

**No.1
RATED**

The Coaching Program Blueprint



**Volume 1:
How To Choose The Right Niche
And Specialty So You And Your
Clients Succeed**

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FraserNeilson.com

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Introduction

How To Choose The Right Niche And Specialty So You And Your Clients Succeed

I'm so excited about your decision to study this course, and I know once you really dive in, your excitement is going to grow as well. That's because this course is going to show you how to take what you know and turn it into a profitable business by offering one-on-one personalized coaching. Specifically, you'll be learning how to create a positive impact in your clients' lives while putting money in your bank account. It's a win-win business model.

To that end, this course will show you how to:

- Pick a profitable niche.
- Set up your coaching business the right (profitable) way.
- Create happy clients who love working with you.
- Generate an extra income on the backend of your client business.

And much, much more. By the time you finish this course, you'll have a complete blueprint in hand for setting up and running your profitable coaching business.

So, without further ado, let's jump right into the this course...

Step One

Brainstorm Potential Niches

The very first step in setting up your coaching business is to choose the niche, as well as the specialty topic that you'll be coaching. If you complete this step correctly, then three wonderful things will happen:

1. Your coaching business will be profitable.
2. You'll enjoy what you're doing.
3. Your clients will get a lot of benefit.

Getting to the right niche and topic starts with you brainstorming a list of potential niches, researching to see which niches (and topics) are profitable, and then going through your potential list and picking the right one for you.

Here are the details of how to complete this process...

As mentioned, your first step is to draw up a big list of potential niches and/or topics around which you could base your coaching business. As such, you'll want to start by doing some brainstorming, observation and researching in order to draw up this list.

Here are the questions to ask yourself in order to develop your list:

1. What are your interests and hobbies?

You can kick off your brainstorming by listing all your interests and hobbies.

For example, if you like to go scuba diving every time you go on vacation, that's a niche to add to your list. Or maybe you golf, do organic vegetable gardening, enjoy homeschooling your children, or love hiking – all of these are potential niches.

NOTE: At this point, don't worry about whether a niche is profitable or not, whether the niche is the right size, whether you know enough about it, and so on. Instead, do your brainstorming without judging or censoring the niches and topics on your list in any way.

Next question...

2. What problems have you overcome?

Now think about specific problems you've overcome. For example:

- You purchased an old house, so you learned a lot about DIY home repair.
- You lost a lot of weight.
- You started a freelance writing business.

And so on. These are just examples – the question is, what specific problems have you overcome?

3. What do you like to read?

Think about what types of books you have on your Kindle or other device, as well as the books you have on your regular bookshelf. Then consider what else you read, including blogs, newsletters, magazines, niche group discussions and so on. List everything you can think of that you enjoy reading.

4. What other types of media do you consume?

Now consider what sort of videos you watch on YouTube, what podcasts you listen to, what sort of talk radio you listen to, and so on. List everything you can think of that you enjoy consuming.

Hint: Check your web bookmarks, your browser history, your Google searches, your YouTube history and similar.

5. What topics interested you in school?

Now think back to high school and any college courses you attended. What topics or activities did you really enjoy?

For example, did you really enjoy an archery class, so much that you continued the sport to this day? Or perhaps you really enjoyed learning to speak French.

6. What topics do you love talking about?

The next thing to consider when you're doing your brainstorming is which topics you always seem to end up talking about when you're with friends, family and colleagues. What topics does it seem like you never grow tired of discussing?

7. What topics do people approach you for advice about?

Next, consider which topics people ask you about...

For example, maybe a friend asked you how to start RV'ing, because that's something you've been doing for years. Or maybe a friend who's looking to advance their career asks you for advice, since you've got a lot of experience climbing the corporate ladder. Or perhaps you have people asking you for tips in raising a child who's on the spectrum, since you have daughter who is autistic.

8. What have you helped other people do?

This is similar to the last question, except in this case, you volunteered your services, or perhaps you even started a business to help others.

For example, maybe you're an expert in optimizing website conversions, so this is something you've helped others with both for free and for payment.

7. What other niches and topics can you add to your list?

Now you want to add any other niches you can think of to your list, again without censoring any of your topics. For example, you might consider:

- An interesting news article you heard about yesterday.
- The problems, hobbies and interests of your friends, family and colleagues.
- The types of products you find yourself purchasing.
- The types of stores you like to visit online and offline.

And similar. You might also look up lists of popular, evergreen niches to see if there are any ideas that you may have overlooked in your own brainstorming.

