

# Module One Workbook

Niche Breakthrough





# *Niche Breakthrough Worksheet*

## CHOOSING YOUR TOPIC

Q: If you could help people in any area of their lives, what would it be?

Q: What are you passionate about & how could you coach people on that?

Q: What are you naturally good at that you can coach people on?



# *Niche Breakthrough Worksheet*

## CHOOSING YOUR TOPIC

Q: What past experiences or education can you build a coaching business around?

Q: What challenges have you overcome that you can now turn around & help other people with?



# *Niche Breakthrough Worksheet*

## CHOOSING YOUR TOPIC

Q: What goal have you achieved that you can help other people to achieve?

Blank light blue area for writing the answer to the question: "What goal have you achieved that you can help other people to achieve?"

Q: Write down all the potential niches you can coach on

Blank light blue area for writing the answer to the question: "Write down all the potential niches you can coach on"



# *Niche Breakthrough Worksheet*

## CHOOSING YOUR TOPIC

Q: Make your final selection & choose your coaching niche

Congratulations! Now that you've chosen your niche, let's move on to finding your target market, aka your tribe & crafting your ideal client avatar.



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Now that you've chosen your topic, we're going to dive deeper into choosing who you want to help ie. the group of people you most want to serve.

But we're going to dive deeper into that. We're going to craft your ideal client avatar.

An avatar is basically a personification of what your ideal client would be like.

And the reason we create an ideal client avatar is because it helps us to get really super clear when we're doing our marketing & creating our programs etc.

Now this doesn't mean that you won't attract people that fall outside this description, you most certainly will.

But when you focus on all your marketing efforts on one ideal client avatar, you'll find yourself attracting these ideal clients & building a business around helping the people you most enjoy working with.



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Now we create this ideal client avatar by imagining one person from your target market who would be your ideal client and you're going to describe this person in detail - their age, personality, gender, needs, personality characteristics etc.

We tend to look outward as we create a client avatar but oftentimes, we are actually our own avatar. This is especially true if you're helping people with something you have overcome or achieve some goal you have achieved.

If that's the case, then as we're going through the process, imagine this earlier version of you who had still not resolved the problem or achieved the goal.

Now let's dive into the process together. There are no right and wrong answers. You're doing to be using your imagination here.

Also keep in mind that the clients you attract may not match your ideal client avatar exactly. In fact, it's highly unlikely that they will match every single thing you write down.



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

But the reason we create an avatar is for marketing....to make our marketing easier.

When you write an email, create salescopy and so on, you will imagine that you are writing to one person. This will keep you focused and make your message clearer.

Imagine your ideal client - just one person - sitting across from you and answer the following questions:



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: Is your client male or female ?

Q: How old is he or she ?

Q: Where does your client live ?

Q: What is their relationship status ? Married, single, divorced, widowed?

Q: Do they have children? How old they are?

Q: Is your client an entrepreneur or do they have a job?



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What is their annual salary or income ?

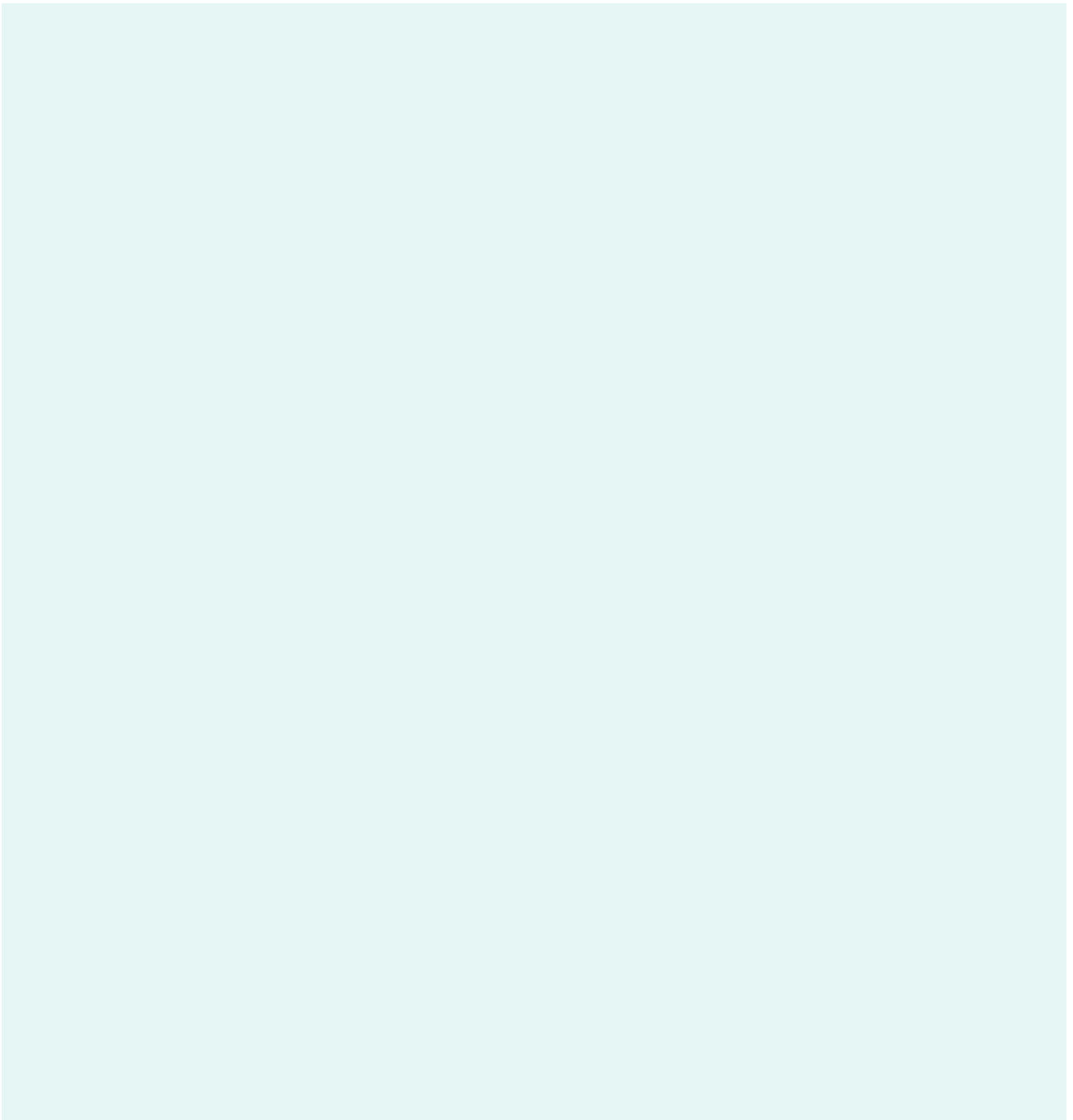
Q: What do they like doing in their free time ?

A woman with blonde hair, wearing a grey blazer and a dark top, is holding a white mug with both hands. She is wearing a necklace and a bracelet. The background is a soft, out-of-focus white fabric.

# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: Describe their ideal day ?

