

THE  
COACHING  
MASTERS

# Discover Your Coaching Niche



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# Discover Your Coaching Niche

By the time you finish reading this eBook, you'll be crystal clear on exactly who you want to help, what problem you'll solve and what desire you'll meet for your clients!

The reason I've written this eBook is because the most common question I get asked is how to find a niche. Finding the niche isn't even the hard part; the difficulty is deciding to find one in the first place. What if you choose the wrong one? What if you exclude people? What if you hate your niche? These are probably some questions that are going around in your head right now. I was exactly the same...

***"You don't understand me or my vision. I can help everyone. I'm going to change the world!"***

That was the statement I made to a marketing consultant a few months after deciding to become a coach. To be completely honest, I'm not even sure I could call myself a coach at that point. I was actually using the title Personal Development Mentor. Anyway, whatever I was or wasn't, as soon as I made this claim, the consultant rolled his eyes, didn't even attempt to sell to me, and ended the call. I took it in stride and decided I knew best. Then, I set out to change the world.

I started to reach out to anyone and everyone to offer them help. Then guess what? I GOT a client! Easy as that! My first client paid me £600 for a 12-week programme. "Fuck you, Mr. Marketing Consultant, I told you I could change the world!" I could have screamed with excitement. I continued to reach out to people, and I began to coach all types of people: single mums who had lost their direction, students who wanted some extra confidence, even a girl who struggled with an eating disorder.

I soon realised that the £600 for the coaching programme I had secured was a bit of a fluke. I found myself always having to negotiate and compete on price. Once, I even took £15 for an hour of coaching. That was deflating in itself, especially when I heard some coaches were charging £5-10k for coaching programmes! I started to doubt in my own ability to be a coach. Then it got worse. Not only were people refusing to pay full-price for my coaching, they were also starting to not show up to their sessions, not put in the work, and their results were starting to slip. But that wasn't the worst part. When they did show up, I felt like a fraud due to their lack of transformative results. I felt uncomfortable, and just wanted to make my way through to end of the session. I even started dreading certain sessions. How could this be? My dream job was turning into a living nightmare. Subconsciously, I must have had these negative experiences influence my actions, too, as I found myself sabotaging sales calls and failing to respond to messages I had from people who had showed an interest in my coaching. Within a month or so, I was back at square one, with no clients.

I decided at the time that the problem was I simply didn't have enough leads (even though my inbox was full of random people with half-started conversations). I went on a mission for a jazzy website. That would do it, I thought to myself. Whilst searching for someone to help me build the website, I became extremely overwhelmed. I typed website development into Google and got 4,360,000,000 results. That's an accurate figure, by the way. Google it if you don't believe me. Everyone was saying the same thing. Fully-optimised this, and SEO that. I didn't have a clue which one to go for, what I needed, or who I could trust. At this time, my money was scarce, and I was working part-time whilst studying at college, so I couldn't risk losing a penny. Every time I found a company that I thought looked good, I would find another company that looked like they could offer something potentially better. Then, as I was searching, I stumbled upon a webpage – and there it was. In big bold letters, 'The Ultimate Website for Coaches'. Then, the content started reeling off questions: "Are you overwhelmed by all the choices for websites out there?", "Are you looking for a way to create a consistent source of leads?", "Do you want to share your message and help people but don't know where to start?" I was a little freaked out. It was almost as though the website was written to me! Then, there were all the testimonials from coaches saying how many clients they'd gotten through this website! I was so excited. I checked out some of the websites on the portfolio page. Wow! It had everything I wanted and more in a website. I didn't read anymore. Instead, I scrolled to the bottom and clicked BUY NOW! I also paid twice as much as I had wanted to pay, without even researching the owner of the website. I just felt in my gut that this guy would understand me and know what I needed, even if I didn't.

