NAIL YOUR NICHE

How to choose a profitable niche that lights you up.

Workbook by:

Coach Cheryl Thacker

SCE COACHING ACADEMY

About Coach Cheryl

Meet Coach Cheryl Thacker, PCC, BCC, the Founder and CEO of Successful Coaches Enterprise LLC and the creator of the SCE Coaching Academy. Cheryl's passion is working directly with coaches, consultants, and service providers, helping them to build their businesses from the ground up and go from part-time enthusiasts to full-time professionals.

Cheryl is a distinguished Coach Trainer and seasoned Business Coach renowned for her expertise and passion for mentorship. She has dedicated the last 15 years to elevating the coaching profession by training and mentoring thousands of people to get certified and credentialed. Her commitment to excellence is reflected in her 13 Coaching Certifications, the PCC Credential from the International Coach Federation and BCC credential through the Center for Credentialling and Education.

A certified Emotional Intelligence practitioner with specialized training in the EQ-I 2.0 assessment, Cheryl's unique approach blends insightful strategies with heartfelt guidance, empowering coaches to not only establish themselves but to truly thrive in the competitive arena of coaching.

To Your Success!
Cheryl Thacker. PCC, BCC
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YOUR WHY

There is always a 'why' behind the things we are called to do - write your top 3 down!

THE MAIN REASON I WANT TO CREATE THIS BUSINESS IS...

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Some Ideas:

- Want more time and freedom
- Want to work from home
- Want to expand my impact
- Travel
- Change career
- Spend more time with my family

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LET'S GET STARTED

Do you need anything to get started? What do you need to learn, buy or figure out so you can launch your business?

Learn	Buy	Figure Out

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TAKE INVENTORY

What experience, training and passion do you have that can transfer into a business? Look at Work, Life, Health, Relationships, etc.

Experience	Training	Passion

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BRAINSTORM

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1. SKILL BRAIN DUMP

Think about everything you can do! You will probably surprise yourself with how much you know! Tick what you can do and list the skills unique to you.

- [ ] Writing
- [ ] Community Building
- [ ] Social Media
- [ ] Canva
- [ ] Illustration
- [ ] Graphic Design
- [ ] Creativity
- [ ] Marketing
- [ ] Instagram
- [ ] Facebook Groups
- [ ] Organisation
- [ ] Microsoft Excel
- [ ] Video
- [ ] Photography
- [ ] Presentation
- [ ] Tech Skills
- [ ] Goal Setting
- [ ] Mind Set
- [ ] Teaching
- [ ] _____
- [ ] _____
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2. YOUR 6 TOP SKILLS

Highlight the three skills you feel are your super powers / strengths
Highlight the three skills that really light you up

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3. SKILL AUDIT

List the 6 skills you have mentioned on the previous page - add them to the matrix below
Now rate each column out of 10, 10 being the highest, 1 being the lowest.

Strength score - how skilled you feel you are at something,
Skills you feel are your strength earn a higher score.

Light up score - how much joy doing that thing brings you,
Skills that bring you the most joy earn a higher score.

Time score - does this skill take a lot of time to produce a product/service?
Quicker, high output skills earn a higher score.

Perceived value score - how valuable that skill is.
(tip: don't be modest, try and imagine you are scoring a friend)
Skills which are perceived as high value, earn a higher score.

Audience score - If you have one, does your current audience need this skill?
An established audience you can sell your skill to earns a higher score.

Barrier to entry - whether you require an investment of capital, additional training needed etc. to do this skill Skills which have a low barrier to entry, earn a higher score.

A QUICK NOTE

Try to be really honest with how you score yourself. Imagine you are scoring a friend!

SKILL	STRENGTH SCORE	LIGHT UP SCORE	TIME	PERCEIVED VLAUE	AUDIENCE	BARRIER TO ENTRY	TOTAL
_____	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐

MY HIGHEST SCORED SKILL IS...

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VALIDATE

Use some of the below methods to validate your niche and figure out what people really want.

Email a survey to your list to find out their current struggles and painpoints

Ask to zoom with a couple of ideal clients and just chat with them about their struggles

Use keyword dominator to look up trending search terms on Youtube

Use Pinterest Trends to look at what people are currently searching for

Join Facebook groups and put up a poll asking about what people are struggling with

