

NAIL YOUR NICHE WORKBOOK

Step-by-step plan to nail your coaching niche

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Before You Start

This workbook is designed for **application only**.
Each step you see here is explained in detail in the book.

👉 If you ever feel stuck or need more clarity about a specific step, simply refer back to the book for the full explanation, examples, and guidance.

Think of the book as your guide—and this workbook as the place where you put everything into action.

Now, let's dive in.

Step 1: Identify Your Business Idea

Every business starts from one of these 3Ps:

1. **Pain** (a struggle you've overcome).
2. **Profession** (skills/expertise you already have).
3. **Passion** (something you deeply care about).

Your Business Idea is:

Step 2: Find a Viable Audience

A viable audience must meet ALL 5 criteria:

Quick Check:

Audience/Criteria	Easy Access?	Identifiable Name?	Shared Problem?	Willingness to Invest?	Gather in Groups?

NOTE: 🖱️ If you don't get YES for all the criteria → Cross this audience off and find another audience.

Your Viable Audience is:

Step 3: Find an Urgent Problem

A profitable problem must be:

- ✅ Specific – simple to explain in one sentence.
- ✅ Real – your audience actually struggles with it.
- ✅ Actively searched – people are already looking for help.
- ✅ Top of mind – keeps them up at night.
- ✅ Emotional – painful or inspiring enough to act on.
- ✅ Worth investing in – they'll spend time & money to fix it.
- ✅ Solvable – you've solved it yourself or can guide others.
- ✅ Exciting – you're passionate about solving it.

🖱️ Miss one? It'll be hard to sell.

How to Discover Their Real Problem

1. **Personal experience** – Have you overcome a difficult challenge a specific group faces?
2. **Spot hot discussions** – Check trending topics on social media and industry news sites to identify issues that people are already discussing.
3. **Initial research with AI** – Use [Perplexity](#), ChatGPT or similar tools to spark ideas.

Example prompt:

“You are a marketing strategist specializing in identifying urgent, emotionally driven problems that audiences are desperate to solve.

I am a [profession] looking to niche down my marketing for a [specific audience, e.g., new moms over 50].

List the top 5 most urgent and emotionally painful problems this audience commonly struggles with.

Make sure each problem is described in a way that highlights emotional distress, urgency, and the desire for a solution.

Phrase the problems in clear, everyday language that my audience would use when describing their struggles.

Ensure the problems are directly solvable with services I could provide as a [profession].”

👉 **Important:** Treat this as a starting point—you still need to validate the answers. Pick one urgent problem that feels aligned, and let’s validate it.

Your initial (to be validated) problem:

Validate the Problem

Three key platforms: Facebook, Reddit, YouTube.

Unsure where to start your validation research? Use the below prompt:

*“You are a **market research assistant**. Your task is to help me gather **starter insights** about my ideal client: **[INSERT YOUR IDEAL CLIENT]** who struggles with the **[INSERT THE INITIAL PROBLEM]**. Focus on where they spend time online, the problems they discuss, and the language they use.*

Instructions:

1. Identify **online spaces** (e.g., Facebook groups, LinkedIn communities, Reddit threads, forums, YouTube channels, podcasts, blogs, newsletters) where these clients are most likely to gather.

2. **Conduct an initial check for evidence** that the problem manifests as recurring pain, struggle, or frustration.
3. Look for mentions of whether they are **already paying for a solution** (e.g., purchases, subscriptions, tools, coaching, memberships).
4. Provide a **list of the top common keywords** they use in discussions about this problem.
5. Create a list of the top competitors' websites that offer high-ticket solutions to the same problem.
6. Summarize the findings in a **structured format**, separating:
 - Online Hangouts / The top 3 Online Hangouts
 - Verification of Problem
 - Paid-for Solutions (if mentioned)
 - Common 5 top Keywords

Output Requirements:

- Present the data as **raw research-style notes** (not polished conclusions).
 - Keep it **practical, specific, and directly usable** for deeper analysis.”
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AI Output:

Final check about the problem:

- Is it specific & clear?
- Is it real & proven?
- Is your audience actively searching for a solution?
- Is it at the top of their mind?
- Is it emotionally charged?
- Is your audience ready to invest (time, money, and energy)?
- Can you solve it?
- Are you passionate about it?
- Are there competitors selling high-ticket offers that solve the same problem?
- Do your Facebook group findings or online searches show people eager—and willing—to pay for solutions?

