

The Last **NICHE** Book You'll Ever Need

A proven 6-step guide to finding an aligned, profitable niche—so you can earn your money, sell high-ticket offers, and build a business you love.

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About the Author

Introduction

Story & Purpose of the Book

When I first started coaching, I didn't have a niche. And I refused to have one. I thought: "I don't want to limit myself." So, I tried to serve everyone. I poured hours into social media, creating post after post but no clients came. I chased every new strategy the so-called "coaching gurus" promised would work—yet nothing did. The only clients I managed to get came from offline events and speaking engagements. Online? Crickets. I felt frustrated. Angry. And deep down, I started to wonder if coaching was even for me. I almost gave up.

But then I had a moment of honesty with myself: maybe the problem wasn't me, or even the strategies I was using. Maybe the real problem was my niche. So, I decided to give coaching one last chance. I went online, determined to "find my niche" ... but what I found instead was chaos. Thousands of articles, contradicting advice, and formulas that only made me feel stuck. The more I searched, the more confused I became.

However, I didn't give up. I read dozens of books on marketing and niching. I listened to hundreds of hours of podcasts. I took courses. I even hired "niche experts." And while each thing gave me a piece of the puzzle... none of them gave me the full picture.

Until one day, the puzzle finally came together. And when it did—everything changed. For the first time, I had a clear

direction. I finally explained what I do simply and confidently. I stopped wasting time creating random content and instead focused only on what worked. Every day, I knew exactly what to do to attract the right clients.

The results?

Within my first three months of clarity, I generated 11 leads and signed 4 high-paying clients. From that moment on, everything grew steadily—my confidence, my income, and my impact. Finding my niche changed everything. It gave me Focus. Confidence. Momentum. It turned scattered effort into predictable results.

And that's why I wrote this book. Because I want to guide you through the exact process that transformed my business, so you can find a coaching niche that's not only profitable, but deeply aligned with who you are and the impact you're here to make.

Who is this Book for?

This book is for service providers who want to find an aligned and profitable niche and eventually sell high-ticket offers—without the constant struggle of explaining their value or doubting themselves.

But more specifically, it's written for **coaches**.

Whether you help clients achieve measurable results or guide them through deep inner transformation, you'll benefit from

what's inside. That said, it's especially powerful if you're a **purpose-driven coach** whose work is intangible and life-changing—because those are often the hardest services to explain and sell—and the right niche makes all the difference.

So, if your work is about helping people shift their mindset, gain clarity, find purpose, build confidence, or create lasting change in their lives... this book is for you.

In other words, if you are:

- A life coach wanting to attract clients who truly value your work.
- A career coach looking to stand out in a crowded market.
- A relationship coach ready to start enrolling aligned clients.
- Or a purpose-driven coach who knows you're meant to make an impact but feels stuck trying to find a profitable, aligned niche. This book was written for you.

Because once you nail your niche, everything else becomes easier—your marketing, your message, your content, your sales.

This is your step-by-step guide to finally aligning your passion with a profitable coaching business.

How to Use This Book?

This book is divided into two main parts.

Part 1 provides you with the mindset and key concepts of niching—so you understand why it matters and break through the misconceptions and fears that hold most coaches back.

Part 2 is your hands-on workbook, a six-step process that guides you from big-picture ideas to a clear, validated, and profitable niche.

Take your time. Read and do the exercises in order. Treat this as a journey, not a quick read, and by the end, you'll have a niche you can stand behind with confidence.

Before we dive in, let's take a quick look at the coaching industry and clarify a few key definitions about niching—so the process ahead feels clear, simple, and easy to follow.

Note: To make your life easier, I've created a free workbook to help you follow the steps in part 2 smoothly, along with a short video that shows you exactly how to validate your niche and ensure it is profitable and worth solving.

Part 1: The Mindset & Theory of Niching

Before you can choose the right niche, you need to think differently about niching itself. In this section, we'll break through the myths that keep coaches stuck in "I help everyone" mode, explore why niching is the fastest path to premium clients, and make the mental shifts that turn niching from scary to strategic.

Why Coaching is a Hard Sell?

The coaching industry faces a unique challenge that most other industries don't. A big problem. Here it is:

Most people don't really understand what coaching is.

And even those who think they do? Most of them are wrong. When people hear the word "coach," they usually think of two things: A coach for elite athletes. Or an executive coach in the corporate world. Very few people see coaching as a solution to their personal problems.

Here's proof: if you look at Google search data, you'll notice something shocking. Hardly anyone is searching for coaches. Compare that with doctors, lawyers, or therapists—millions of people are actively looking for their help. Why? Because everyone is familiar with what those professionals do. And more importantly, they know when they need one. But with coaching,

it's different. Most people don't even realize coaching could help them. Which makes it 10x harder to sell.

