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For Coaches A  
Practical  
Marketing  
Handbook For  
Building A  
A Practical  
Handbook  
For  
Building A

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How to Choose A  
Profitable  
Coaching Niche |  
LIFE COACH

TRAINING *Finally  
Find Your Niche!*

*// Niche*

*Marketing for  
Nutritionists  
and Health*

*Coaches* COACHING

NICHES 2020 - 6

\u0026 7 FIGURE

COACHING NICHES

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~~Coaching Niches  
— How to choose  
the RIGHT niche  
to make money~~

~~FAST Niche~~  
**Marketing for  
Coaches A  
Practical  
Handbook for  
Building a Life  
Coaching,  
Executive  
Coaching or  
BM115: How To**

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**Position  
Yourself As An  
Expert In A  
Niche Market**

Niche Advice for  
Coaches (How To  
Niche Down) How  
to Create and  
Dominate a Niche  
Market (Actual  
Coaching Call) **5  
Tips for Getting  
Clarity on Your  
Coaching Niche**



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**Niche Marketing-  
Tap Into Your  
Most Profitable  
Customers |**

**Steve Smith-**

**Business Coach**

~~Coaching: How  
Niche Marketing  
Gets You~~

~~Clients... How  
To Create And  
Dominate A Niche  
Market How To  
Find Your~~

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Coaching Niche A

(Money Making  
Niche Finder)

---

How To Choose

Your Niche

\u0026amp; Target

Market -

Successful

Coaching \u0026amp;

Consulting

Secrets Ep. 7

Coaching

Business

Success: How To

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## Choose Your Coaching Niche and Target Market

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BM123: How to  
Best Leverage a  
Niche Market  
With Your Book  
*How to choose a  
PROFITABLE  
coaching niche  
in 2021 (4  
things to  
consider)*

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*Creating a Niche*

*Market With*

*Media Critic Ken*

*Auletta Get*

*Coaching Clients*

*(INSTAGRAM TIPS*

*TO BOOK MORE*

*SALES) ~~Niche~~*

*~~Marketing~~*

*~~Strategy — Tips~~*

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the essential A  
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coaching or  
business  
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practice. Based  
on years of  
first-hand,  
practical  
experience this  
book shows you

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how to transform  
yourself from  
being just  
another coach  
into someone who  
stands out to  
your clients as  
the natural and  
only choice.

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Paperback -

January 1, 2008

by Hannah

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15 - The Coach  
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at successful



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chosen their  
niche (although  
some are more  
niche than

others) -  
internet  
marketing,  
dentists, media  
professionals,  
wealth coaching,  
small business  
owners. Only two  
of those I would

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- the dentists  
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the essential  
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coaching,  
executive  
coaching or  
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coaching  
practice. Based  
on years of  
first-hand,  
practical

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experience this  
book shows you  
how to transform  
yourself from  
being just  
another coach  
into someone who  
stands out to  
your clients as  
the natural and  
only choice.

*Niche Marketing  
for Coaches by  
Page 20/48*

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*Hannah McNamara*

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only choice. As  
you read through  
the pages,

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how to: ?

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building a life  
coaching,  
executive

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how to transform  
yourself from  
being just  
another coach  
into someone who



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the natural and  
only choice.

## Building A

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into someone who  
stands out to  
your clients as  
the natural and  
only choice.

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for Coaches*

Your  
profitability as  
a coach starts  
with your

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As with any business, the selection of the niche involves investigating the market size and ease of service to that market. If the...

*The 5 Fastest-  
Growing Coaching  
Page 28/48*

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Year

A marketing coach will provide support, but his/her clients own the execution of the marketing activities. Some of the specialties or sub niches within the

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For Coaches A

Niche include:

Content

Marketing.

Social Media

Marketing. Lead

Generation.

Search Engine

Optimization.

Niche Marketing

/ Development

*7 Most*

*Profitable*

*Page 30/48*

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*Coaching Niches  
Defined*

"Niche Marketing  
for Coaches" is  
the essential  
handbook for  
building a life  
coaching,  
executive  
coaching or  
business  
coaching  
practice. Based  
on years of

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first-hand, practical experience this book shows you how to transform yourself from being just another coach into someone who stands out to your clients as the natural and only choice.



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*Niche Marketing  
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Practical  
Handbook for For...*

Two apply here:

1. A situation or activity specially suited to a person's interests, abilities, or nature. Applied to coaching, this definition

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is oriented  
around a WHAT -  
a topic to coach  
around, a  
general coaching  
niche. 2. A  
special area of  
demand for a  
product or  
service.

*Coaching Niche  
or Target  
Market:*

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*Clarifying the  
Difference ...*

This is why you need a niche – a highly focused, targeted market – for your health coaching business. Now, a niche isn't something you simply come across. You create it by

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determining and fulfilling poorly addressed or ignored consumer needs by other health coaches.

*How To Find The  
Right Niche  
Market For  
Health Coaches*

There are so many coaching

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niches available  
today that it's  
sometimes  
overwhelming on  
which coaching  
path to follow  
or hire.

Choosing a  
coaching niche  
is an important  
first step to  
developing your  
online or  
offline coaching

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business. A good place to start in your coaching business is [bloomchase.com](http://bloomchase.com). Without a clear niche, you'll come across as totally scattered to your potential fans.

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*Coaching Niches*

- *Bloomchase*

One important factor that decides how successful a coach will be is the niche they pick. As a niched coach myself, I can guarantee this is true. It's great for Social

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Media leads. A  
Helps you raise  
your prices. And  
works wonders  
for your Google  
ranking too.

*Niche Coaching:  
How to find a  
profitable  
coaching niche*

...

If you are well  
trained as a



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coach and put in the requisite ongoing marketing efforts, it is possible to coach without a niche. However most coaches experience significant advantages in focusing their marketing

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efforts towards  
a particular set  
of clients.

## Practical Handbook For

*Niches For*

*Coaches -*

*Business Coach &  
Leadership ...*

Choosing a  
coaching niche  
can be

difficult. It  
can often feel  
like you're

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dismissing A  
prospective  
clients and  
sources of  
potential A  
revenue,  
especially in  
those early days  
when you're  
focused on  
getting your  
business off the  
ground and start  
attracting

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paying coaching clients. Though it may feel counter-intuitive, actually the opposite is true.

*Best Life  
Coaching Niches;  
How To Choose  
Yours - PCCCA*  
So pick your  
niche and define

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it carefully.  
Who can you help  
the most... and  
with what? "I  
help people with  
their fears," is  
way too broad.  
"I help teens  
who are scared  
of dogs," is  
much more  
specific. Find  
your niche  
audience and

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Practical Handbook For Building A

2. speak to them directly. 2. Create “You” Clarity. Why you? What makes you the best coach for this audience?

*5 Examples of  
Life Coach  
Branding That  
Win Clients Over*

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24, 2021

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