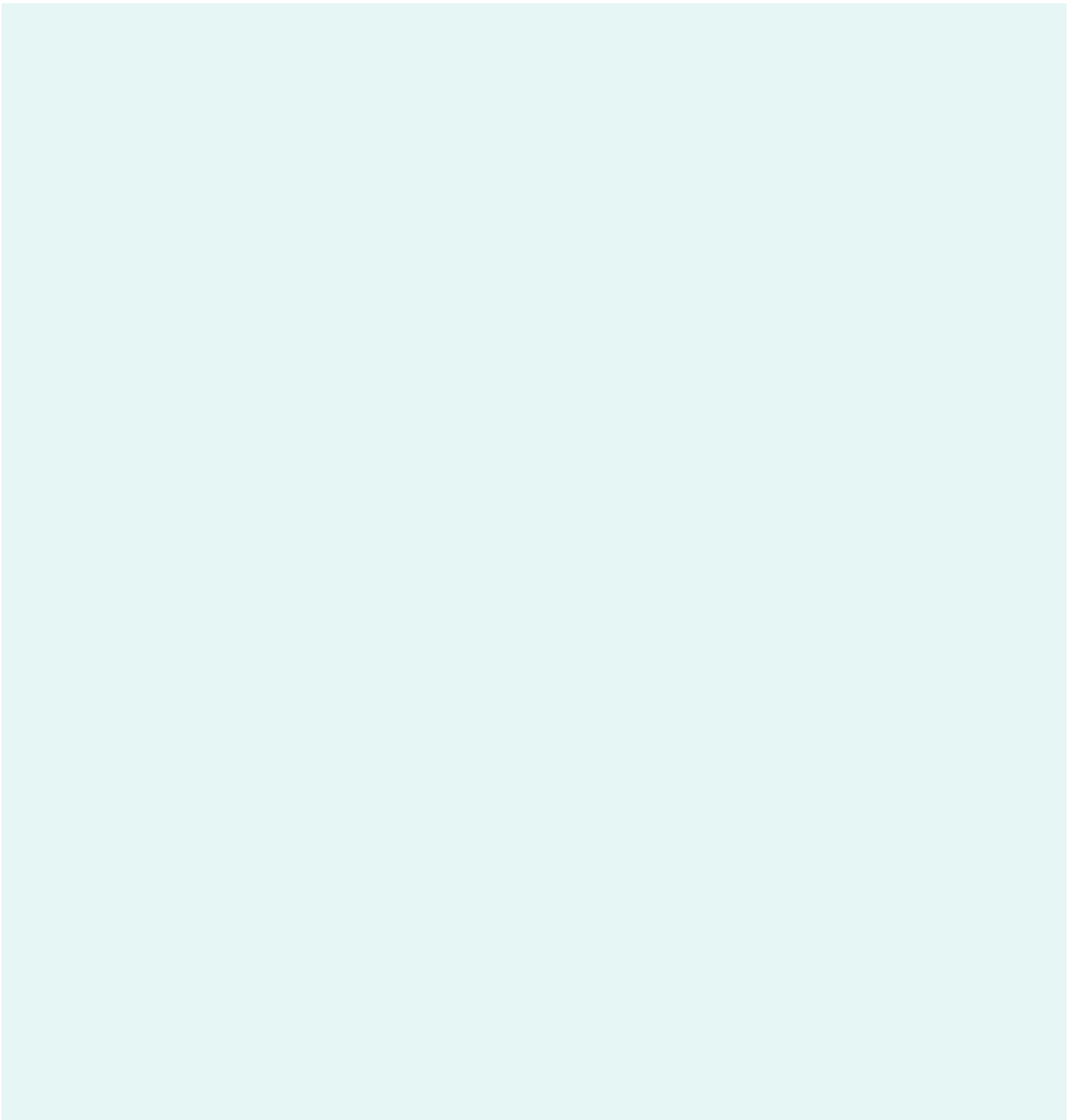
A large, empty rectangular area with a light blue background, intended for writing the answer to the question above.



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: Describe their ideal holiday ?

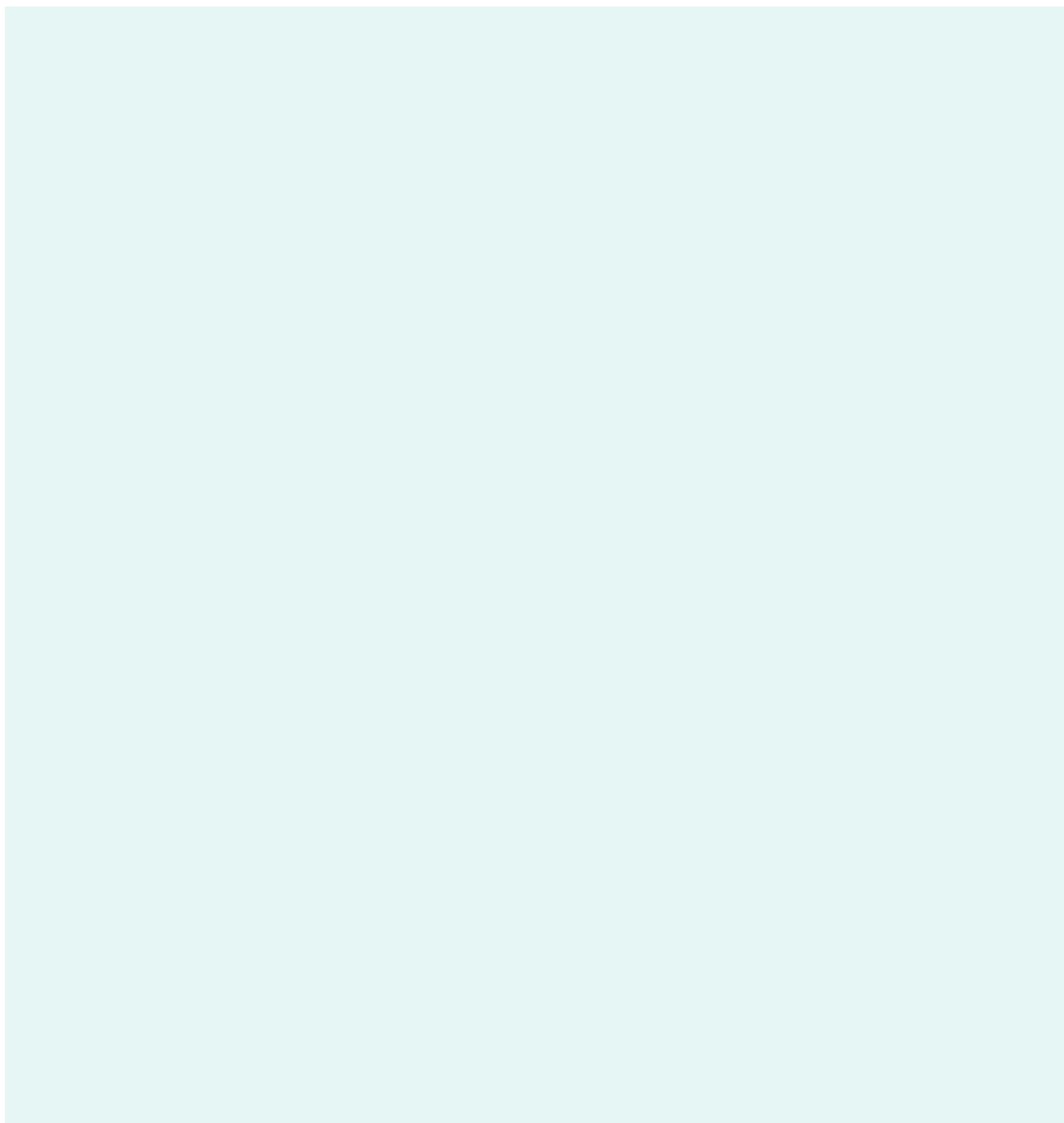




# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: Describe some characteristics of your ideal client's personality ?