### ***It was here that I realised the power of the niche.***

I started to ask myself what part of the market I could focus on. Up until now, I had helped people with health, business, life, relationships and everything in-between. I thought about what area of coaching I enjoyed the most, and in what area I was able to help people the most. I realised that a lot of the stuff I was working with were things like motivation, confidence and things related to mindset. Now, at this point, I could have massively overthought things, but I decided I needed to just pick something, and get really good at it. I then changed my title from a Personal Development Mentor to a Mindset Coach.

I positioned myself in this way online, started to share content on mindset, and I started to attract more clients! People who were looking for help with their mindset specifically were coming to me knowing I was the person who could help them! My diary started to fill up. Not only that, but the clients were getting transformative results! I had sharpened up my skills and was doubling down on my strengths, focusing only on their mindset, rather than trying to sort everything out in one go. My confidence started to grow as I was getting results and people were showing an interest, so I put my price up to £997 for a 12-week programme. I thought I had cracked it! Until one day, I was sitting across from a client, and I realised I didn't really want to be there with them. It felt like work. I was there because I was being paid, not because I loved being in the presence of that person and facilitating their transformational experience.

It was at this point that I realised I needed to refine my niche even further. I started to think about the things my favourite clients had in common. Was it the men or women? Nope. Was it the age? Nope. It then hit me! Entrepreneurs! I loved these people! They were action takers, opportunists, fast-paced and, well, like me, I guess. These were the people that made the 60-minute sessions feel like 10 minutes. These were the people I was full of energy for when I spoke to them. These were the people I got the best results for because I understood them more than anyone else. Do you know why that was? Because I was one myself.

Now I had my niche: Mindset Coach for entrepreneurs. I thought about what I typically helped these entrepreneurs with. I knew it was their mindset, but why did they want to change their mindset? What could I use to hook these people into me and get them to realise I could help them? I thought about some of my previous entrepreneurial clients, and most of them felt confused, had a lack of clarity around what they wanted and generally just felt like their head needed a good sorting out. That made sense, but what did I help them to do? What is the point in sorting their mindset? What would they get out of it? I thought of my clients again, thought about all the things they got from my coaching, and why they came to me in the first place. The key theme was they all had goals they wanted to achieve, but couldn't quite seem to make them happen. That was it. I had all the pieces in place. I stood in the mirror, stared myself right in the eyes, and I said out loud,

***"My name is Lewis Raymond Taylor. I'm a Mindset Coach.  
I help entrepreneurs sort their head out and make things happen!"***

Within six months, I was fully-booked, had a waiting list, and had earned £50,000! Not only that, but I sprung out of bed each morning, and loved each and every second of my coaching sessions.

So, going back to my original statement, "I can help everyone. I'm going to change the world!" I was right, I can help everyone, and I can change the world. But I just realised now that I need to do it with one group of people at a time, creating the most impact by working in an area that plays to my strengths and that I enjoy the most! So, anyway, enough story-telling. Let me start by explaining why a niche is so important for your coaching business. Then, afterwards, I'll take you through the simple steps of nailing down your niche for yourself.





## Don't Be the Buffet of the Coaching Industry

"If you try to please everybody, you end up pleasing nobody."

This is a great place to start here because it really doesn't need to any be more complicated than that. Generalists typically don't do very well because they're average in a lot of areas, rather than really good at one thing. For example, have you ever seen those restaurants that sell a bit of everything? Chinese, Indian, pizza, burgers, kebabs, ice cream, etc. Typically, it's full of people who don't know what they want to eat, and don't want to pay a lot for it either. But, say, for example, you really fancied some Chinese food. You were craving some chicken chow main, some authentic Chinese tea, and some aromatic peaking duck. Would you risk going to a buffet that was also selling Indian and ice cream? Or would you want to go to a place that serves Chinese food, day in, day out? The place that you have absolute certainty would satisfy your needs. Yup, you'd go to the Chinese, and you'd probably pay more for it, too.

It's exactly the same for your coaching business.