For example, perhaps vegetarianism is such an ingrained part of your life that you never really thought about how others would be willing to pay you to teach them what you know about it.

You can consider niches within these broader, popular market categories:

- Traveling.
- Business/marketing.
- Self-improvement.
- Home security.
- Christianity.
- Relationships and marriage.
- Babies, kids and families.
- Fitness and health.
- Pain reduction.
- Productivity.
- Hobbies.
- DIY activities (car repair, plumbing, landscaping, etc.).
- Investment.

- Making money.
- Saving money.
- Attractiveness.
- Public speaking.
- Self defense.

And so on. There are literally thousands of ideas I could list here. As such, look up popular niches to see if there are any that you missed on your list.

Once you have a big list of potential ideas, then move on to the next step...

Step Two

Do Your Market Research

As you might suspect, not every idea on your list is going to be helpful to your audience or profitable to you. As such, your next step is to do your market research to determine what's popular and profitable. This will help turn your big list of potential ideas into a short list of profitable niche and topic ideas.

Let's walk through the steps...

1. Find Out What Your Audience is Buying

One of the best ways to find out if a niche and topic are profitable is to check if your audience is already buying infoproducts in a specific niche – and if so, what specifically are they purchasing?

For example, let's suppose you're interested in weight loss. What you do is go to a marketplace such as Amazon.com, ClickBank.com, Udemy.com, JVZoo.com and similar, and then run a search for your keywords. In this case, you'd run searches for words such as:

- *Weight loss*
- *Lose weight*
- *Get rid of fat*
- *Dieting*

And similar search terms.

When you're examining the market as a whole for profitability, look for evidence that there are a lot of products in the market that consumers are

buying. You also want to check that there are a lot of different companies and individuals selling a wide variety of products and services in the market. Weight loss is a good example, because all you have to do is run the search above in marketplaces (eBay, Amazon, and those mentioned above), as well as do a general Google search, and you'll quickly realize that it's a huge market with a lot of players, products and services. This is all evidence that the market is profitable and popular.

For example, a Google search for "weight loss" (in quotes) results in 559,000,000 results – that's over half a billion results for just one search term. If you take that same search to Amazon, you'll get over 50,000 results.

Now let's suppose one of your hobbies is building and racing mousetrap cars with your kids. If you run a Google search for the term "mousetrap car" (in quotes), you're only going to get a little over 100,000 results total. If you take that same search to Amazon, you'll get about 116 results.

See the difference? Weight loss is a big and profitable market, whereas a hobby such as building mousetrap cars doesn't have enough interest to be profitable.

So, what you want to do is run these same sorts of searches to check for profitability and popularity for your general markets. And as you do this research, you'll also want to simultaneously check which niches and topics are popular.

For example, we know weight loss is popular and profitable as mentioned above – but what products are people buying within narrower niches and topics? In this example, you might discover smaller niches such as "weight loss for men over 40" or "low-carb weight loss" or "weight loss for vegetarians" or "weight loss with weight lifting." The key here is that you want to focus in on a smaller niche – one that's popular and profitable, but also one where you can get your fair share of the audience to create a profitable business.

If you find something profitable and popular on Amazon, then check other platforms (such as Udemy and ClickBank) to see if those topics are popular

there too. Do the Google search as well to check that the smaller niche has plenty of people selling plenty of products in this niche.

While finding out what people are buying will give you the best evidence that a market and its smaller niches and topics are popular and profitable, there are other steps you'll want to take before you settle on a niche.

Check out these steps...

2. Check Niche Communities

If you're still in the process of determining if a niche overall is popular, you can check if there are discussion groups and other communities devoted to it.

For example, go to Facebook and enter your keywords into the search box to see if there are multiple big, active groups in the niche.

Secondly, you can use this step to help you find out what specific topics are popular on blogs, groups and forums in your niche. What you do is go to active, popular sites in your niche and see which topics always get a lot of interest in the form of replies, social media shares and the like.

Example #1: If you're visiting a dog-training group on Facebook or a sub-Reddit on the topic, you may find that a lot of people are asking about how to deal with problem behaviors such as excessive barking, pulling on leashes, and similar. As such, you may determine that specializing in "problem behaviors" is a profitable idea.

Example #2: Let's suppose your focus is online marketing. If you see certain topics keep popping up on related forums, groups and blog discussions, you may see that people are looking for specific methodology (such as how-to information about pay per click marketing) or looking for ideas in a specific category (such as the best paid ways to generate traffic).

