Establishing Your Niche
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A niche is a way of defining who you are, what you’re in business for and what you offer to a client. People aren’t looking for a Coach per se, they are looking for someone that can help them with a particular problem or set of problems, a way to help them move forward in their lives. A niche can help people relate to you quickly, where they understand what it is that you offer and how you can help them.

It can also help people instantly identify you through their problems. You become easier to find if they Google searched say, Career Coach, Confidence Coaching, Public Speaking Coach etc.

There’s some debate around whether you should niche or not as a Coach. The main reason for niching is around marketing yourself. It is easier to market to a specific targeted group of people than it is to be all things to all people.

When you start out in coaching you may feel under pressure to find a niche straight away. Take your time. It can be difficult to know what area you want to work in life coach as a title itself may be enough for you.

Some Coaches take years to find a niche, others choose not to niche at all. You may find your niche finds you, where you become known as the expert in a certain area.

Often a niche emerges after a time and you see the areas of success you have with your clients. If they find they increased their confidence, became more creative or assertive or started their own business – these are areas you may wish to make your expertise as you will have a proven track record (and testimonials, of course) to back this up.

Use your own life experiences to create a niche. Ie. The Dating Coach, Divorce Coach, Flirt Coach, Business Start-Up Coach, Bookwrite Coach etc.

Some of the areas to niche in include (this list is far from exhaustive!)
So if you do want to define a niche how do you go about it?

Asking yourself some of the following questions can help:

- What areas of coaching do you enjoy? Write a list of your favourite Coaching topics, i.e. procrastination, mindset etc.

- What has been your previous experience? i.e. have you worked in the corporate world, worked with beauticians, photographers? Write a list of all of the different types of connections that you’ve had in the past.
- What groups of people do you generally mix with? Authors, Entrepreneurs, Rock Stars? Which of these groups of people really light you up?

- When people have a problem what do they ask you about? Relationships, Health Issues?

- What life experiences have you had? It can be the big life experiences that give you the empathy to coach in a specific area, i.e. divorce, redundancy, money issues etc.

- If you’ve had some clients think about those sessions you’ve enjoyed the most, what have the sessions been about? Self-esteem, weight loss, business?

- If you’ve had referrals from others what types of issues have they come with? This could be an area you’re known for but you don’t know it yet!

- What is it about those clients that you’ve enjoyed coaching? Is it they are the same age as you, like the same things, have your sense of humour? What is it specifically about them that makes you enjoy working with them?

- What could you talk about for hours on end without taking a breath? Creative endeavours, weddings

- In what area of your life are you an expert? Where are you known as being credible? Graphic Design, Accountancy?

- Do the friend test. What would your friends say you are good at? What would they come to you for support for?

Niching is scary, it can feel as though you’re shutting down lots of avenues for people to work with you. That’s not the case, you can still work with anyone, it’s just that you make it easier to market your expertise.

They can find you quicker as you’ve honed your offer.
Remember, there are a lot of coaches out there that don’t niche, this is your business, your choice. Some coaches are in business for a few years before they figure out the area they want to specialise in. Some don’t niche at all.

To niche or not to niche, that is the question.

You get to choose whether you niche or not and remember if the niche you choose doesn’t work it’s not the end of the world, you can change your mind. Better to have tried and it not work than to not have tried and live with regret!