

How To Choose Your Niche & Describe What You Do

Learning Objectives:

- What is a niche and why do you need one?
- Sample niches for health coaches
- How to answer the question “What do you do?”

Many coaches over the years have asked us “What is a niche and why do I need one?”

Great question!

Let’s begin with the first part of the question.

A niche is basically a combination of 4 things:

1. A work in progress
2. A doorway (a.k.a the problem you solve)
3. The people you solve the problem for
4. How you solve the problem

Let’s go deeper into each one of these.

1. A Work In Progress

It’s important to point out that a niche isn’t something that you choose once and then set aside and never think about, look at, talk about or do anything with again.

I’ll repeat our downward-dog-in-yoga example from the previous video. Think about niche like you would a downward dog in yoga. Do you do a downward dog once, master it and never go back to it? Nope. You do multiple downward dogs in every class, deepening, tweaking and refining the pose.

Same with niche. You choose one to START with - we call this your STARTER NICHE - and as you move forward through the Phases of Business Growth you continue to deepen, tweak and refine it.

Many coaches struggle with “choosing a niche” because they feel like they’re making a choice that they’ll be married to for the rest of their career - and that’s not true at all.

Niche is ever-shifting and ever-changing, so give yourself permission to release the unrealistic expectation that you have to choose the “perfect” one before you can get started. (That’s not even possible!)

2. A Doorway (a.k.a. The Problem You Solve)

The nameplate on your doorway is THE PROBLEM YOU SOLVE.

In Pillar 3, Week 1 we introduced the concept of a \$1 problem versus a \$1000 problem.

A \$1 problem can wait until some other time to solve.

A \$1000 problem is URGENT and a client likely wants to solve it NOW.

As health coaches, we want to be solving \$1000 problems for our clients - and we want the nameplate on our doorway to reflect that.

Because if a potential client can put something off until another day, then she's probably not motivated to open your door, take out her wallet and invest money.

HOT MARKETING TIP!!!

One more important point about the problem you solve - it has to be important to the people who have the problem, not to you.

In other words, when you share what problem you solve, **you want to use language that is on your prospective clients' Map, NOT on your Map.**

Here's an example.

Let's say you'd like to help your clients lose weight in a holistic way - it's really important to you that you aren't just putting your clients on another diet that won't work.

And let's say that your prospective clients want to lose weight. And let's say they specifically want to lose weight in their bellies.

For a moment, put yourself on your prospective clients' Map - imagine it's YOU that wants to lose belly fat. This belly fat is driving you nuts and you are dying to lose it.

If I were to present you with two programs, which would you choose?

1. The Holistic Approach To Weight Loss
2. The Belly Fat Cure

By the way, "The Belly Fat Cure" is a book by Jorge Cruise, so that's not a title you can use, but you get the point.

On YOUR Map, YOU want to talk about a holistic approach to weight loss. On your prospective clients' Map, all THEY care about is losing their belly fat.

The nameplate on your doorway needs to be on your prospective clients' Map, NOT YOURS.

So in this example the nameplate on your doorway would read "The Belly Fat Cure" - and as your prospective client walks down the hallway and sees your nameplate, she has the opportunity to self-select and say "YES! That's what I want" and throw your door open.

Once she's inside, the PROCESS that you'll take her through is the 90-day Total Transformation, which is very holistic and not at ALL just another diet.

SHE doesn't know it's holistic - all she wants to know when she starts to work with you is that you can help her lose belly fat. She doesn't care how you do it.

If you can grasp this lesson, you will be miles ahead of 95% of health coaches who struggle to get clients.

So the takeaway here is...

- On our Map, we care about the PROCESS of working with a client. (i.e. "Holistic")
- On a client's Map, she cares about the RESULT she gets from working with you. (i.e. "Lose Belly Fat")
- Most health coaches try to sell a PROCESS....and struggle.
- Successful health coaches sell RESULTS.....they know that the process by which they get the results is secondary.

This is AWESOME STUFF, right?!

But....you might be wondering "How will I know how to get on my prospective client's Map so I can articulate what she wants?"

GREAT question!

That brings us to the next component of niche.

3. The People You Solve The Problem For

The more you can narrow down and be specific about the who you help, the easier it will be to get on that group's Map and articulate their \$1000 problems.

"If you can articulate your prospects' problems better than they can, they will automatically and unconsciously credit you with knowing the solution."
Wyatt Woodsmall

The challenge here for most health coaches is that we know our work can help pretty much everybody.

Even though you now logically understand that you need a doorway, you may resist choosing a specific group of people to help.

You may not want to leave anyone out - after all, so many people need help!

WARNING!

Possibly the most common and damaging mistake that health coaches make when marketing themselves and their programs is "trying to be all things to all people." The problem with this approach is that people like to buy things that seem like they were made "just for them" - not things that were made for "everyone."

When you work with everyone, how can you get on their Map and offer something just for them? It's impossible.

So we've got to shift our mindset about what it means to choose a group of people that you help. Intuitively, we think it's a disadvantage to narrow down. But in marketing, it's often the counterintuitive strategies that are the most effective. This is one of them.

Give yourself permission to let go of worrying about taking care of everybody and trust that choosing a group of people to work with is actually the opening to deepen your work.