Be sure to look in the archives of these platforms. You're looking for a pattern that specific topics are popular across platforms and over time. This

pattern should help confirm the market research you completed that showed you what people are already buying in the niche.

Next...

3. Visit Social Media

The next step is to visit social media and do much the same thing as in the previous step. Specifically, you want to check what topics are popular in your niche – which ones get a lot of likes, shares and comments?

You can check social media sites such as:

- Facebook.
- Twitter.
- LinkedIn.
- YouTube.
- Instagram.
- Pinterest.

While you're visiting these sites, be sure to also check what topics and hashtags are popular on these various platforms.

For example, click the "Explore" tab on Twitter to discover what topics are popular.

4. Use Keyword Tools

The next step is to use tools to get a better feel for what niches and what topics within those niches are popular. Here are the keyword-related tools you'll want to use:

- *A keyword tool like WordTracker.com.*

This tool gives you an idea of what sorts of searches people in your niches are doing and how often they're searching for these particular

search terms. Using this tool can help you determine if a market is popular (think back to the previous example of “mousetrap car” versus “weight loss”), and it can also tell you which specific topics are popular within a niche.

TIP: When you’re using a keyword tool, pay particular attention to targeted keywords with commercial intent. For example, if someone searches for “search engine optimization,” you have no idea what they’re seeking. They may just be curious about what the term means while having absolutely no interest in learning more about it.

So, in this example, you’d look for a more targeted keyword, such as “search engine optimization tips for small business owners.” That tells you who is looking, and it tells you what they want.

Next...

- *Google Trends.*

Another good tool to use is the Google Trends keyword tool. As the name suggests, this tool lets you know if a keyword is trending and what sort of search volume it’s received over time. Ideally, what you’re looking for are evergreen topics – topics that are popular today, they were popular over the last few years, and they’ll be popular for the foreseeable future. That way, you can set your business up and run it indefinitely, without having to change the topic, the handouts, and what you’re selling on the backend.

NOTE: Picking an evergreen topic doesn’t mean you can’t jump on a trend from time to time as well – but ideally, even your trending topic should be related to an evergreen topic, and you can slip in the “trending” information while teaching the evergreen info.

For example, “bodybuilding” is an evergreen topic. However, some of the supplements, fad diets, exercise trends and so on

aren't necessarily going to be evergreen. You can give your coaching students an evergreen foundation for bodybuilding, while slipping in "trending" tips (such as recommending a supplement or a trendy exercise). This lets you jump on a profitable trend, while also providing a solid foundation to your students.

- *BuzzSumo.com.*

The final keyword tool that's worth reviewing is Buzz Sumo, which shows you what topics in your niche are popular in social media. Take note that this tool is going to show you what's trending now, so it can help you craft your coaching program, sales copy, and any handouts, but you'll want to check with Google Trends as well so that the basis for your coaching program is evergreen. (E.G., an evergreen topic for coaching where you occasionally share trendy tips.)

5. Look at Paid Ads

As mentioned, a good way to find out what people will buy in your niche tomorrow is to find out what they're already buying today. Along those same lines, you can find out what marketers are paying to advertise, as smart marketers don't dump money into products that aren't selling well.

To that end, you can check out Google Sponsored ads, ads on niche websites, Facebook ads, ads on relevant sub-Reddits on Reddit.com and similar. It's a good idea to track changes over time, as seeing a one-day snapshot of what people are advertising may mislead you. Someone may advertise an infoproduct for three days, find out it's not working, and never advertise it again. However, you wouldn't know it if you didn't track changes over the course of a couple weeks or longer.

6. Browse Print Publications

Another way to tell if a niche is popular is to see if there are print publications (magazines) in the niche.

Let's take an example such as deer hunting, where you'll see multiple magazines devoted to people who want to hunt deer (such as "Whitetail" and "Deer and Deer Hunter"). You'll also see plenty of broader sportsman interest magazines – such as Field and Stream– with deer hunting articles every month. These are both signs that the topic is popular and profitable.

Take particular note of the cover articles on magazines. Big magazines invest a lot of time and money in determining what's popular, so they'll put the most popular articles on their cover in order to sell the magazines. If you see a topic on a major magazine cover, it's a good bet that the topic is popular and profitable.

7. Ask Your Audience

Still another way to learn more about what your audience wants is to ask them. You can form a small focus group with members of your ideal target market, and/or you can distribute short surveys to learn more about what your audience wants. Be sure to ask open-ended questions in order to not restrict answers and avoid asking leading questions that can skew your results.