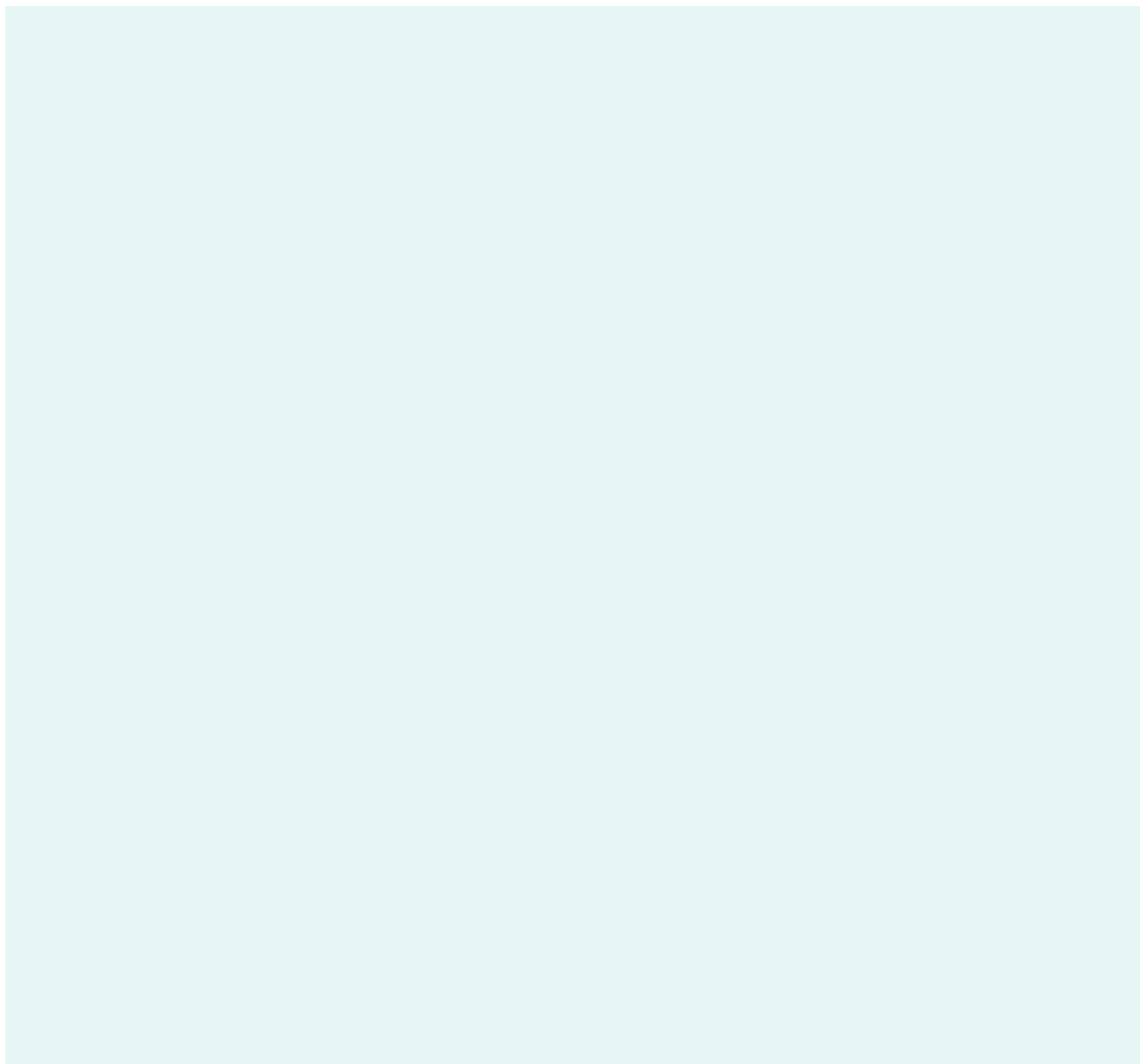


# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What are your client's needs as it relates to your topic or niche?

If you're a health coach, for example, what are their needs as it relates to health coaching.





# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: Why are they searching for what you have to offer ?

This is usually to relieve some sort of pain that they have. So let's continue with the example of weight-loss coach. Why is someone searching for weight-loss coaching?

A woman with blonde hair, wearing a grey blazer over a dark top, is holding a white mug with both hands. She is wearing a necklace and a bracelet. The background is a soft, out-of-focus indoor setting.

# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What are your client's deepest desires as it relates to your topic? What do they want & need in order to move forward?

Let's go back to our weight-loss example. Maybe she wants to lose weight so that she can fit into her skinny jeans again.

If she's a mum, she may want to lose weight so that she can look good for her husband & so that she can have energy to play outdoors with her kids and not be exhausted all the time.



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What keeps your client up at night worrying. This needs to be something related to your niche topic.

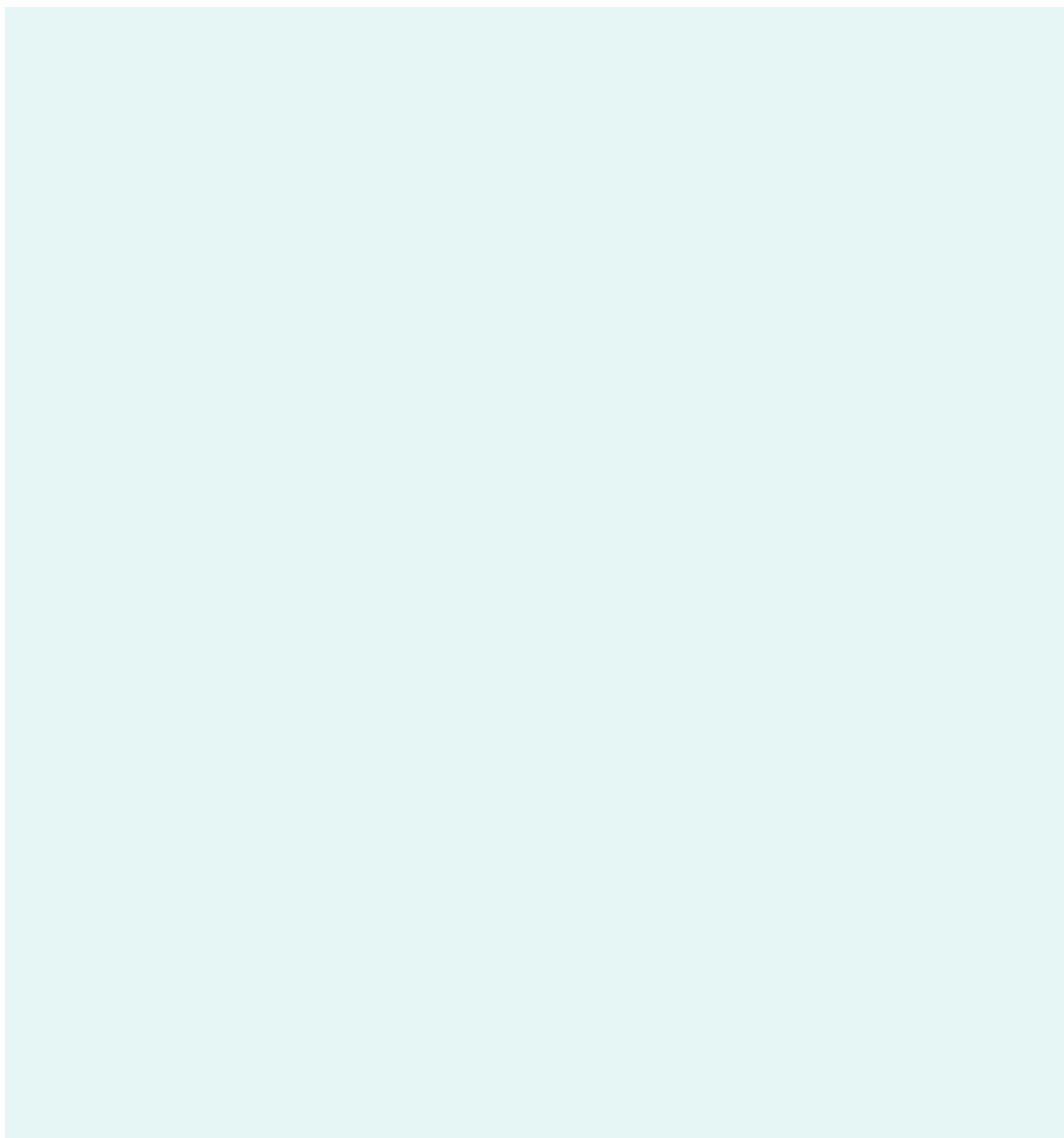
Maybe your overweight client worries about her health and the impact her weight is having on her health. Maybe she's secretly afraid that her husband won't find her attractive anymore and that he may start eyeing that slim, attractive coworker instead.



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What's your ideal client's biggest dream for his or her life?