***You want people to come to you for one thing, so they have the confidence you can satisfy their needs in that particular area.***

I'm sure the chef at the Chinese restaurant could also make a pizza and flip a burger, but actually, by offering more, it dilutes the confidence in the customer than you can deliver on the thing they actually want. I know how frustrating it can be to know you can help people with confidence, help people grow their Instagram, help people develop their career, help people live according to spiritual principals, or whatever it might be.

However, if you say you can help everyone with everything, you'll end up like the buffet of the coaching industry, with those people who don't know what they want, and not want to pay much for it either.

## Convert the Clients who Think They Are Different from Everyone Else

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Here's the thing, and another big reason why you can't keep things too broad.

A lot of people have this strange feeling that they are different from everyone else. In fact, you may even have this feeling yourself. Whether you feel this way yourself or not, I can tell you from experience that a lot of people say this: 'Ah, that looks good. I should imagine that would work for someone else, but it wouldn't work for me'. This is probably due to a build-up of disappointment in the past for certain people, that they automatically segregate themselves from the majority, and consider themselves an outlier. Someone that simply won't get the results and success that other people have. This is in fact not true, but you have to put measures in place to ensure you are talking directly to these people with your messaging and make it very clear that you can help them!

Not someone like them. Not someone with a slightly different situation.

***You can help them!***

This creates certainty, and when someone is certain, they'll buy.



## Understand What Your Clients Want

***If you don't have a niche, you have no idea what your clients want.***

Now, that may have triggered you, but it's true!

For example, a 21-year-old university graduate looking to build confidence and develop his career has very different wants and needs from a 55-year-old post-menopausal woman who wants to understand herself and create more fulfilment in her life. This goes back to "If you try to please everybody, you end up pleasing nobody." But rather than the actual type of coaching I was referring to earlier, I am now talking about the type of person you want to coach. You will never be able to understand everyone. Every group of people is completely unique. Once you become more specific with the type of person you want to reach, you will be able to learn everything about them. Imagine getting a sales call and explaining their deepest fears, the pain they are currently experiencing and all the challenges they are facing. This is the type of understanding you will have when you start to communicate with the same type of people over and over again. Imagine knowing the deepest desires of your ideal client, their dreams, goals and aspirations? Trust me, it doesn't take long to learn these things, either. For example, a millennial entrepreneur will probably value things like travel, impact, success, money, adventure and excitement. Their deepest fears are probably failure, rejection, embarrassment or mediocrity. Their challenges are probably focus, procrastination, and in some cases, confidence and self-belief. This is just off the top of my head. Other types of clients will be very, very different.

Here's the thing: When your prospect knows that you understand them, they also know you can help them. When they think you can help them, here is when they will have the confidence they need to work with you.





## Resonate and Engage Your Audience

Now that you understand your audience, you can become much more relevant to them. You can share stories that your audience might relate to and connect with. You can share valuable tips, tricks and strategies to show you are good at what you do. You can even use specific language that your audience would use, which will build rapport and allow your audience to feel you're speaking to them directly.

Imagine if your niche was motivational coaching for female professional women in their 40s. Imagine this piece of content:

*Hey, ladies! Did another day in the office fly by where you barely got any work done? Now the kids are screaming and demanding your time? Don't worry, they'll be asleep in a few hours, and you can pop open a bottle of wine and start to focus on you! I've got a few tips for you to ensure you break this cycle and get more done tomorrow.*

Now, if you're a female professional woman, that is going to speak directly to you! It's demonstrated that you understand them, and it's super relevant. This is where you'll start to get loads of leads jump onto your online content thanking you, and bringing themselves to your attention.



## Become an Authority Figure

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Up until now, I've mentioned the benefits of niching because it allows you to position yourself as something that 'could' help them. But something we've not explored yet is the actual quality of your coaching when you're being broad. If every client you work with is different, you spread your knowledge so thin that you become mediocre at everything, and don't focus your efforts to get really good in one specific area. They say that if you read one hour per day in your chosen field, it will make you an international expert in seven years.

Do you think you'll get more or less clients if you're an expert or a generalist?