So, if you've ever struggled to find clients, it's not because you're not good enough. It's because people don't automatically "get" what you do.

That's exactly why choosing a niche and positioning yourself clearly is not just a "nice idea." It's the difference between struggling to explain what you do... and attracting clients who instantly see the value in your coaching.

What a Niche is NOT?

Here's a common mistake many coaches make: They think their *title* is their niche. But a niche is **not** a title. A niche is **not** a label. A niche is **not** simply saying, "I'm a life coach, career coach, or relationship coach."

Why not? Because the true purpose of a niche is simple: To make you **STAND OUT** in a crowded market.

Now ask yourself:

- Does calling yourself a "life coach" make you stand out from all the other life coaches? No.
- Does "career coach" make you any different from the thousands of other career coaches? No.
- Does "relationship coach" make you instantly memorable or unique? Again, no.

See These are broad categories of coaching. They're labels, not niches. Think of them like directions on a map—they point you somewhere, but they don't take you all the way. So, what is a niche really? You may ask...

What's a Coaching Niche?

A real niche is built on three pillars:

- 1- **A clearly defined audience** – a single, narrow group of people you're here to serve.
- 2- **An urgent problem or desire** – the challenge they can't solve alone or the outcome they urgently want.
- 3- **A unique angle** – the way you help them, using your skills, experience, and everything in your toolbox.

When these three pillars come together, that's when you **STAND OUT** and instantly connect with the right audience.

But here's the key: If even one pillar is missing, you don't really have a niche. You only have a title or a vague idea—and that's why many coaches struggle to attract clients.

A real niche is clear, specific, and powerful. It tells people exactly who you help, what problem you solve, and why you're the best coach for them.

See.

Your niche is **NOT** a bunch of random words you put together. It is a well-defined strategy that aligns your passions and

expertise with market needs. When done strategically, you build a solid foundation for a profitable and aligned coaching business.

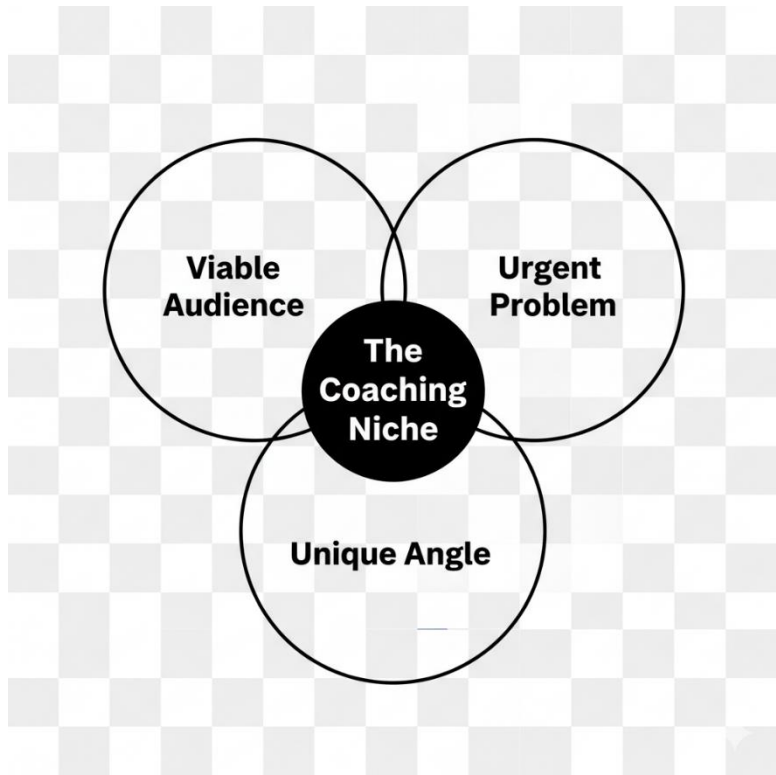


Image: A Coaching Niche

Before we go deeper, let's talk about something I've observed over the years working with coaches.

Not all coaches approach their business the same way — and that's why their results vary so much.

From my experience, **there are three types of coaches** — but only *One turns impact into income.*

1- The Hobby Coach

- Rarely shares content.
- Doesn't actively look for clients.
- Doesn't see coaching as income.
- If asked, might do a session or two.

Coaching is a side activity—fun, but not a business.

2. The Pure Coach

- Obsessed with coaching skills.
- See coaching as a business.
- Focus only on passion.
- Hates marketing—selling feels icky.
- Relies on word of mouth.
- Earns little or no money.

Coaching is the dream—but without marketing, the dream struggles to pay the bills.

3- The CoachPreneur (My People)

- Treats coaching as a tool, not a business.

- Puts market needs first, passion second.
- Loves marketing and sees it as a service to others.
- Has a strategy to attract, nurture & convert clients.
- Earns a consistent, good income.

