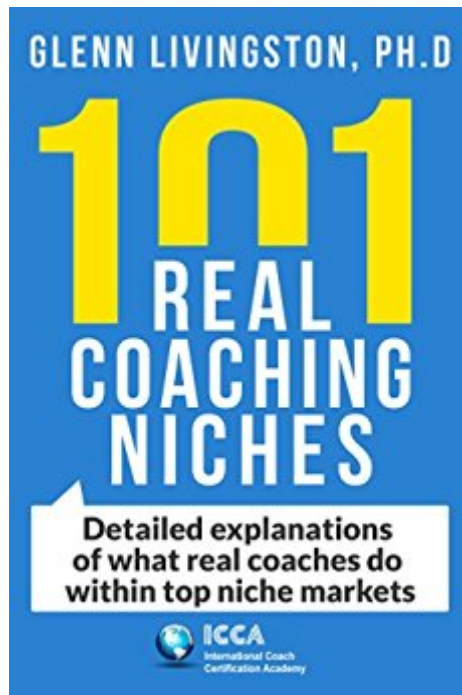


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# 101 Real Coaching Niches: Detailed Explanations Of What Real Coaches Do Within Top Niche Markets



## Synopsis

Most coaches make a critical business mistake by advertising as a general coach. Because they're focused on their own communication skills, and because these skills are applicable to ANY problem, they reason they should put themselves out in the market as a general coach. That's a big mistake from both a marketing perspective AND a coaching-skills-development perspective. Why? First of all, when you advertise as a general coach, you're putting yourself in direct competition with all the other general coaches. Now, even though there's a lot less competition than you may think—as of this publication there were only 20,000 active coaches in North America (one for every 15,000 people | compare this to the hundreds of thousands of counselors, therapists, psychiatrists and social workers!)—you can still dramatically increase your odds of successfully attracting clients by choosing a specific niche. But there's a bigger reason you should niche. When you choose to solve a specific problem for a specific audience you can BUILD YOUR CONFIDENCE as a coach a lot faster. That's why we've listed 101 real coaching specialties to help you get some ideas about the areas where you can excel as a coach. From coaching in hobbies that may help you establish a modest second income to coaching in business-related areas that could net you a six-figure salary, we've covered all the bases to give you a number of ideas.

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## **Customer Reviews**

An ever increasing number of people are discovering that coaching offers the potential for a rewarding career. Coaching can satisfy our need for making a difference in the world and also provide a reasonable income. But, far too many people are mastering the skills of coaching without mastering the business of coaching. Dr. Glenn Livingston, author of 101 Real Coaching Niches, has written an excellent resource to help prospective coaches select a niche that is suitable to their interests and skills and at the same time help them to stand out from the crowd of other coaches. The first thing you will learn from this book is the need to specialize. If you hope to be successful as a coach, you will need to select a very narrow niche. This is extremely important at the start of your career. It is much easier to attract your ideal client if you drill down and help solve a very particular problem for a narrow segment of the market. This is a difficult concept for most beginners to accept. But Dr. Livingston does an excellent job of articulating the need to focus in a very specific niche. The second thing you will learn from this book is the wide variety of niches available to aspiring coaches. While this book lists 101 separate niches, there are many sub-niches within some of the broader niches. You will be surprised at the number of niches available. Since the book covers 101 separate niches, it is not possible to cover any niche in great detail. The format of the book is to briefly describe the niche, the need or issue you would be working with, the skills sets you should possess or be willing to learn and the results you can expect to get by coaching in a particular niche.

I am a newly certified professional coach and have been doing coaching for a few years prior to knowing anything about determining the perfect niche for my business. When I first started out I was a jack of all trades when it came to coaching and master of none. By that I mean I was trying to specialize in way too many areas or niches and could have been far more successful if I stuck to what was really speaking to my heart. I even made appointments with the SBA and Score seeking assistance on how to identify my target niche audience. I wish I had this book in my possession sooner because it would have prevented me from wasting a lot of time I was viewed as a general coach and it was really difficult to set myself apart from all the other coaches. Instead of trying to be

like all the other coaches and do what they were doing the book taught me to identify a specific problem for a specific audience that I could solve and identify areas where I could excel as a coach. We all have unique skill sets, experiences and talents that can benefit people from all walks of life. Why I love this book and keep referring back to it is because I knew I was good at empowering women and had been conducting research to determine the best ways to empower and what to focus on. Within this book is a description of my niche (empowering women) which really resonated with me. After reading it several times I realized I have a lot more to offer than I gave myself credit for. There are also plenty other niches that I didn't know existed. Although, there are a lot of niches identified in the book what makes it a great resource is that it allows you to see yourself, think about what makes you unique from other coaches and what you bring to the table.

As I get older, I become more aware of how short life really is. There is a finite time to 'follow your heart' and I wonder how many of us actually achieve what we set out to achieve. What about our goals...more importantly what about our super objectives, such as leaving a legacy or achieving a dream that really means something to us? And what happens when we collide with those stubborn obstacles we just can't seem to overcome? Many of us reduce the dream and readjust the ambition to suit our new less exciting reality, surrendering to our self-imposed limits that define the boundaries of our vision. Others get a great coach! Yet too many business people and yes, coaches in particular, lose precious time trying to be 'all things to all people'. One of the biggest issues coaches face is a lack of focus when marketing their services. While their skill can benefit people in many different situations, many end up disillusioned, facing years of trying to develop a reputation, most likely through word-of-mouth, attempting to reach people they can help, and failing. I cringe at networking events when a 'life coach' squeezes a business card into their prey's hand in (what is for me anyway) an embarrassing and vain attempt at getting a client, that is instantly dismissed by the recipient who holds the business card just long enough to throw it into the nearest bin. And yet had the coach been available to the right person at the right time, great things might have been accomplished...That's where 101 Real Coaching Niches comes in.

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