Do you think you'll get more opportunities such as speaking gigs, book deals, guest blog articles, TV/radio interviews if you're an expert or a generalist?

When you start to secure these opportunities, you will start to become an authority in your niche, and from here, the sky really is the limit.

***A seven-figure income, fame, changing millions of lives, you can have it all.***

## Become the 'Go-to' Person

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When you help a specific person, with a specific thing, people will know who to refer you to.

***This is the link. People like to feel that they are connected.***

So, if they are clear on what you do, they will tell their friends, tag you in posts, and talk about you in general conversation. If they don't have the confidence or clarity that you do something that will help their friend/colleague/family member, you'll miss out on all this opportunity. Also, similar people hang around with each other! So, if you're helping a specific type of person, and you get them good results, they'll tell their friends who will also know you can help them, and it will create a nice amount of momentum for your business.



## Finding Your Niche!

So, hopefully now you're sitting there thinking, damn, I need a niche. Well, good news! I'm going to help you find one right now. It won't be difficult, either.

There are three main questions you can answer yourself to get started:



## 1. Who would you love to work with?

If you go back to my story earlier at the beginning of this eBook, you'll remember the part where I explained that I wished for the end of my session with a client and dreaded the next session beginning. This is where you don't want to end up! At the end of the day, regardless of anything else, if you have a fully-booked coaching business where you coach people 1:2:1, you'll be spending all your time talking to these people. This is why it's important, first and foremost, that you choose a niche you want to spend time in. Find people who you feel aligned with, that wouldn't feel like a drain and would make the time pass quickly. When you feel this way, your energy will be higher, you'll enjoy the session more and you will certainly end up delivering better results for the client, too!

## 2. Who would you be able to offer the most value to?

There is no choosing a niche that you can't add any value to. I understand that coaching should be clean and focused around questioning, but there will be times where your client will want your opinion, advice, guidance and for you to at least understand the situation they are currently experiencing. For example, I've never watched a football game, nor do I have any interest in it whatsoever. So, why would I work with a footballer, when I can't offer any value to them whatsoever? Especially when there is a coach out there that understands football like the back of their hand and could offer them a far better service. Choose a niche you have experience in, find interesting or connect with in some way. Maybe you used to work as a salesman, so you chose to help salespeople. Maybe you really understand the struggles of a single mum, and therefore you want to help them. Maybe you're really creative and love to focus on people who are of this disposition.

## 3. Who has got the resources to invest in coaching?

Don't fall into this trap. I completely understand that you want to help people you're passionate about. Maybe college kids, the homeless, or children with illnesses would light you up inside. The problem here is not only that there are queues of people literally lining up to be interviewed for free charity positions in these types of fields, but the audience typically doesn't have the resources to pay you. It's important to not grow a coaching business just for the money, and want to help people, but at the same time, you're building a business here, and businesses need money to survive. A lot of wealthy people like Bill Gates and Warren Buffet, for example, understood the importance of creating profitable businesses and accumulating wealth first, and then being able to use that wealth to make a bigger impact. They now operate billion-dollar charities attempting to cure things like the common cold. So, it's important for now that you choose a niche that can allow you to build a business. Children or people in crisis are unlikely to have the funds, so consider niches that have some kind of disposable income to invest in your services.





## Starting to Form Your Niche!

Now that you've got an idea of the type of person, let's start to look at the key components that make up a super accurate and water-tight niche.

These are the five questions you want to ask yourself so you'll have all the information together to construct a powerful niche that will engage and resonate with the people who you really want to work with!

### Who is in the niche?

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This is where you want to understand the type of person you are targeting. Here are a few examples, although there will be many more!

- What age are they?
- What gender are they?
- What's their profession?
- Where do they live?
- What is their personality type?

### What can you help your niche with?

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Here is where you will want to understand how you can help these people. Here are some more examples:

- Confidence?
- Mindset?
- Business?
- Fulfilment?
- Health?
- Lifestyle?