The CoachPreneur builds impact and income.

Because they combine market needs, passion, and skill sets to create real change.

This book is written for those who either are or want to become CoachPreneurs — coaches who align purpose with profit, and impact with income.

Why is it Important to Have a Niche?

Your Message Cuts Through the Noise

We live in a world of endless scrolling and constant distraction. The only thing that grabs attention now is **RELEVANCE**.

Think about it: how many generic messages do you skip past every day? But when something speaks *directly* to you, it stops you in your tracks. That's exactly what a smart niche does for your coaching business. So, instead of promoting "coaching" in general (which mostly interests other coaches), you talk about a specific problem for a particular group. Your message suddenly feels personal. It stands out, gets noticed, and gets shared.

Niching: The Fastest Way to Build Trust

Do you know the real reason people hire you as their coach? It's not your qualifications. It's not your list of tools or certifications.

It's **TRUST**.

Let's face it—coaching is an intangible service. You can't see it, smell it, or touch it. So, before anyone hires you, they must trust you and your ability to help them. Clients don't book discovery calls because you have a degree or a fancy title. They book because they believe you understand their exact problem and can solve it. That clarity signals credibility and builds trust faster than any list of credentials ever could.

And without trust? No calls. No clients. No business. Niching is the fastest way to earn that trust—and turn strangers into paying clients.

A Niche Lets You Charge Premium Prices

Want to earn more while serving fewer clients? Niching down makes it possible. As Alex Hormozi explains in *\$100M Offers* book:

- A generic “Time Management” program competes with thousands of similar offers. The only way to sell it is to lower the price, maybe to \$19.
- But reframe it as “Time Management for B2B Outbound Sales Reps”—same principles, just tailored to a specific audience—and you can charge **\$1,997** or more.

Same content. 100× the price. Simply because it’s focused. Crazy, right? The market rewards specificity. When people feel that your solution is tailored exactly for them, they are more likely to pay a premium. Now, the question is: If you could sell the exact product/service for 100 times the price, would you?

A Niche Makes Marketing Effortless

When you focus on **one audience with one urgent problem**, marketing stops being a hustle and starts feeling like a natural conversation. Your message resonates, captures attention, and builds trust. People move through a simple

journey: they **notice** you, grow **curious**, start **engaging**, and eventually **invest**—because they feel understood. As you help more clients with that specific problem, they'll happily refer others. Your reputation grows, your marketing compounds, and you actually market less while achieving more. A smart niche turns marketing from exhausting promotion into a powerful, self-sustaining engine.

So, Dear Coach,

If you want more clients, niche down.

If you want to earn more money, niche down.

If you want to build authority fast, niche down.

Remember, the market matters.

Your niche matters.

“Niching down will make you far more money. If you make less than 10M\$, niching down is a must.”

Alex Hormozi

Frequently Asked Questions

Over the years of working in the coaching industry and guiding many coaches through finding their niche and building aligned, profitable, and purpose-driven businesses, I've noticed the same questions come up again and again. Some are about clarity, others about common misconceptions—and a few come from pure frustration. That's why I've gathered the most important and frequently asked questions here. Consider this section your quick guide to clearing up confusion, busting myths, and providing you with straight answers—so you can move forward with confidence.

Will Niching Down Limit My Business?

Choosing a niche may limit the size of your audience base (Quantity). However, it increases the number of qualified leads/buyers (Quality). The question here is: **Do you want followers or buyers?** If you've just started your business or it is not growing, you must stand out to attract clients. And the quickest way to stand out? Niching down strategically.

When you do that, your audience instantly sees you as a specialist. They trust you faster and become significantly more excited to work with you. The best part? As your business grows, you can always broaden your niche to serve a bigger audience.

How to Boost My Credibility as a New Coach?

Before your audience hires you, they must first see you as a credible source. Now, the secret to gaining credibility fast is to:

Pick an audience you already have credibility with.

A group of people you belong to. Think about your experience before coaching.

Example: Suppose you're a new Burnout coach with accounting experience. You have two options to promote your services: 1- I help people overcome burnout (No credibility. No trust yet) 2- I help accountants overcome burnout (High credibility, trust, and high likelihood of getting hired.) Think about it. If an accountant had to choose between a generalist coach who helps people overcome burnout or a specialist coach who helps accountants overcome burnout, who would they choose? That's right. A specialist coach. See. Choosing an audience with whom you already have credibility will give you instant credibility, trust, and a higher chance of getting hired.

Can I Be a Versatile Coach with a Niche?

Yes, with ONE condition. You can be a career coach and a mindset coach combined and still have a niche! Here's how...

First, let's discuss what a niche is. A niche means focusing on ONE audience with ONE specific problem. So, career, life, or mindset coaching cannot be niches; they are broad types of coaching.

