

ACTIVITY FOR FIGURING OUT YOUR NICHE

“WHOM HAVE I HELPED ALREADY?”

Having a niche makes it possible for you to target your marketing efforts instead of marketing to the whole world. After you decide on one or more niches, you can then focus your efforts on learning about your niche and how to serve it well.

Rationale: One way to figure out who you will coach is to consider what kinds of people come to you for advice and help. Who have you helped already? When you can identify them, you have identified the kinds of people who are already more inclined to seek you out and trust you and who benefit from your help.

Instructions: Fill out the grid, adding more names as you wish. This may take time. Ask your colleagues, friends, coach, etc., for ideas. Make this as complete as possible. Then look for patterns—in gender, age, profession, problem type, action needed, accomplishment type, etc.?

PEOPLE I HAVE HELPED

NAME	PROBLEM	ACTION	ACCOMPLISHMENT