NOTE: 🖱️ If you don't get YES for all the criteria → Cross this problem off and find an urgent and profitable problem.

By now, you should have a viable audience and a validated problem.

Your Validated Problem:

Step 4: Choose the Results You Deliver

Types of results:

1. **Tangible** (e.g., sign your first client, land a new job).
2. **Intangible** (e.g., feel confident on your wedding day).

How to Pick the Results You Deliver?

Note: Don't make the mistake most coaches do—assuming they know what result their audience wants.

Instead, do the research. Search online, read comments, reviews, and posts to discover how your audience describes their dream outcome and what they actually want.

In steps:

- **Research:** Look online for examples of both tangible and intangible results that people are actively seeking.
- **Select aligned results** – Choose the ones you can confidently deliver and would love to offer.
- **Shortlist your top 3 results** (Include at least one tangible)

Tangible Results	Intangible Results (feelings, mental, spiritual)

Your Top 3 Results:

Step 5: Create Your Unique Angle

Defining your unique angle is the key to standing out and attracting perfect-fit clients.

Three Powerful Ways to Create Your Unique Angle

1. Fill the Gap Your Competitors Miss

What do competitors miss? What do clients still want?

2. Signature Method – Turn your process into a step-by-step framework. Give it a name.

3. Not-Yet-Served Audience – Focus on a group overlooked by others (but only if you enjoy serving them)

Your Unique Angle is:

Step 6: Your Niche Statement

Congratulations! Now that you know your target audience, the problem, the result, and your unique solution, please list them below:

Target Audience:

Their Urgent Problem:

The Result they want:

Your Unique Angle:

Your niche statement should include all parts together.

Niche Statement formulas and examples:

Use the formulas below as an inspiration to craft your niche statement.

- I help (TARGET AUDIENCE) stop/drop (THE PROBLEM) and achieve (THE RESULT) by/through (YOUR UNIQUE SOLUTION)

Example: I help new moms drop unhealthy eating habits and lose 6 pounds monthly by providing mental, physical, and emotional plans.

- I empower (TARGET AUDIENCE) do/with (THE RESULT) without (THE PROBLEM) by (YOUR UNIQUE SOLUTION)

Example: I empower new coaches to enroll their first clients without offering free sessions or having a big following by using the 5 ONEs method.

- I help [TARGET AUDIENCE] to create [THE RESULT] through [YOUR UNIQUE SOLUTION], even if [THE PROBLEM]

Example: I help aspiring writers create compelling stories through structured writing workshops, even if they have never written before.

Assemble your niche parts:

Craft 3 niche statement ideas below:

- Read them out loud! Change them so they sound natural, smooth, and clear.
- Add emotional words or strong keywords you gathered from your research.
- Pick one final niche statement.

Your Final Niche Statement:

Next Steps?

If you followed the previous steps, you now have an aligned and profitable niche. However, if you're still unsure, you don't have to figure it out alone.

Book your “[Nail Your Niche](#)” package (2 private sessions), where we'll refine your audience, validate the problem, and position your solution so it stands out.

You'll leave with a niche you're excited about and a simple plan to start finding your ideal clients and connecting with them genuinely.

Book your “[Nail Your Niche](#)” package and finally nail your coaching niche fast.

About the Author

It's Mohammad Alkhalailah here. I am a multi-passionate person.

I love mindset and business topics. I am also a hiker, storyteller, and personal growth enthusiast.

I love deep connections and meaningful conversations.

I am originally from Jordan. I got my Ph.D. in digital entrepreneurship from Hungary.

Currently, I run my coaching business online.

Before coaching, I was helping coaches with messaging and marketing.

It was puzzling me why coaches struggle to market and find clients.

Coz I was looking at it from a marketing perspective.

However, after transitioning to coaching myself. I experienced the unique challenges coaches face,

I finally understood why most coaches struggle with finding clients.

Because I started to view it from a coaching perspective.

With my unique expertise in marketing, business, and coaching,

I know what makes a successful and profitable coaching business.

It starts with one crucial step:

Nailing Your Niche.

When done strategically, you establish a solid foundation for business success.

And that what I tried to help you do in this book.

[Connect with me on LinkedIn](#)