



THE
PROFITABLE MICRO NICHE
LOCATOR



HAVE MORE SUCCESS & CONNECT WITH GREAT FIT CLIENTS

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NICHES & MICRO NICHES

You're probably familiar with the concept of a "Niche." That's a specific segment of the market where you choose to focus.

In coaching, some examples of some larger niches would be:

- Entrepreneurs
- People preparing for retirement
- Sales people
- Leaders
- Marriage

Focusing in on a Niche can be a helpful step and can lead you to having more success with connecting with "great fit" clients. It's a solid strategy. However, I've found even more success focusing in on what I call a "Micro-Niche." That's a smaller group of people within a larger Niche who are working on a more specific type of issue or opportunity. In fact, just knowing about this issue and/or opportunity helps to signal to your potential client that you know them well and that you're experienced helping people in their situation. Plus, people within that Micro-Niche are much more likely to refer you on to other people within their network because you truly understand their situation and you helped them to find success in that specific area.

HERE ARE SOME EXAMPLES OF NICHEs AND MICRO-NICHEs

NICHE: ENTREPRENEUR

Micro-Niches:

- Helping an entrepreneur to make some big decisions they don't feel comfortable sharing with their leadership team yet
- Helping an entrepreneur to work with their growing leadership team

NICHE: EXECUTIVES

Micro-Niches:

- Executives 5 Years from Retirement - (Since you know them well, you know that a lot of things happen during this specific time)
 - Identity questions
 - Consideration of moving and life changes
 - Navigating divorce and/or changes in their relationships that tend to happen during this "season"

NICHE: HEALTH & FITNESS

Micro-Niches:

- Helping someone who is VERY successful in their career but have "fallen off the track" on their health get back into shape (This group doesn't like to look unsuccessful so they REALLY need help with giving themselves permission to try something new)
- Helping someone who has lost weight but gained it back
- Helping someone navigate finding a new sport/passion after an injury made them stop something they loved doing

NICHE: PARENTS

Micro-Niches:

- Working with parents who are preparing their kids for College and/or gearing up to be empty nesters
- Working with parents who are dealing with their own aging parents while also navigating their own children

NICHE: SALES

Micro-Niches:

- High performance sales people who are wanting to go to the next level
- Successful sales people who are wanting to break out of a rut
- Successful sales people who are moving from sales position to sales management
- Successful sales people who are navigating new products

NICHE: MARRIAGE

Micro-Niches:

- Dealing with infidelity
- Dealing with inlaws
- Changes in career
- Stay at home spouse who is going back to work

THREE QUESTIONS TO ASK YOURSELF:

1. What's one of your favorite larger niches to work with? (business, leadership health, etc)

2. Think back to some of your favorite client experiences and ask yourself:
"What are some of the things I've loved to help people to do/experience/achieve?"

3. What would it feel like to get to work with this type of person and help them on these types of things on a consistent basis?