Niche Identification Worksheet

Finding your niche is about aligning your passions, expertise, and market opportunities. This worksheet is designed to help you identify and evaluate potential niches that resonate with your coaching style and goals.

Discover Your Ideal Coaching Niche

List Your Areas of Interest

Start by listing down all the areas you are interested in or feel passionate about.
These could range from specific coaching topics to broader themes.

Use your answers from the “Defining Your Niche Worksheet” as a starting point to uncover the niche that resonates most with you. Begin by reflecting on what areas in coaching spark your interest or ignite your passion. Don't limit yourself – think broadly and creatively. These areas could be very specific topics within the realm of coaching or more general themes that you find yourself drawn to.

Life Stages or Challenges

Do you feel connected to coaching individuals through specific life stages like early adulthood, career transitions, or retirement? Or maybe you're drawn to helping people navigate particular challenges like stress management, work-life balance, or personal growth.

Demographic Groups

Are there certain groups of people you are especially passionate about working with? This could include young professionals, entrepreneurs, parents, students, or retirees.

Industry-Specific Coaching

Maybe your interest lies in coaching within a certain industry, drawing on your background or expertise. This could be corporate coaching, educational coaching, health and wellness, or even artistic and creative fields.

Specialised Techniques or Philosophies

Perhaps you're enthusiastic about specific coaching methodologies, psychological theories, or holistic approaches that you want to integrate into your practice.

Personal Experiences

Often, your own life experiences can guide you towards your niche. Reflect on the aspects of your journey that you're passionate about sharing or areas where you've had significant growth or learning.

By listing these areas, you start to form a picture of where your interests and passions lie. This is about discovering what excites you, finding what feels meaningful, and aligning with your vision for your coaching practice, alongside recognising your strengths.

Research Ideas

Here are some places that you can use to do some research if you are unsure of what you would like your niche to be.

Be careful, don't get stuff at this stage.

Pick a niche and run with it, even if it is just for now.

Coaching Industry Publications and Blogs

Websites like Coaching World, International Coaching Federation (ICF), and The Coaching Tools Company offer a wealth of articles, success stories, and trends in the coaching industry. These can be great sources for identifying emerging niches.

Online Forums and Communities

Platforms like LinkedIn groups, coaching-specific forums, or even Reddit can offer real-world insights into what potential clients are looking for and discussing. Engaging in these communities can provide you with fresh ideas and perspectives.

Networking Events and Webinars

Attend coaching webinars, workshops, and networking events (either in-person or virtual). Interacting with other coaches can offer insights into different niches and what might be in demand.

Market Research

Conducting surveys or exploring market research reports can give you an idea of what potential clients are seeking in a coach. Tools like Google Trends can also help you understand what topics are currently popular.

Books and Podcasts on Coaching

Authors and podcasters often explore a variety of niches within the coaching industry. Listening to or reading these can spark ideas and provide deeper understanding of different areas.

Coaching Training and Certification Programs

These often provide comprehensive overviews of various niches and specialisations in coaching. They can be a good source of inspiration, especially for those new to the field.

Social Media Groups and Pages

Following coaching-related pages on platforms like Facebook, Instagram, and Twitter can give you a sense of current topics and trends in the coaching world.

How to Decide

1. Score Each Area

   For each area listed, assign a score from 1 to 10 for each area,
   (with 10 being the highest and best), based on the following criteria:

   Market Demand: How much demand is there for this type of coaching?

   Your Expertise: Do you have knowledgeable or skilled are you in this area?

   Your Experience: Do you have relevant experience that adds value to your coaching in this area?

   Your Passion: How passionate are you about this topic or area?

2. Evaluate Your Scores

   Add up the scores. Look at the scores for each area. The ones with the highest scores are strong contenders for your niche. These areas are where your passion, expertise, and market demand intersect, offering the greatest potential for a successful coaching business.

In the end, choosing a niche is about finding the sweet spot between your skills, your passion, and the market demand. By defining what you do, you will also define who you are in the coaching industry.

Trust yourself, reflect on your own coaching experiences and feedback from clients or peers. Often, your most effective niche can come from recognising your own strengths and the areas where you have made the most impact.

Remember, the highest-scoring niche might not always be the perfect choice. Consider other factors like your long-term interest and the potential for growth in that area.