### What is the pain your niche is currently experiencing?

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- Stressed?
- Overwhelmed?
- Lack of clarity?
- Unfulfilled?
- Not enough clients?
- Self-doubt?
- Overweight?
- Lack of confidence?
- Toxic relationships?

### What specific vehicle do you use to help your niche?

Here is where you will explain how you help people get to their ideal outcome.

Here are some examples:

- Get clarity around who they are
- Build a relationship with themselves
- Develop their mindset
- Break down limiting beliefs
- Use holistic therapies
- Create a healthy lifestyle

### What is the ideal outcome of your niche?

Here is where you focus on what your niche is looking for. What are their deepest desires, or the ideal outcome of their investment in your coaching? It's important here to give them what they want, not what they need. There is no point in saying to a client, 'You will be more authentic,' or 'You will have high emotional intelligence,' because they aren't looking for these things. They may need authenticity and EQ, but this won't attract your clients. Give them what they need, such as:

- More clients
- Happiness
- Success
- A peaceful family life
- Losing weight
- Freedom
- An adventurous life

### The one-word foundation

As I mentioned earlier, you want to become the go-to person in your niche. A respected authority. A thought leader. Someone with expert status. When YOUR topic is mentioned, they think of you straight away. In order to do this, you need to be clear and accurate. So, we need to create ONE niche that sums up everything you do! From here, we will build everything around it. This should be the same as the above section, 'What do you help your niche with?'

- Confidence
- Mindset
- Business
- Fulfilment
- Health
- Lifestyle

## Starting to Form Your Niche!

Ideally, we want to get more specific, and more niched. The smaller the niche, the quicker you can penetrate it and rise to the top. Try to find a sub-niche, like the below examples:

- Purpose
- Naturopathic Nutrition
- Leadership
- Spiritual Alignment
- Peak Performance

## Your Title

Your title should just simply be your one-word foundation with “Coach” at the end.

- Purpose Coach
- Naturopathic Nutrition Coach
- Leadership Coach
- Spiritual Alignment Coach
- Peak Performance Coach

## Your three key pillars

In order to give you clarity on what to talk about in your content, in your sales conversations, in your coaching sessions and anything to do with your business, you want to create three key pillars to stand by. It's very easy to digress and just talk about various unrelated topics that don't lead people into your core offering. By creating these key pillars, the value you have to offer with be condensed into a few hours and allow you to build the audience in your niche quicker.

These three key pillars should be the three things that make up your one-word foundation. Some examples are below:

- Purpose Coach **{Contribution ~ Clarity ~ Self-Exploration}**
- Naturopathic Nutrition Coach **{Diet ~ Toxins ~ Healing}**
- Leadership Coach **{Communication ~ Integrity ~ Effectiveness}**
- Spiritual Alignment Coach **{Relationships ~ Values ~ Higher Power}**
- Peak Performance Coach **{Habits ~ Routine ~ Energy}**



## The 'I help' Statement

A lot of people can't explain what they do, and even if they can, very few customers actually understand. The idea is to make it as simple as possible. Just like, "I help entrepreneurs sort their head out and make things happen." It's important to keep this consistent and position it on as many things as possible so people know exactly what you do. The more people who know what you do, the more people it will have a chance of resonating with. You can put this on your website, business cards, email signature, social media accounts, and verbally say it to everyone you meet! I've learned a lot more about marketing and how to position these 'I help statements' to create the best possible impact. So, I'm going to take you through exactly how to make these now.

- A. I help
- B. {Insert pain}
- C. {Insert type of niche}
- D. {Insert vehicle of change}
- E. {Inset ideal outcome}

Let me show you how this looks in real life, with the title, the three key pillars and the "I help" statement. Below I will show you the statements of actual clients I've worked with and what we have created together. Not all of them fit the exact structure because it's flexible and dependent on a number of variables, but most are pretty damn close!

### One Word Foundation: TRANSFORMATION

**Title:** Transformational Coach

**Three Key Pillars:** Mindset ~ Image ~ Relationships

**I Help Statement:** I help single women transform their mindset, so they can re-invent their life, look amazing, and build an unbreakable relationship with themselves!