Join Facebook groups and listen to the questions people are asking

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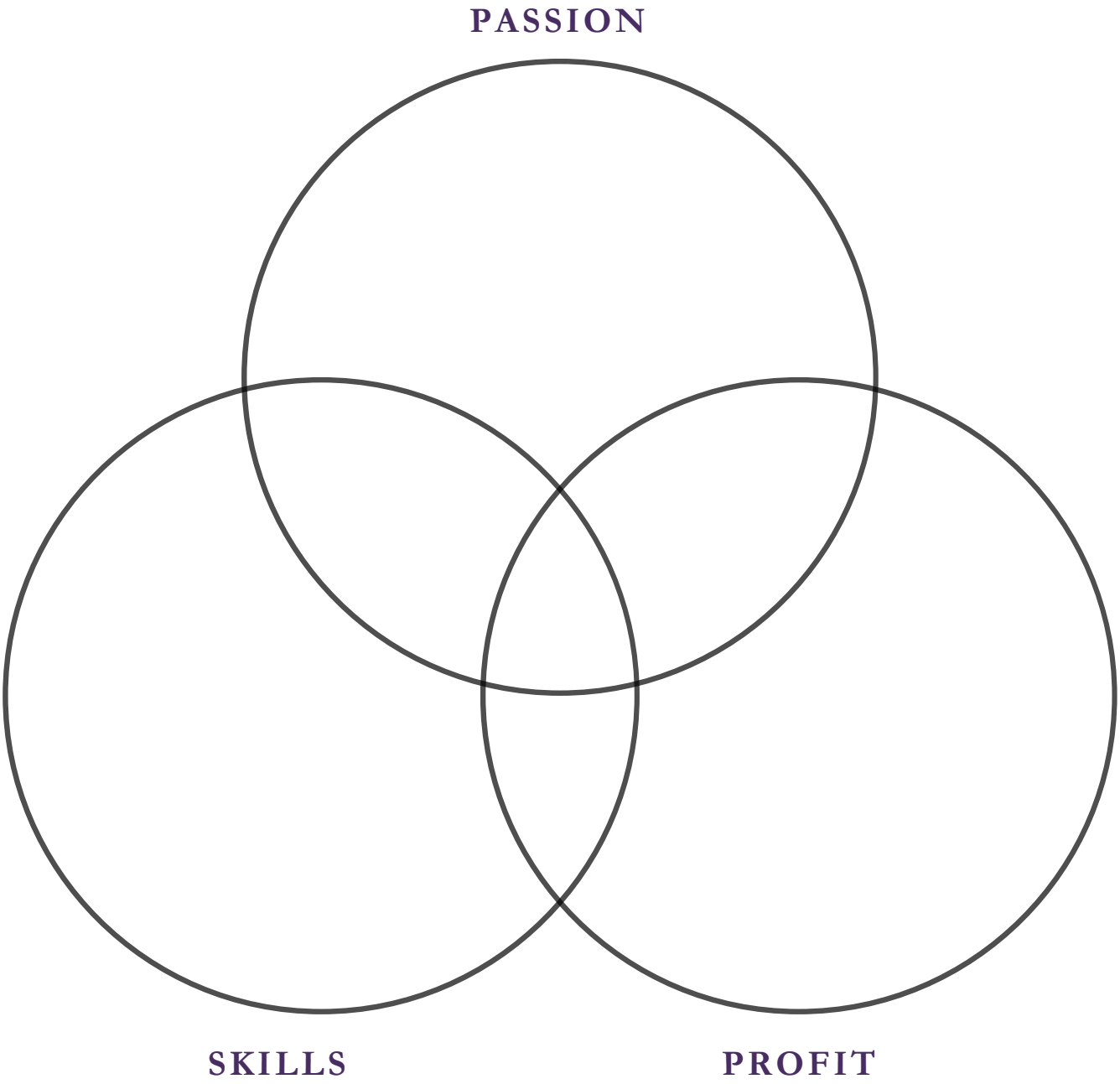
SKILL PASSION PROFIT

Write down your skills, passions and tasks you know are profitable.
Are there any overlaps?