Practically speaking, you may serve 1,000 to 5,000 clients over the course of your career (some of you more, some less), so you actually CAN'T work with everyone. There's a limit to your time and your energy.

Therefore, narrowing down is actually what allows your work to OPEN UP. Let's look at the final component of niche, which is...

4. How You Solve The Problem

How you solve the problem refers to the SYSTEM that you take your clients through to solve their problem.

Why is a system so important?

- It makes your intangible service tangible
- Helps clients feel confident that you can solve their problem
- It simultaneously settles the client's Critter Brain while giving their Cortex brain candy
- A "Signature System" is a powerful marketing tool that helps you stand from the crowd of other coaches

"Signature System" can sound fancy and complicated, so let's break down what that actually means.

There are 2 parts to your Signature System that make it unique:

1. Basic "branding" or title
2. The steps of the system

Here's the good news....

You already have a Signature System!!! It's the 90-Day Intensive!! Yay!!

That's just one of the benefits of enrolling in BHC - we've created the Signature System for you and handed it to you in the form of the 90-day health coaching program.

The 90-day program has both components of a Signature System:

Signature System Title:

- "The Total Energy Transformation"

Steps Of The System:

- Set up the conditions for inevitable success
- Discover the foods that give you the most energy for your unique body type
- Turn healthy habits into behaviors that last

REMINDER: There are sample titles in Pillar 2, Week 2, and in that same week we also gave you specific language to describe the steps of your system - it's in the Closing The Deal conversation training.

You're doing great!

Let's recap the 4 components of a niche:

- A work in progress
- A doorway (a.k.a the problem you solve)
- The people you solve the problem for
- How you solve the problem

Now that you understand these 4 components, how do you choose what we call your Starter Niche?

Reminder - we didn't say "choose your forever niche"!

A Starter Niche is just where you start out so you can master Phase 1 of your Business Growth and launch your coaching business.

Your niche WILL change over time.

SUPER HOT MARKETING TIP!!!!

***** The secret about niche is that you won't really know your niche until you've seen about 30-50 clients. So you HAVE to choose a starter niche, or you won't ever get to your "perfect niche". *****

Don't be like so many other thousands of health coaches and fall into the trap of waiting to get started until you to choose a "perfect niche" (which you understand by now is impossible anyway).

To help you make choosing a Starter Niche easy for you, we've given you several sample done-for-you Starter Niches to choose from.

You can follow along in the handout below this video titled "Sample Starter Niches".

You'll notice that the Sample Starter Niches all use the 6 Sample Titles we've already given you for the Total Transformation program in Pillar 2, Week 2 of the training.

These Sample Starter Niches are universal - there is great demand for all of them.

Remember, you're not committing to any of these niches for a lifetime - they're just a simple way to get started because people are already investing in products and services that solve these problems.

This is another counter-intuitive marketing strategy that works.

Intuitively, you might think that if there are thousands of people working in weight loss that that market is too saturated and you should go into another niche.

However the opposite is true.

You actually WANT to be working in a niche that people are already investing in - that way you KNOW that people want products and services in that niche because they are already spending money there.

If you're trying to get clients to invest in something that they don't have any history with and there's no familiarity or track record, that is going upstream. You're going to have a very difficult time. And we'd like you to have an easier time!

So let's look at the Sample Starter Niches. Again, you can follow along with the handout below this video.

Sample Starter Niches

Sample Niche #1: Anti-Aging

Doorway / Problem You Solve:	Look fabulous over 50
Who You Solve Problem For:	Women over 50
How To Solve Problem / Sig System	"Fabulous Over 50: The Total Transformation"

Sample Niche #2: Weight Loss

Doorway / Problem You Solve:	Break through weight loss resistance or plateaus
Who You Solve Problem For:	<i>Optional</i>
How To Solve Problem / Sig System	"The Total Weight Loss Transformation"

Sample Niche #3: Weight Loss

Doorway / Problem You Solve:	Look great naked
Who You Solve Problem For:	<i>Optional</i>
How To Solve Problem / Sig System	"Look Great Naked: The Total Transformation"

Sample Niche #4: Energy

Doorway / Problem You Solve:	Double your energy
Who You Solve Problem For:	<i>Optional</i>
How To Solve Problem / Sig System	“The Total Energy Transformation”

Sample Niche #5: Weight Loss

Doorway / Problem You Solve:	Transform your body now
Who You Solve Problem For:	<i>Optional</i>
How To Solve Problem / Sig System	“The Total Body Transformation”

Sample Niche Bonus: Weight Loss & Energy

Doorway / Problem You Solve:	Transform your body & your energy now
Who You Solve Problem For:	<i>Optional</i>
How To Solve Problem / Sig System	“Total Transformation: The 90-Day Intensive”

Now that you have some sample starter niches to choose from, you can guess what your action step will be...yep! It's to choose one.

Of course, you are welcome to choose or have a niche that is different from the ones we have given you here. But if you are struggling with niche and have no idea where to start, then press the easy button and just use one that we've given you.

Pretty sweet, right?

Before you move on to the next video where we'll show you how to answer the question “What do you do?”, leave a comment and let us know - ***which part of this video training was the biggest relief for you?***