Can you see the things in play here? I've colour coded it below so show you the different elements.

- A. I help
- B. {Insert pain}
- C. {Insert type of niche}
- D. {Insert vehicle of change}
- E. {Inset ideal outcome}

*I help single women transform their mindset, so they can re-invent their life, look amazing, and build an unbreakable relationship with themselves!*

## Starting to Form Your Niche!

Let me show you a few more:

**One Word Foundation:** VISIBILITY

**Title:** Visibility Coach

**Three Key Pillars:** Confidence ~ Personal Branding ~ Storytelling

**I Help Statement:**

*I help **unseen** **female entrepreneurs** understand their brand, share their story and **make a difference**!*

A. I help  
B. {Insert pain}  
C. {Insert type of niche}  
D. {Insert vehicle of change}  
E. {Insert ideal outcome}

**One Word Foundation:** FREEDOM

**Title:** Freedom Coach

**Three Key Pillars:** Mindset ~ Opportunity ~ Money

**I Help Statement:**

*I help **mums** who **feel short-changed with life**, develop their mindset, **earn more money**, and **take opportunities**!*

A. I help  
B. {Insert pain}  
C. {Insert type of niche}  
D. {Insert vehicle of change}  
E. {Insert ideal outcome}

**One Word Foundation:** CLARITY

**Title:** Mid-Life Clarity Coach

**Three Key Pillars:** Clarity ~ Choice ~ Change

**I Help Statement:**

*I help **professional men** avoid their mid-life crisis by getting clarity around what they want, make new choices and **change their life**.*

A. I help  
B. {Insert pain}  
C. {Insert type of niche}  
D. {Insert vehicle of change}  
E. {Insert ideal outcome}

## Starting to Form Your Niche!

**One Word Foundation:** MINDSET

**Title:** International Mindset Coach

**Three Key Pillars:** Potential ~ Communication ~ Self-assurance

**I Help Statement:**

*I help professional expats with big goals transform their mindset to become high-achieving versions of themselves!*

A. I help  
B. {Insert pain}  
C. {Insert type of niche}  
D. {Insert vehicle of change}  
E. {Insert ideal outcome}

**One Word Foundation:** SPIRITUALITY

**Title:** The Spiritual Psychologist

**Three Key Pillars:** Awakening ~ Healing ~ Alignment

**I Help Statement:**

*I help millennial women who feel lost and unbalanced turn pain into power and awaken from within.*

A. I help  
B. {Insert pain}  
C. {Insert type of niche}  
D. {Insert vehicle of change}  
E. {Insert ideal outcome}

**One Word Foundation:** Empowerment

**Title:** Empowerment Coach

**Three Key Pillars:** Relationships ~ Purpose ~ Fulfilment

**I Help Statement:**

*I empower professional women in their 30s-40s to get unstuck, discover what they really want and create a life they love.*

A. I help  
B. {Insert pain}  
C. {Insert type of niche}  
D. {Insert vehicle of change}  
E. {Insert ideal outcome}



## Common Limiting Beliefs about Choosing a Niche

### ***You will exclude people.***

A lot of people seem to think they will exclude people if they choose a niche. Now, I'll be honest, some people will not resonate with your messaging. However, they wouldn't have bought from you anyway because being vague repels people more than telling them you don't want to work with them. What you'll find is that you create a bit of scarcity around your coaching and people similar to your niche will reach out to you, and say, "Hey! I know you usually work with \*\*\*\*, but I was wondering if you could help me, too?" How much easier do you think it will be to close the sale when the prospect feels lucky to even be having the opportunity to talk with you? Besides this, I'm guessing the reason why you're worried about excluding people is the fact that you want more people to help anyway, right? By niching down, you will attract ten times the amount of people who you actually want to work with anyway.



Let me show you a basic way of explaining how this works with something as simple as gender.