SIDE NOTE: A leading question is one where the question "leads" the recipient to answer in a certain way. Let's suppose a question reads like this: "Only smart people are interested in HIIT exercises. Are you interested in this sort of training?" You're going to get a lot of "yes" responses because the question leads people to say yes, since the inference is that the recipient is dumb if they say no.

That's a bit of an exaggerated example, but you get the idea. Be sure to ask neutral questions and randomize the order in which those questions are asked if possible.

What you're looking for is a pattern of answers/results. If one person out of 100 gives you a specific answer about a topic that interests them, that's interesting but not conclusive. If 40% of your users are interested in a specific topic, that's worth exploring in more depth (using the other research methods described above).

Once you've completed all this research as described above, then you can move on to the final step...

Step Three

Pick Your Niche And Area Of Specialization

Now it's time to take your big list of potential niches and topics and narrow it down to a short list to seriously consider. Ask yourself the following questions...

1. Are the niche and the topic popular and profitable?

This is the big thing you were looking for when doing your market research. Not only do you need to pick a popular niche (such as "classic car restoration" or "organic vegetable gardening"), you'll also want to pick out popular topics around which you can offer your coaching.

Example #1: Online traffic generation is a big topic, so you'd want to specialize in a smaller topic such as list-building, social media marketing, search engine optimization or similar. Or if those are too narrow, you can specialize in a broader topic such as "free traffic generation."

Example #2: Gardening is a huge market. Organic vegetable gardening is a smaller niche. Topics within that niche include things such as organic pest control, which might be your specific area of expertise, or you might specialize in something such as growing tomatoes.

The point here is you want to cross off any niches or topics on your big list that aren't popular and profitable and then move on to the next question...

2. Is this a topic for which people would seek out coaching?

Essentially what you're asking here is if people would benefit from getting personalized instruction on a topic. Do people tend to ask a lot of questions? Is the topic complex? Do some people need to tweak the instructions to get results? Can you offer feedback on something someone has already done or provide feedback on an idea?

You may be surprised that many people would benefit from coaching on a wide variety of topics. For example:

- Someone who needs to begin a heart-healthy lifestyle may need help customizing a diet or exercise plan.
- Someone who wants to purchase a local franchise may have a lot of questions, such as how to pick a store in a good location.
- Someone who's interested in copywriting may want an expert to critique their sales letters.
- Someone who's training a horse may have trouble and need personalized instruction on what to do so their horse responds appropriately.
- Someone who's doing DIY home remodeling may run into questions as they go, and it's easier to ask a coach than start sifting through search results.

And so on – chances are most topics and niches you have in mind could have a coaching program built around them.

Which brings us to the next question...

3. Is it legal for you to provide advice/coaching on this particular topic?

To answer this question, you'll need to check on the local laws and regulations in your jurisdiction and talk to an attorney if needed.

Example #1: In most places, you can't provide legal advice unless you are an attorney.

Example #2: You can't provide medical advice unless you are a qualified healthcare professional and have a license to practice in a specific area.

These are two common examples, but because laws and regulations vary, you'll need to research this for yourself and consult with a legal professional.

4. Is the topic evergreen?

As mentioned earlier in this module, you can certainly include trends in your actual coaching advice. However, your overall topic should be evergreen so that you can continue to run your coaching program for the foreseeable future.

For example, a coaching program that focuses on how to set up and run paid Google Ads is an evergreen topic, since Google has been around since the 1990s, and their ad program has been going since 2000. The platform may change a bit – and your coaching needs to reflect these changes – but overall the topic is evergreen.

On the other hand, let's suppose a brand-new social media platform pops up tomorrow. Starting up an entire coaching program centered on that topic isn't a great idea since the platform may lose popularity and disappear in a few months.

But what if the platform is popular, and you want to jump on that trend? Then you can do one of two things:

- 1. Create a coaching program about how to use a variety of platforms, including this new platform. If the new platform goes under, you can remove that topic from any curriculum you provide to coaching students.*
- 2. Create the coaching program with the full understanding that you may need to ditch it. The key here is to be sure you have*

other evergreen coaching programs going on, so if this new platform disappears, your entire coaching business doesn't disappear along with it. Or to put it another way, be sure to diversify your business.

Here's the next question to ask yourself...