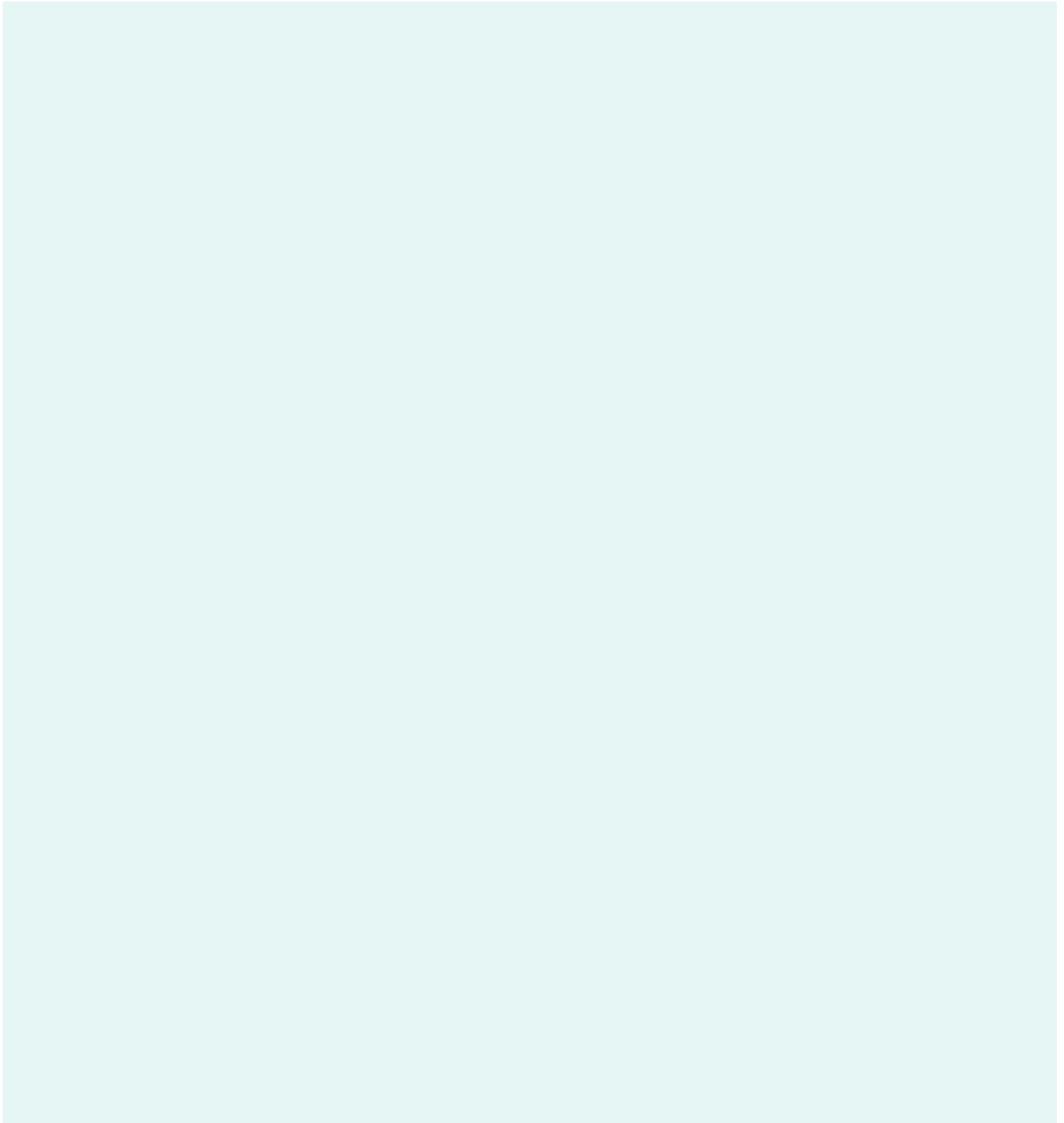




# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What's your ideal client's desire that is not being fulfilled?

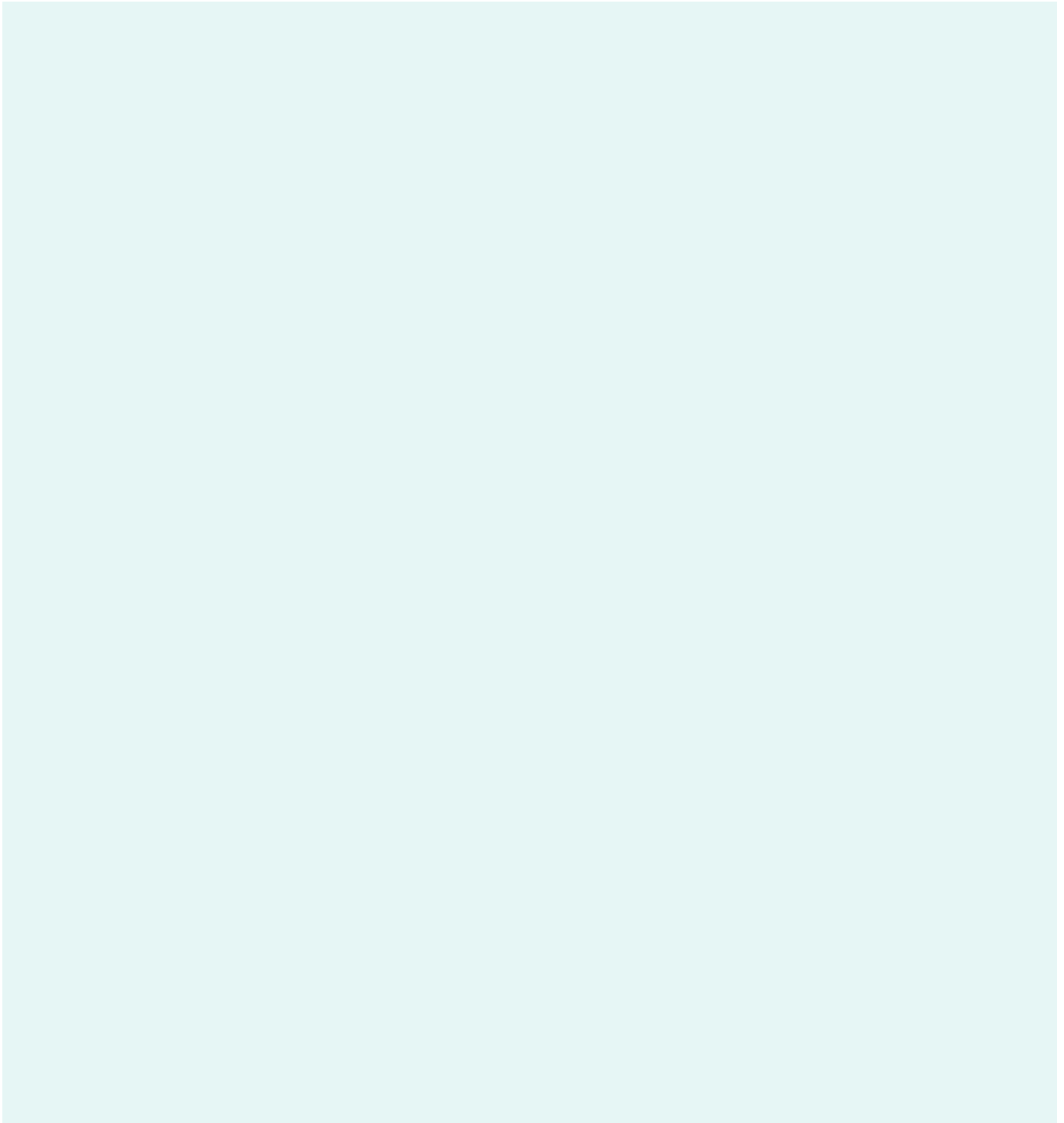




# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What's your ideal client's desire that is not being fulfilled?





# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: In what area is your ideal client lacking clarity & confidence?

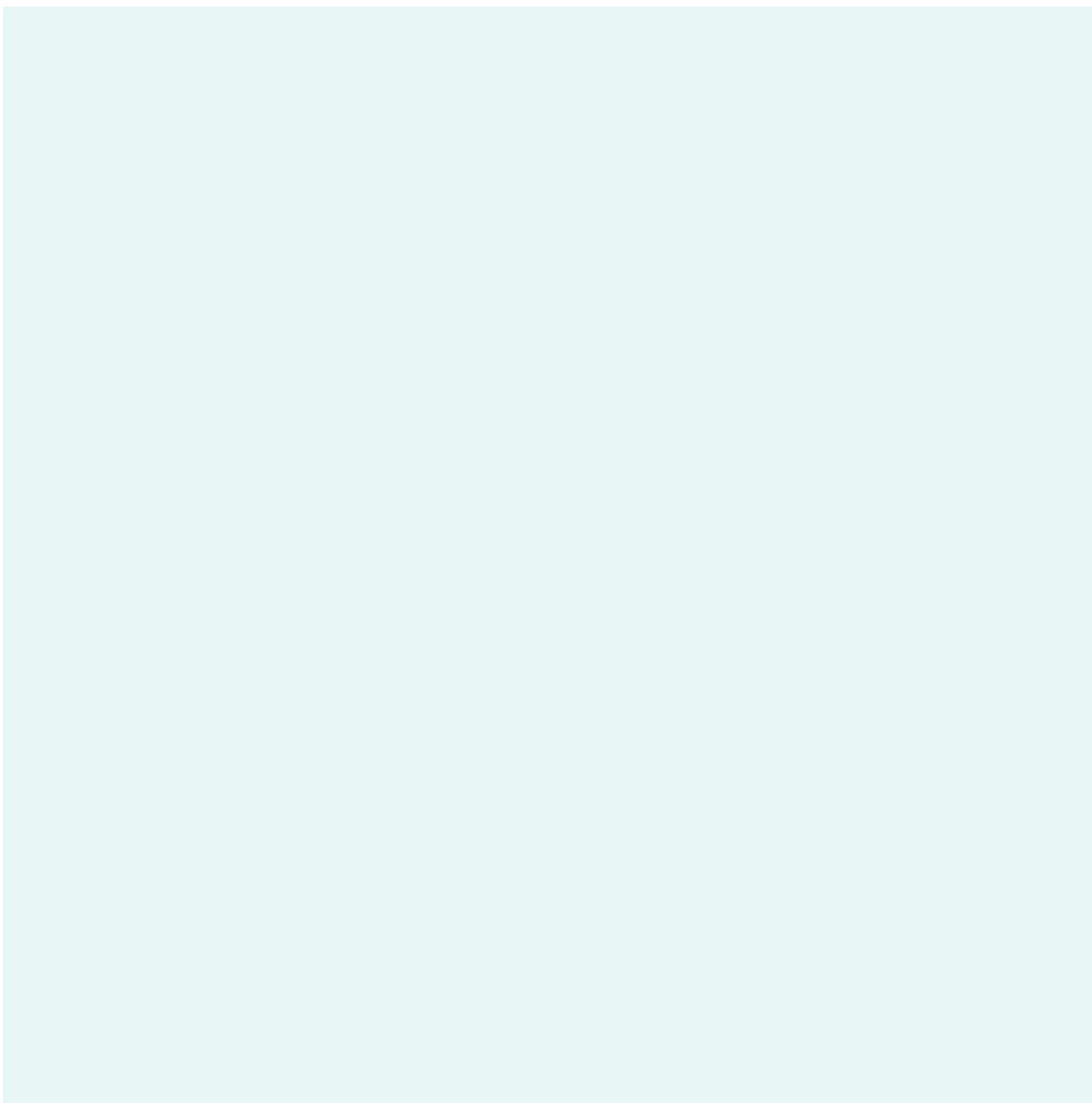
Q: What are your ideal client's 3 biggest sources of stress in life, business & finances?