**I help men** = 50 Clients

**I help women** = 50 Clients

What a lot of people think is that if they help men and women, they'll get lots of clients and have 100 clients. This is where they're wrong. Because you'll not resonate with the audience correctly, your messaging will be blurred, you won't become an authority figure, you'll find it difficult to add value, or your sales conversations will be based on luck rather than experience, and you generally just won't create trust and certainty in the buyer. Therefore, your numbers will look more like the following:

**I help men** = 50 Clients

**I help women** = 50 Clients

**I help men + women** = 5 Clients

### ***You only work with people in your niche.***

A lot of coaches think their niche is a way of policing who gets the privilege of working with them. However, it's not like that at all. The reason why we niche is to position ourselves and attract our ideal clients. However, you don't have to exclude people who want to work with you anyway. Once, a professional kickboxer approached me to work with me. I spoke to him, I liked him, felt I could help him, and the rest is history. I didn't turn him away because he wasn't in my niche! This doesn't mean I have to open my niche up to working with kickboxers, too! It's just another client that I have behind the scenes, and my positioning is still super accurate, and creating certainty in the mind of the buyer of whom I wish to work with the most.

### ***What about if a client needs something else?***

Again, just like the person you're helping, the same goes for the things you coach on, too. Your positioning is focusing on the main thing your niche would benefit from, and the area you can offer the most value. This is essentially a way of hooking in your clients. Once they're interested, paid up, and getting results, you may wish to present some other areas of development to your client. Coaches usually have a number of tools available in their tool kit. Having a niche doesn't mean you can't use these tools; it just means you focus on one, and introduce the others later. The problem with introducing them too soon is your customer gets confused, doesn't know which route would be the best for them and gets overwhelmed. Overwhelmed and confused customers don't buy! Also, just because you've done your master practitioner in NLP, your Reiki Healer course or your hypnotherapy certificate, doesn't mean the customers care about it. Although you value these tools massively, and know they will help them, it's not up to you to ram unwanted services down customers' throats so early on. My advice is to keep it simple, hook customers in with what they want, and then when you're working with them, you can start to explain what they need.

### ***I'm worried I'll pick the wrong niche.***

"What if I pick a niche and people don't respond or I don't like my niche?" I can imagine are few more internal stories floating around your head right now. First of all, if you follow these steps above, then they will respond and you will like them because you'll be choosing someone you already know you'll enjoy working with and can add value to. If you've highlighted their pain and shown them your specific vehicle of change can get them to their ideal outcome, then you'll have no problems having them respond to you! However, what if it does go terribly wrong? You got confused when picking your niche, and actually, nobody wants to work with you and the people who do, you can't stand! What would you do? Change it. It's as simple as that. You simply update a few words on your social media bios and off you go, starting to nurture a new audience. I would always recommend you give it a try for a few fair months before jumping ship, though, as there will always be a small amount of self-doubt after you choose your niche. It's easy to overthink and start wondering if you made the right choice. I had a client once who wanted to change her niche because she thought men where indecisive. I encouraged her to stick it out a little longer, and then in a matter of weeks later, she started to get men saying yes to her every single time. This particular client now tells me she loves her niche.

### ***I'm not going to want to work with these people forever, so I won't niche.***

I take it you've heard of Mr. Robbins? It's a guy who takes people over fire-walks, have extraordinary relationships, become the best version of themselves, build a business and make a ton of money in the process? Well, even Tony himself started off with helping people with phobias through NLP. He has developed and evolved through his career to be able to be much broader. Besides, it's good to not compare your strategy to celebrities, as what works for them will almost certainly not work the same way for you. The point I'm trying to make is your niche will evolve and change through time. Just because you're using one area to focus on now, doesn't mean you'll always do that one thing, but it will allow you to penetrate the part of the market and move into different spaces in the future. As I mentioned earlier, I was a mindset coach, helping entrepreneurs sort their head out and make things happen. However, once I penetrated this part of the market, I found another niche to pivot into. I liked working with the coaches, I had value to offer them, and they were entrepreneurial anyway, so if anything, I actually ended up making my niche even more refined! The point is, it has changed and evolved. I'm now Lewis Raymond Taylor, Business and Mindset Coach. I help coaches create a solid mindset and a thriving online business. You may be wondering why I have no pain point in my 'I help statement' and why there is no vehicle of change, either. The simple answer is that I created it before I knew the best way to create them, and I also already have an audience of people who know what I do. As I mentioned, what works for someone else almost certainly will not work for you in the same way. Trust me when I say that the above information will give you the best chance of laying a solid, and accurate foundation that will attract the right type of people into your business.