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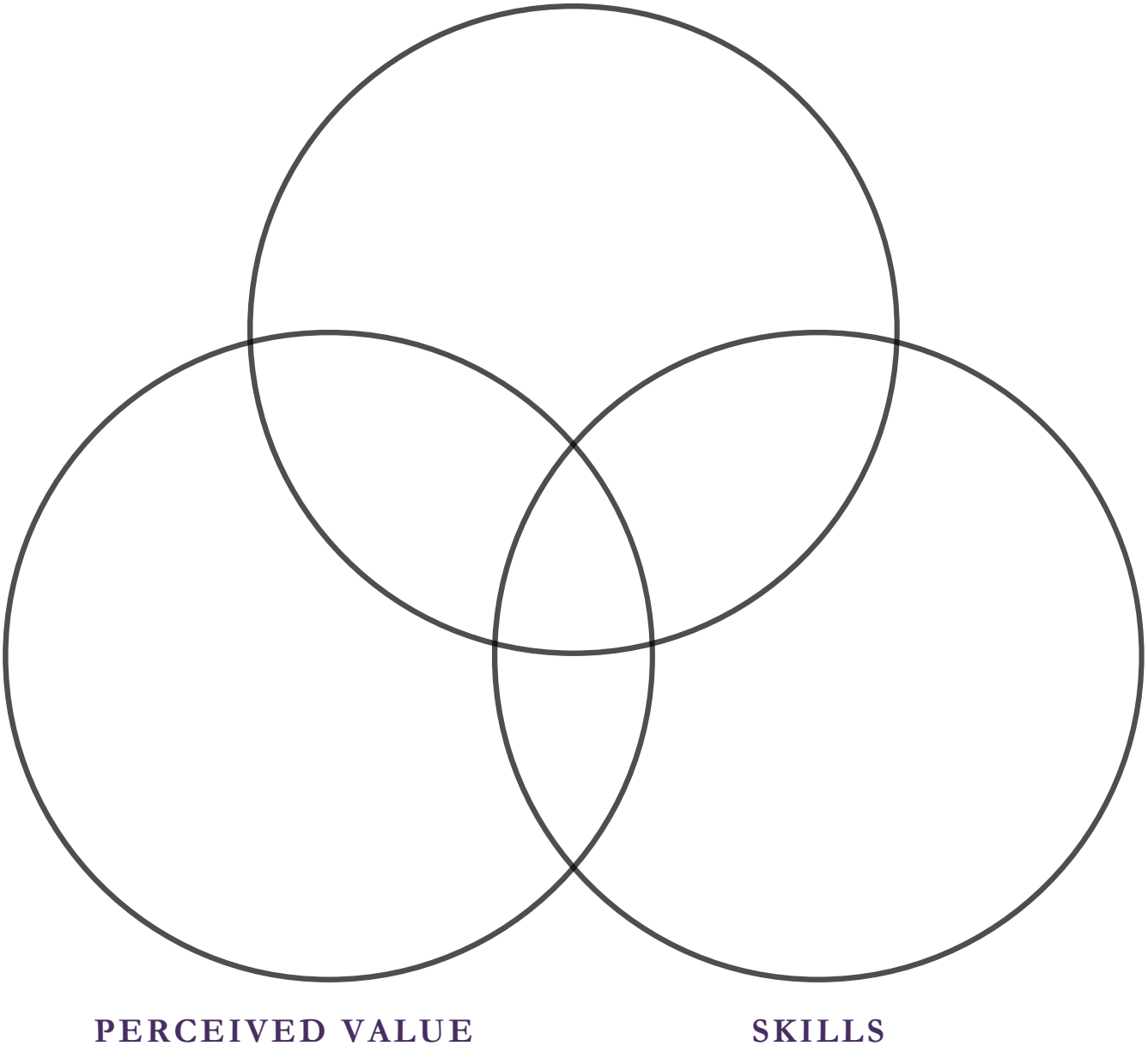
AUDIENCE

Now think about your audience and their dreams, preceived value and skillset. Are there any overlaps that stand out?



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WHAT INSPIRES YOU

Is there someone else you admire that has a business with a niche that inspires you and is doing well? Thats actually an amazing thing - as it means there is an audience of possible buyers for your services or products! Have a deepdive into what your competitors are doing and what you like about their offer. How can you do it different or better?

INFLUENCER	WHAT I LIKE ABOUT THEIR NICHE	POINT OF DIFFERENCE

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EXAMPLE NICHES

Here are some example niches to research. Once you choose a main niche, you will then choose a specific focus, sometimes called a micro niche. You'll dive deeper into that when you create your ideal client avatar

Leadership Coaching	Executive Coaching	Accountability Coaching
Career Coaching	Sales Coaching	Personal Development Coaching
Financial Coaching	Goal Achievement Coaching (personal, business, financial goals)	Health Coaching
Wellness Coaching	Relationship Coaching	Mindset Coaching
Spiritual Coaching	Family Life Coaching	Christian Coaching
Business Coaching	Marketing Coaching	Book Writing Coaching
Social Media Coaching	Youth Coaching	Student Coaching
Performance Coaching	Brand Coaching	Team Coaching
Money Mindset Coaching	Retirement Coaching	Cancer Coaching
ADHD Coaching	Recovery Coaching	CSuite Coaching

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NARROWING IT DOWN

TOP 3 NICHES	WHAT STANDS OUT

WHAT ARE THE SPECIFIC THINGS I WANT TO HELP PEOPLE IN THOSE NICHES WITH.	
Goals	Challenges:

WHAT ELSE CAN HELP ME CHOOSE?

WHAT IS MY NCHE?

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MY OFFERS

ICF LEVEL 1 Certification Course:
Coaching with Emotional Intelligence

Unlock Your Coaching Potential with Emotional Intelligence!
Our course offers 75 comprehensive hours of training, including 10 hours of dedicated mentoring towards achieving your ICF ACC Credential. You'll conclude with a final performance exam that will not only test your knowledge but also solidify your confidence and expertise in using EQ in coaching scenarios.

This course is for aspiring coaches looking to get certified and already Certified Professional Coaches!

Certificates Earned:

Certified Professional Coach (CPC)
Emotional Intelligence Certified Coach (EQCC)

I WANT TO LEARN MORE ABOUT GETTING CERTIFIED! ››

Coaching Biz Accelerator

My group coaching program where you'll learn exactly what you need to do to get clients, serve them well and make money doing it.
Stop letting **fear and overwhelm** keep your from getting started! This program is designed to help you start **signing clients and making money, doing what you love.**

LEARN MORE ››

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$47.00 Monthly Membership

THE ULTIMATE START-UP CLUB FOR ASPIRING COACHES, CONSULTANTS AND SERVICE PROVIDERS

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