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What stories is your ideal client telling himself or herself that are not useful?





# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

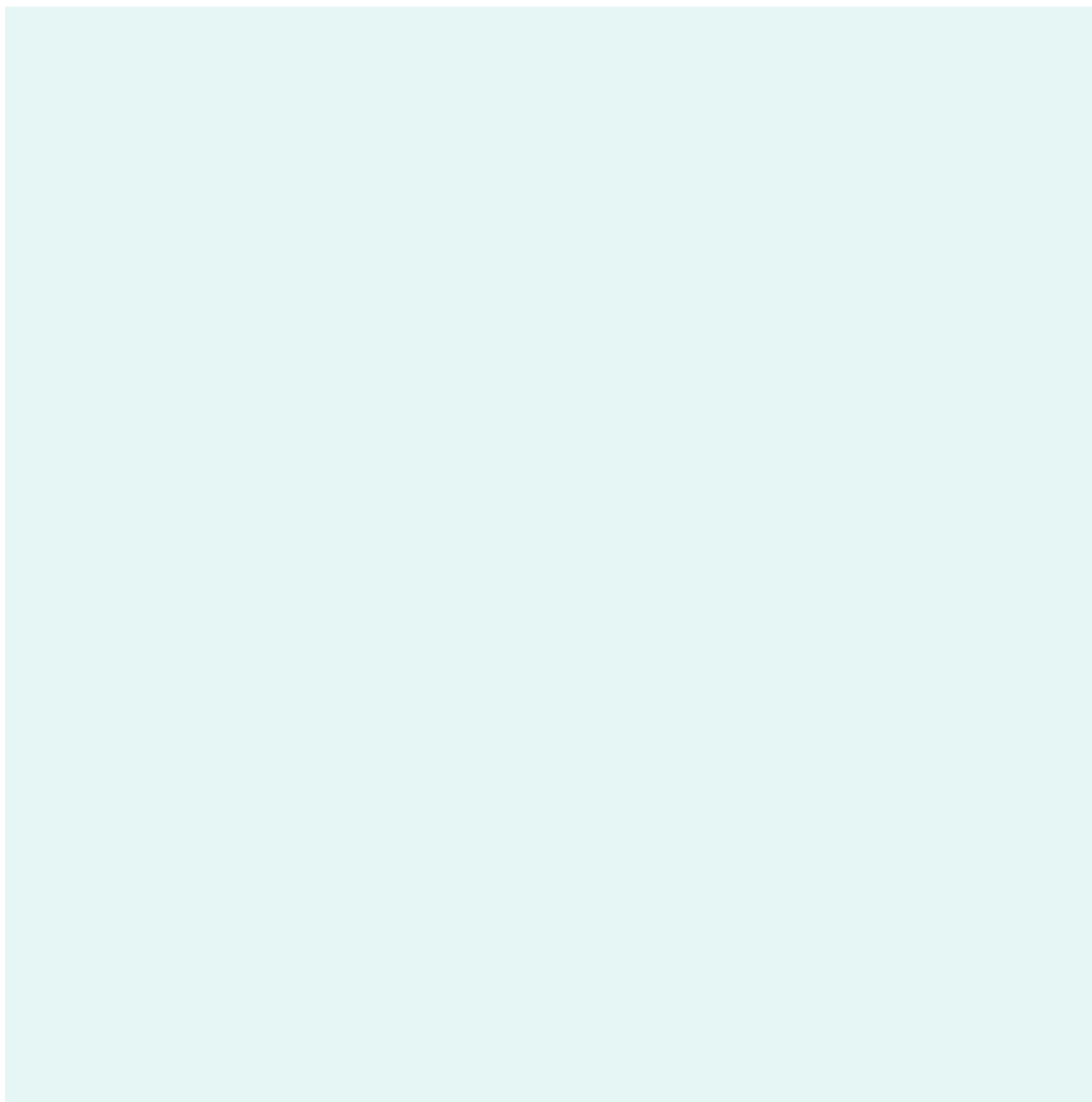
Q: What fear or frustration does your ideal client wish would go away?



# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What makes your ideal client feel successful & accomplished?

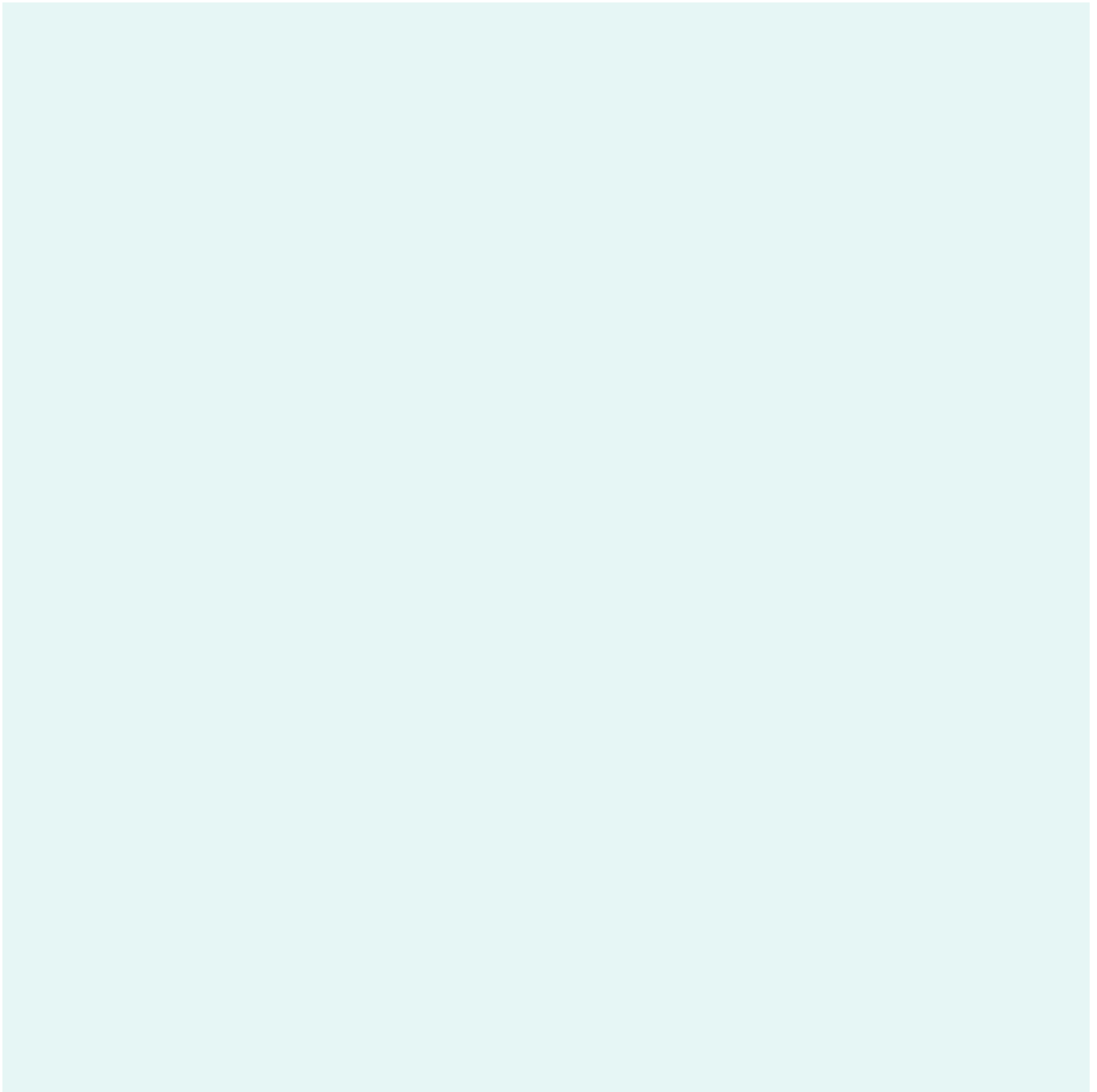




# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What ties knots in their stomach?