Wow, I think I Can Find My Niche Now...  
What's next?

***My name is Lewis Raymond Taylor, Business and Mindset Coach, remember?***

I help coaches like you create a solid mindset and a thriving online business, remember?

If I was able to build not one, but two successful online coaching businesses...

...each making six figures a year with a team of coaches working under my brand...

...and a global online group-coaching community training platform in less than 18 months...

then you can, too.

I know you've probably heard that, "if I can, then you can too,"  
but let me tell you why I really mean it.

You see, by the time I was 25, I already had multiple spells in prison, battled with drug and alcohol addiction, trauma, debt, and mental health issues.

I basically lived a life of chaos and limitations.

Yet, in a few short years, I managed to build a successful online business and was moving faster than 97% of the people in the industry. How?

Because I took the time to learn and apply what works, and I stayed away from what doesn't.

And while I was on this path, I wrote down how I could have done it better and faster, so other coaches like you could avoid the mistakes I did.

In this eBook, you've started to explore the first stage, 'Accuracy.'

***Accuracy***

To stand out in the coaching market (which is growing by the minute), you need to be very clear about who you are and how you help people.

The other things in this module include getting clear around your Facebook tribe, eBook title, packages, prices, sales funnels, and everything else to do with your core offering.



The next stages are:

### ***Awareness***

You will not build a six- or seven-figure business if you are hiding. You need to be everywhere where your current niche is hanging out.

### ***Authority***

When you want clients to invest in you, you need them to see you as an authority figure. Becoming an authority figure will make people want to work with you, not the other way around (and double your prices, too).

### ***Attraction***

You need to actively bring people into your space and warm them up to the value of what you have to offer, as well as build a tight relationship with your audience through the power of content marketing and storytelling.

### ***Approach***

Business isn't just going to fall into your lap. At least not in the beginning. You need to approach clients and have an effective sales process to turn your warm leading into cash in the bank.

### ***Automation***

There's no need for you to do ALL the work when technology can do it for you. Creating a funnel and having it work on autopilot allows you to do more of what you do best: helping people!

**If you'd like to learn more about these six stages, and explode your coaching business, click below to learn more.**

### ***Tell Me More!***

**The Ultimate Launch Programme** for Coaches is not just a lovely step-by-step process for you to read and hope that you can work out how to apply it...

There is no room for failure in this programme.

I won't spoil the surprise. I'll let you click the link below and learn all about it, but imagine a programme where you don't just have some information...

...but you have every single component needed to launch and scale a successful coaching business all in one tidy package?

Do you think you'd have everything you need then?

So, you can STOP worrying about the business, and START focusing on helping more coaching clients!

Click the button below to become a coaching master today.

### ***Let's Do This!***

You'll basically be handed a fully functional business and the knowledge to run it properly.

No more hustling and grinding. No more worrying about how to get more clients and booking calls.

You'll be taking the first step toward building a successful, scalable coaching business that fulfils you.

You will have an audience of fans wanting to interact with you and work with you.

You will have an online business that can be operated whenever and wherever you want.

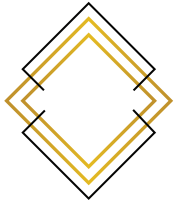
Click the button below to learn more now:

***Coach your way to FREEDOM!***

***Book your complimentary discovery session now!***

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# Discover Your Coaching Niche



**LRT LEWIS RAYMOND TAYLOR**