5. Does the niche/topic interest you?

This is an important question to ask since you're going to be working in this niche for the foreseeable future. Not only will you be coaching people, potentially, you'll also be doing the following:

- Creating handouts/curriculum on the topic.
- Selling related offers on the backend.
- Crafting promotional content on the topic, such as reports, blog posts, social media content and similar.
- Doing webinars on the topic.
- Creating videos on the topic and uploading them to YouTube to help recruit coaching students.

... And similar activities.

The point here is that your world is going to revolve around this niche and topic for some time to come. If you're sort of lukewarm about the topic today, you can bet your enthusiasm isn't going to grow. If anything, your enthusiasm is going to dampen a bit, especially when you've been working in this niche for some time. As such, it's a good idea to start by choosing a niche and topic that you're really passionate about as your enthusiasm will help keep you motivated when you're setting everything up.

Next question to ask yourself...

6. Do you like the people in the niche?

The entire premise of your coaching program is to help people and make a positive impact in their lives. So, the question is, do you LIKE the people in this niche? Do you like helping them? If you're not thrilled about helping this specific group of people, then you need to look at what groups of people you would enjoy helping.

Another question...

7. Do you know a lot about the topic?

Since you're providing personalized instruction on a topic, it needs to be a topic that you know quite a bit about. You need to be able to do the following:

- Answer the common questions in the niche. You don't need to know the answer to every single possible question that may pop up. However, you need to know enough about the topic that you can answer MOST of the frequently asked questions at a certain level (beginner, intermediate or expert). In other words, you don't need to be able to answer expert questions for a beginner audience, but you do need to be able to answer beginner-level questions (and perhaps a few intermediate ones too).
- Provide feedback or critiques. The next item to consider is if you have enough knowledge and experience to provide feedback. For example, if you're teaching a course to help people get their books published, will you be able to help people do things such as tweak their query letters and find agents?
- Help personalize a solution. Sometimes people won't be able to follow your instructions as written in the content. When this happens, you need to be able to offer alternatives to specific students.

For example, let's suppose you're recommending tools for online marketers to use. If you recommend a paid tool, you'll also want to be able to recommend a free alternative.

Or let's suppose you're offering instruction on how to cook for themed dinner parties. If one of your students needs to customize the proposed meal plans due to allergies or intolerances, you should be able to offer information on how to do this.

Here's the next question...

8. Can you motivate people in the niche?

Depending on your niche and topic, part of what you may need to do is offer motivation and support. This is particularly true when you're teaching something that takes a long time for students to accomplish.

For example, if you're teaching people how to set up a Facebook ad, that doesn't require you to provide motivation to students. However, if you're helping people write a novel, that may take students many months or even a year or more to accomplish, and it's common for people to lose motivation and start slacking off on the work of writing. You need to figure out how to motivate your students to keep going.

For example, you can:

- Set up a peer-to-peer support group where members can help motivate one another.
- Provide motivational content, such as inspirational videos or case studies highlighting the success of former students.
- Break everything down into manageable steps so that students don't get overwhelmed.

And finally...

9. Is there a way to set yourself apart from others in the niche?

Since you're picking a profitable niche, then there are already going to be other people offering coaching or other infoproducts on the topic (such as membership sites, videos, ebooks and similar). You'll want to look at the people who will become your top competition and start thinking about how your information and your coaching program is different and better than what others are offering.

What we're talking about here is your unique selling point (USP), and it's the "reason why" people should choose your coaching program rather than working with a competitor. You'll learn exactly how to set yourself apart in Module 3, but for now, I want you to start thinking about different ideas.

For example: do you have a special qualification to teach this topic that no one else in your niche possesses? Or maybe just the fact that you offer coaching is what sets you apart from those who offer books and other "cookie cutter" instruction only. Or perhaps you offer coaching to an underserved niche in your market.

The point is, you have competition – and if you want your coaching program to be profitable, you need to have a clear reason why your coaching program is the best choice for a specific group of people.

Closing

Make Your Selections

And there you have it – you just learned how to brainstorm potential niches and topics, research them to be sure they're profitable, and then pick a niche and topic that's a good fit for you.

Your assignment for this module is to go through the steps you just learned so that you can pick your niche and topic. Complete these steps:

1. Brainstorm potential markets based on the instruction in this module.
2. Do your research to find out what niches are profitable within this overall market.
3. Determine which niches and topics are a good fit for you (e.g., you know about them, you're interested in them, you like helping the people within the niche, etc.).
4. Select your exact niche and topic.

Once you select the niche and topic for your coaching program, then you can move on to the next module. I'll see you there!

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