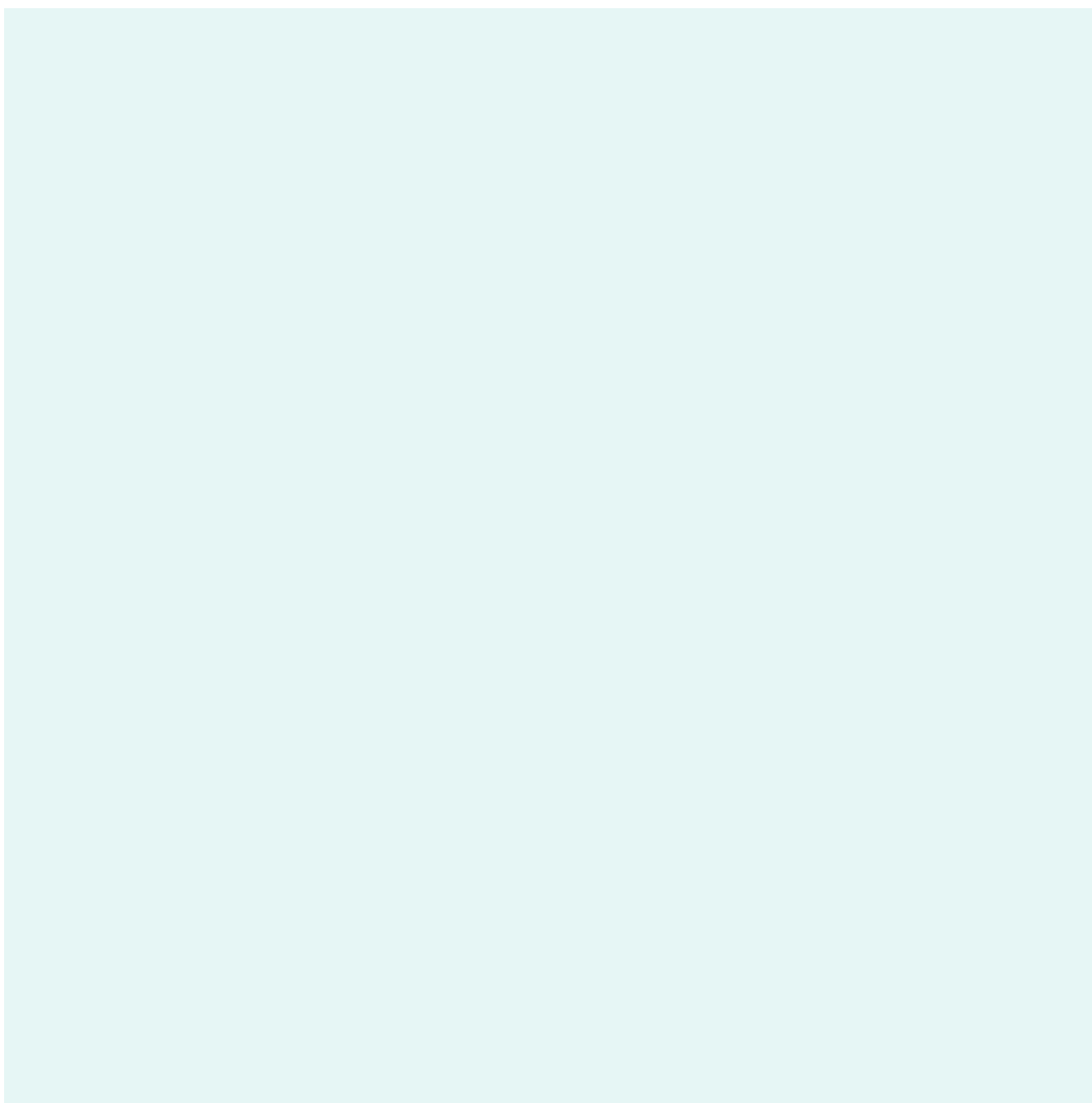




# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: What's a constant loop going around in your ideal client's mind?

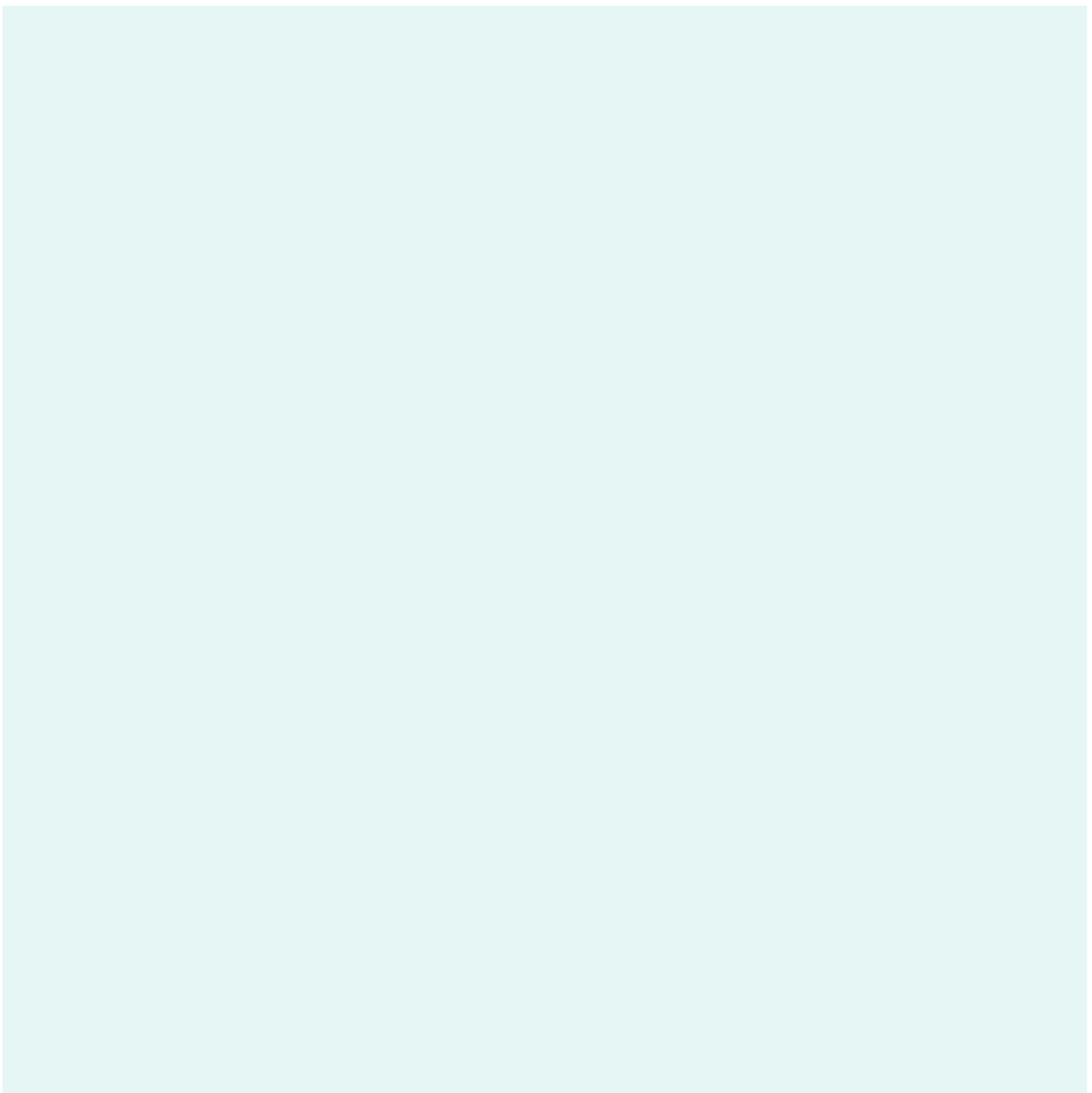




# *Niche Breakthrough Worksheet*

CHOOSE YOUR TRIBE

Q: Why would they be ready to invest now?





# *Niche Breakthrough Worksheet*

YOUR SOLU CLIENT AVATAR

Now let's dive deeper into the concept of your ideal client. There is a massive difference between mediocre clients & ideal clients. Now mediocre clients may not be mediocre people. It simply means that they are not a good fit for you.

Serving clients who are not a good fit for you can suck the life & joy out of your business. You'll start to dread coaching sessions because your work isn't being valued the way it should be. Mediocre clients will leave you feeling like a mediocre coach.

On the other hand, coaching only your ideal client will energize you. You'll look forward to your coaching sessions. This is how you build a business you love.

