing expertise in supporting people through plant medicine integration, suggesting that she leverage her past experiences and natural abilities as a coach rather than viewing herself as entirely

new to the field. Sacha advises Ali to reach out to past clients for feedback and testimonials to build her coaching practice, emphasizing that many successful coaches have built their businesses through word-of-mouth referrals rather than relying heavily on social media or AI.

ADHD-Focused Career Transition Discussion

Chris shared his career transition, explaining how he lost his technical writing job in 2024 and is now exploring new opportunities. He discussed his interest in helping solopreneurs with ADHD and productivity issues, while acknowledging his lack of formal business coaching experience. Sacha clarified that Chris's focus is on helping individuals with ADHD and productivity challenges rather than providing general business consulting, which aligns with his personal experience and expertise.

Business Coaching for ADHD Entrepreneurs

Chris and Sacha discussed the challenges of positioning oneself as a business coach, particularly for solopreneurs with ADHD and procrastination issues. Chris acknowledged that while he has technical communication experience in corporate settings, he lacks direct business coaching experience. Sacha advised Chris to focus on his unique skills and experiences, suggesting that he leverage his ability to create alternative pathways for complex problems and his understanding of both corporate and entrepreneurial challenges. She emphasized the importance of authenticity and honesty in positioning oneself as a coach, suggesting that Chris could effectively coach others by sharing his own experiences of finding solutions in unconventional ways.

Holistic Health Coach Brand Strategy

Adele discussed her background in improv and holistic health coaching, and her plans to create an online presence through a website that combines these elements. Sacha advised Adele to clearly articulate how her diverse experiences make her a unique coach, suggesting she connect the dots between her background in improv, coaching, and inner child work for her target audience.

Enhancing Value Proposition and Productivity

Sacha advised Adele to clearly articulate her value proposition on her website, distinguishing between her About Me page (focusing on her background and expertise) and the homepage (emphasizing how she serves her target audience). Adele agreed to review her existing content and identify commonalities among her most successful clients. Ilya shared her challenges balancing work and motherhood in Africa, expressing a desire to increase productivity to complete tasks like building her website more efficiently. Sacha challenged the assumption that productivity equals effectiveness, suggesting that focusing on results rather than productivity might be more beneficial.

Productivity vs. Results Discussion

Sacha and Ilya discussed the difference between being productive and producing results, emphasizing that productivity alone doesn't guarantee outcomes. Sacha highlighted the importance of identifying and addressing internal barriers rather than focusing solely on external actions. They explored how unconscious motivations and existing comfort zones can impact progress, with Sacha encouraging Ilya to reflect on what changes or sacrifices might be necessary to achieve desired results.

Business Niche Development Coaching

Sacha provided guidance to several participants on defining and communicating their business niches. With Jenny, she helped refine an elevator pitch focused on helping middle-aged women detoxify from toxins and metals to increase energy and vitality. With Rachel, Sacha addressed her fear of public speaking and suggested grounding techniques like bilateral eye movement to improve presence during coaching sessions. For Catherine, Sacha advised focusing on one niche initially, either helping fathers through the legal process of divorce or providing pre-divorce relationship counseling, rather than trying to pursue both simultaneously.