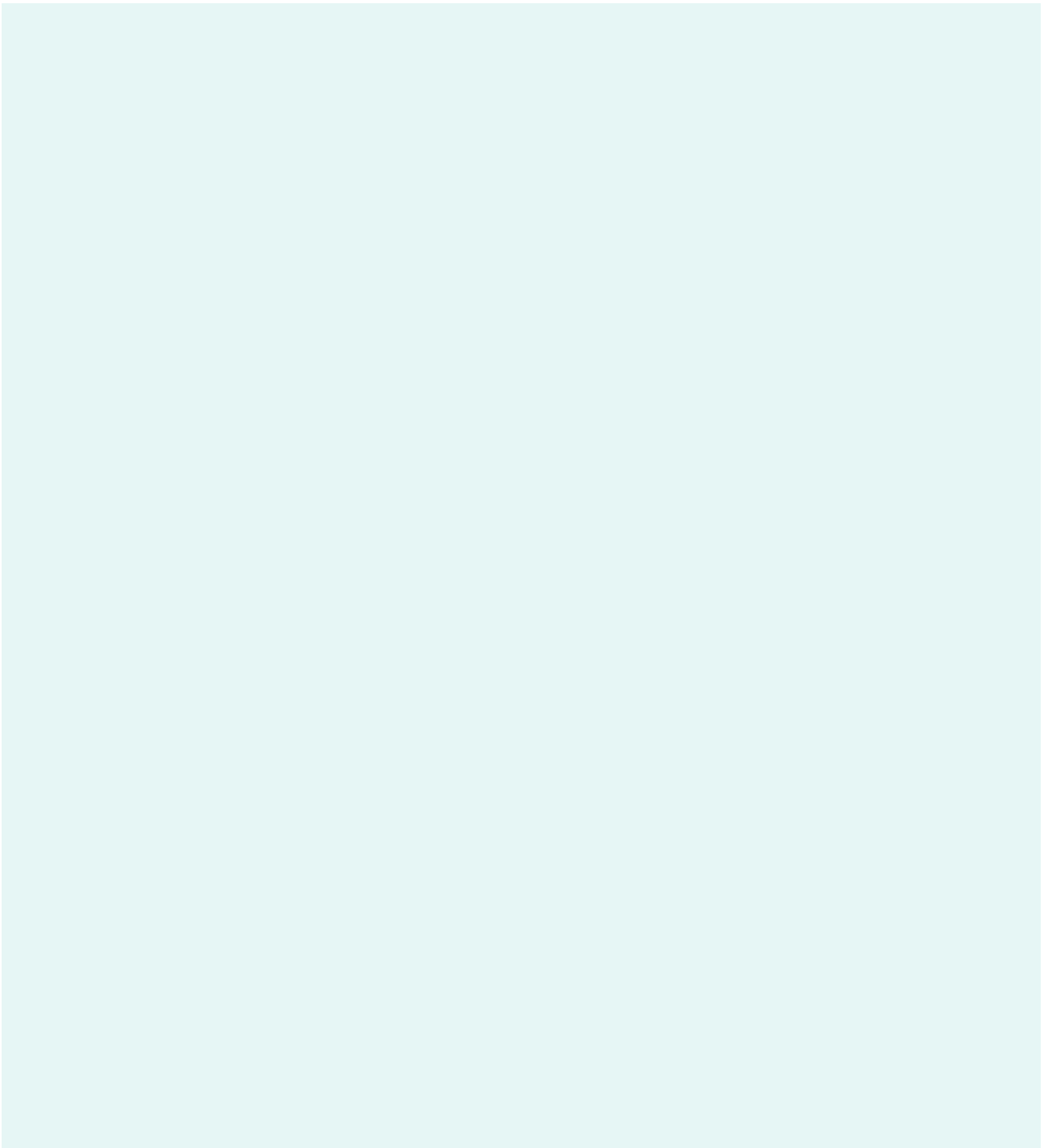
Your ideal clients will help you to grow your business by referring other ideal clients to you. You want to do whatever you possibly can to attract 5-star clients and repel those that are not a good fit for you.



# *Niche Breakthrough Worksheet*

YOUR SOUL CLIENT AVATAR

Q: What would your ideal client gladly pay you to help him with?

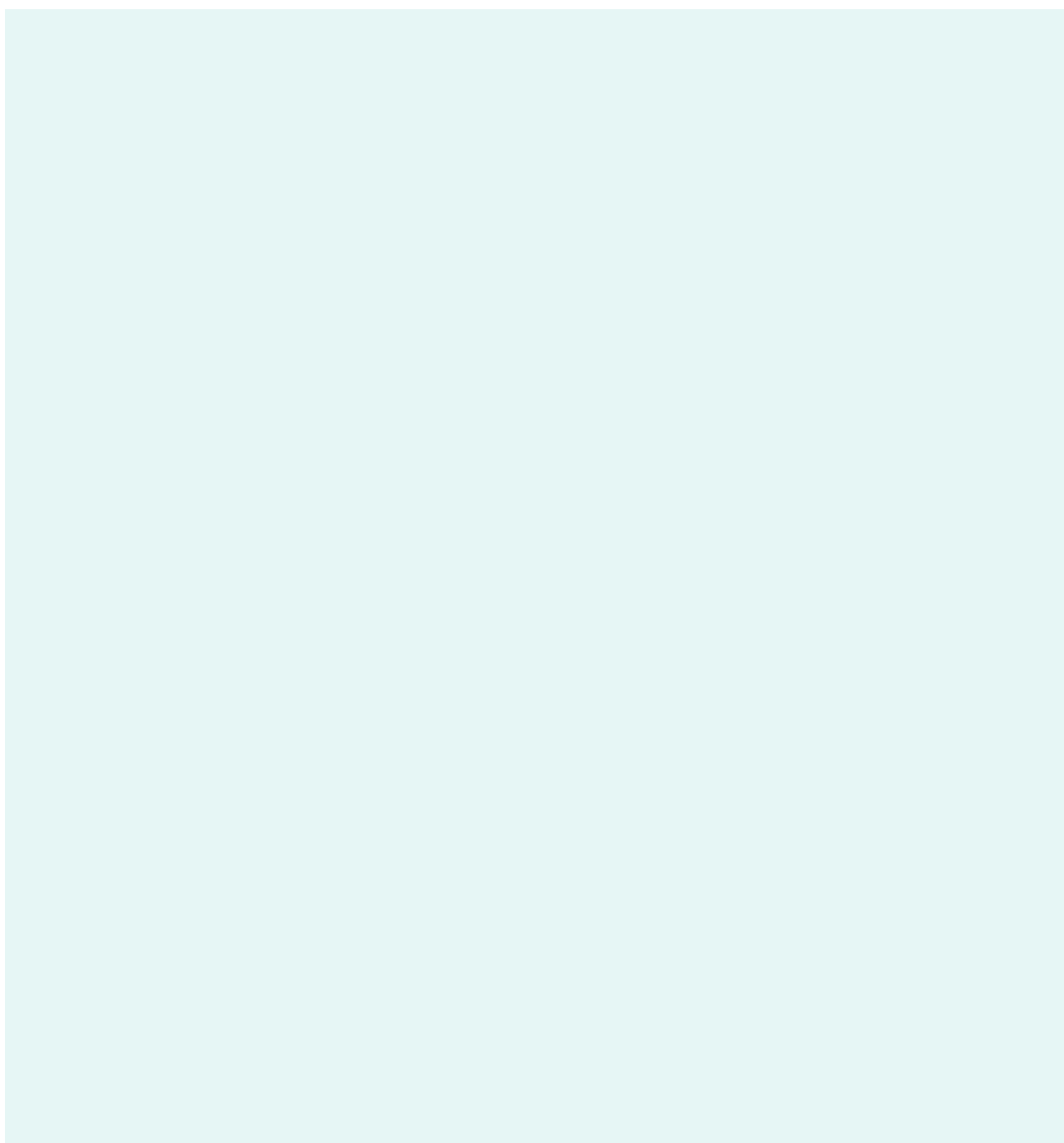




# *Niche Breakthrough Worksheet*

YOUR SOUL CLIENT AVATAR

Q: Where does your ideal client see him or herself in 90 days with your help? What about in one year?

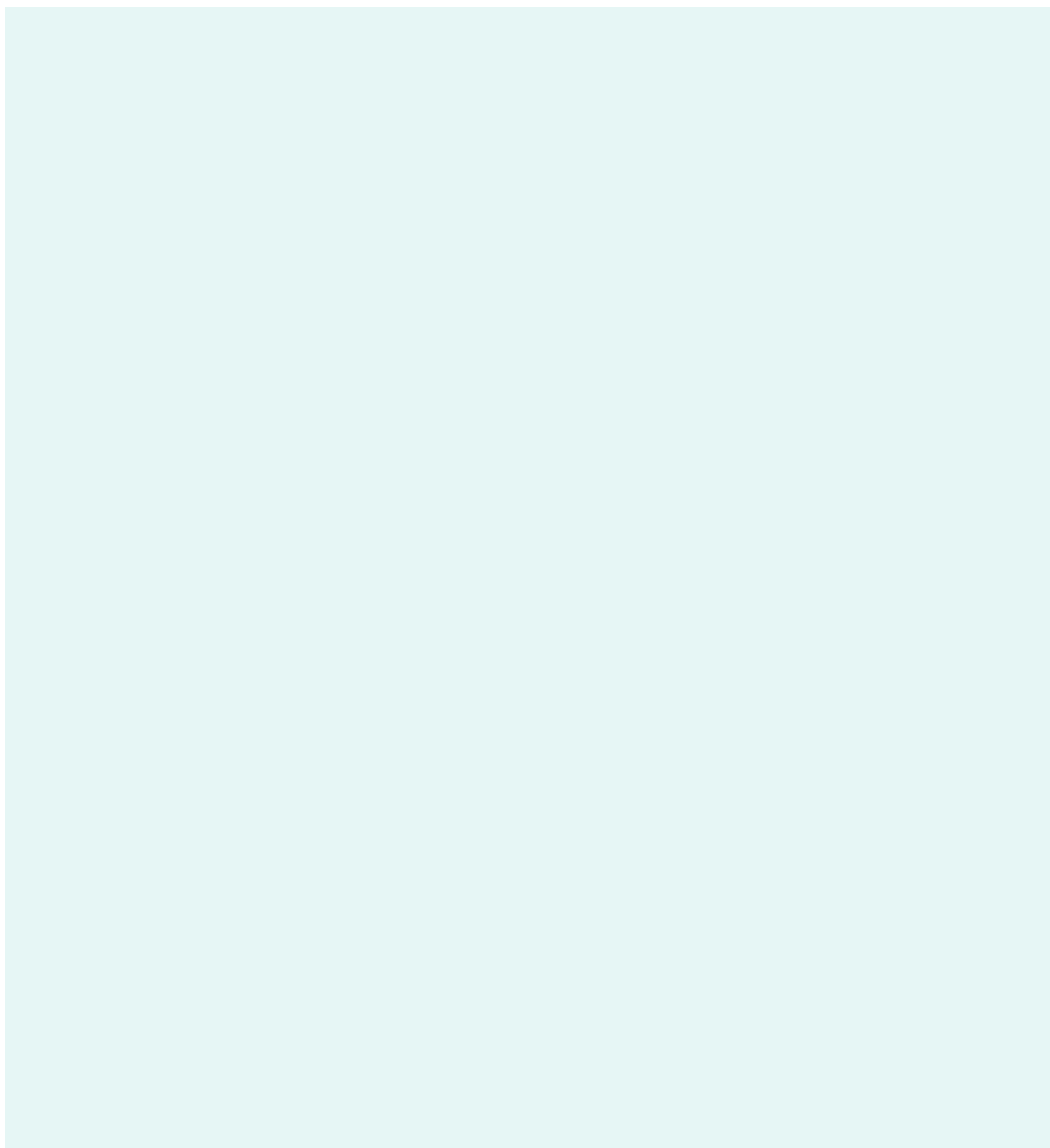




# *Niche Breakthrough Worksheet*

YOUR SOUL CLIENT AVATAR

Q: What is your ideal client's dream solution to their problem?

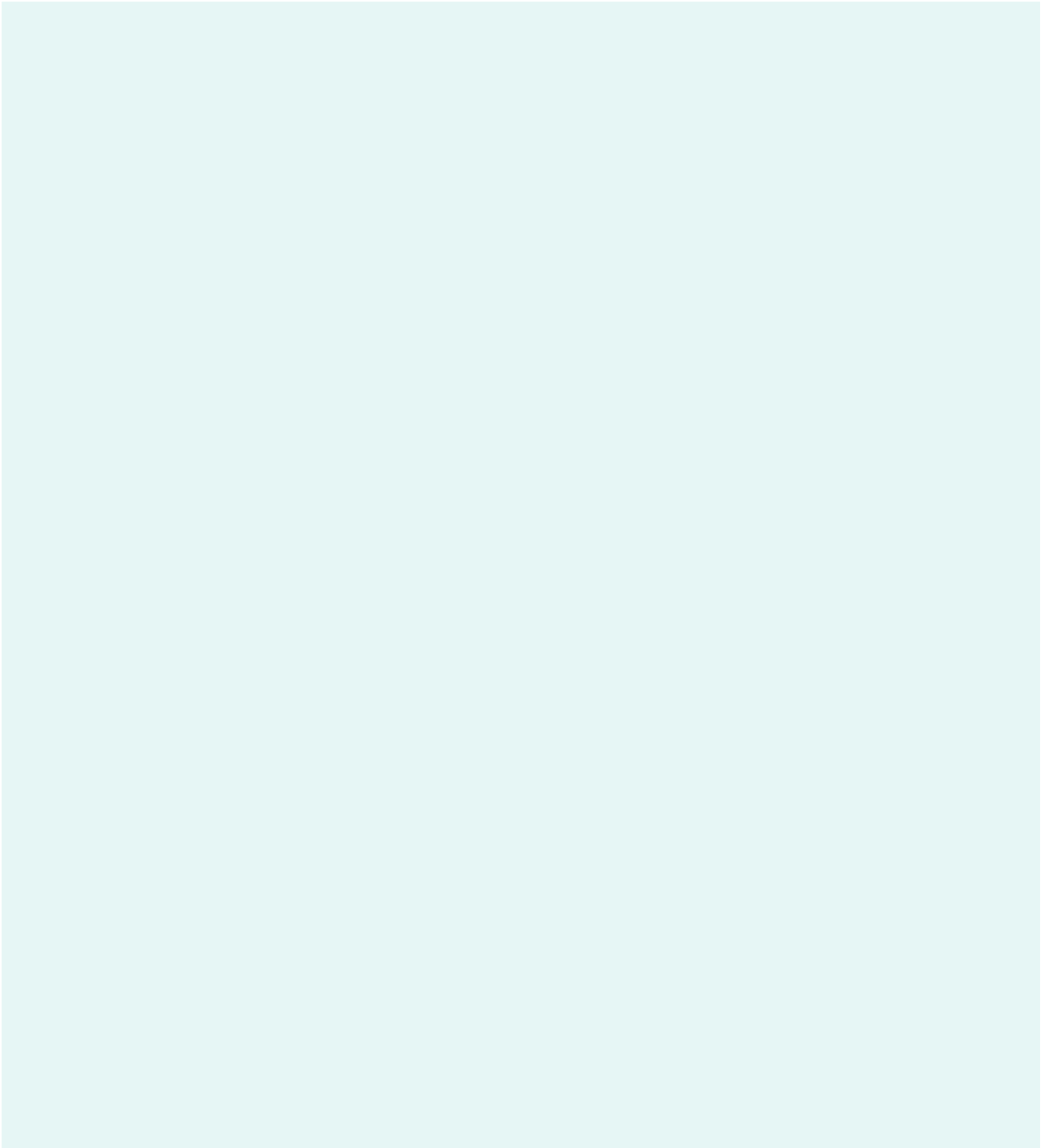




# *Niche Breakthrough Worksheet*

YOUR SOUL CLIENT AVATAR

Q: What does your ideal client need from you?





# *Niche Breakthrough Worksheet*

## DIGGING FOR DEEPER BENEFITS

Q: What are the financial benefits that your client will experience as a result of working with you? Be as detailed as possible.

Example: Pay off debt, financial freedom, the confidence to earn more money etc.

Now this may or may not apply to your niche, but may be surprised to realize that there is a spill-over effect from one area of our lives to another.

So as a weight-loss coach, for example, you may not think the client benefits financially from coaching with you. But dig a bit deeper and you'll see many benefits.

For example: after losing weight the client feels more confident to apply for a new position which leads to a higher pay, they stop taking chronic medications which means they are now saving on the cost of medication every month etc.



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YOUR SOUL CLIENT AVATAR



# *Niche Breakthrough Worksheet*

YOUR SOUL CLIENT AVATAR

Q: What are the emotional benefits a client experiences from working with you?

Example: Increased confidence, happiness, peace etc.



# *Niche Breakthrough Worksheet*

YOUR SOUL CLIENT AVATAR

Q: What are the physical benefits a client experiences from working with you?

Example: Better health, more energy, less stress etc.



# *Niche Breakthrough Worksheet*

YOUR SOUL CLIENT AVATAR

Q: What are the spiritual benefits a client experiences from working with you?

Example: Live with purpose, have a deeper connection with God etc.



# *Niche Breakthrough Worksheet*

YOUR SOUL CLIENT AVATAR

**Q: Now put together your niche statement.**

**I help [target market] to [insert goal or problem] so that [benefit they receive].**