Let's take a few examples: Suppose you're a career coach who helps HR professionals advance to managerial positions. In this case, you can equip them with the tools and expertise (career coaching). And shift their mindset to overcome obstacles and get unstuck (mindset coaching).

Another example, suppose you're a leadership coach who helps first-time managers become confident leaders. In this case, you can provide them with tools to enhance their delegation and decision-making skills (leadership coaching). And assist them in improving communication with their spouse and maintaining a healthy work-life balance amid the new responsibilities (relationship coaching).

Last example: Suppose you're a health coach who helps new moms lose 10 pounds after pregnancy. In this case, you can help them with diet plans and weight loss expertise (health coaching). And shift their mindset to stop sabotaging their new diet habits (mindset coaching).

See. If your coaching is focused on ONE audience and ONE problem, you can do all types of coaching and still have a clear and effective niche.

Do I Really Need to Stick with One Niche?

Maybe you're wondering the same thing I once did. Here's the truth: unless you're already a household name like Tony Robbins—with a huge following and a massive marketing budget—trying to be “for everyone” will keep you invisible.

I chose one niche because: I didn't want to wait years to enroll clients. I wanted to attract clients fast and spend less time creating random content. I needed a simple, daily plan to bring in leads. And here's what I discovered: When you focus on a single niche, the compound effect takes hold. Your message becomes sharper. Your audience starts recognizing you. Opportunities begin to snowball. In a crowded market, sticking to one niche isn't a luxury—it's a necessity if you want to stand out and grow faster.

Can I Coach People Outside My Niche?

A common question from coaches. And the answer is: Of course, you can. The key, however, is to keep your messaging and content focused on your niche. That will make your marketing effective and avoid confusing your ideal client. Remember, a confused client will never buy.

Should I Sell Coaching Sessions or Coaching Packages?

Neither.

Here's why:

Coaching by the session is a stressful business model. I tried it when I started, and it was exhausting. You're constantly chasing the next booking, income is unpredictable, and clients rarely get real results from scattered sessions.

Traditional coaching packages (like "3-month coaching program") sound better, but they have a fatal flaw: they lack a specific outcome. When you're selling "coaching" without defining what problem you solve, you're asking people to invest in an abstract concept. Most people—especially non-coaches—don't understand the value of coaching itself. They need to see what they'll get.

The solution? **The Coaching Premium Offer.**

It is a high-ticket offer designed around one urgent problem for one specific audience. It includes:

- A clear, specific outcome (not just "transformation")
- Defined milestones that show clients exactly how they'll get results
- A process that solves a problem they're actively seeking to fix

Instead of selling "coaching," you're selling a **solution**. This makes it easier to charge premium rates and attract clients who are ready to invest—because they can see exactly what they're buying.

If I Focus on One Problem, that's Not Coaching, Correct?

Not at all. Focusing on one problem doesn't mean every client is the same. Even when people share the same challenge, they come with completely different stories—different childhoods,

life experiences, cultures, and limiting beliefs. Same problem. Totally different psychological profiles.

As a coach, you'll still tailor your sessions, questions, and tools to each person's unique journey. Niching simply helps you attract the right people in the first place, so you can do your best work, with clients who already know you're the one who "gets" them. Far from limiting your coaching, choosing one problem opens the door to deeper, more powerful transformations.

What if I Pick the Wrong Niche?

There's no such thing as a "wrong" niche—especially if you've followed the steps in this book. You're not picking at random; you're making a decision grounded in your strengths, values, and market demand. That means your choice is already built on solid ground.

But let's say life happens. Maybe your interests evolve, or you discover something unexpected about yourself or your market. Pivoting is absolutely fine. Nothing you create will go to waste. Your coaching skills, client results, and marketing assets all transfer—your experience moves with you.

However, **I strongly recommend committing to your niche for at least six months to a year** before considering a pivot. Why? Because early doubts often stem from the normal challenges of building momentum, rather than being in the wrong place. Stay the course long enough to see results. Most of the time, what feels like misalignment is simply the discomfort

of growth—and that’s exactly where the breakthrough happens. Remember: you chose this niche for good reasons. Trust the process you followed, and trust yourself to make it work.

Isn’t the Whole Idea of Niching Kinda Useless?

A coach once asked me this exact question. I didn’t argue. Instead, I said: “I get it. You might feel that niching down sounds restrictive or even unnecessary.” Then I asked her one simple question: “Do you want to be right—or do you want to make money?” Because here’s the truth: If your goal is just to prove that you can succeed without a niche, then keep doing what you’re doing. You might eventually get clients— But it will take longer, cost more, and feel like shouting into the wind.

However, if your goal is to build a profitable coaching business and enroll clients faster. In that case, niching isn’t just helpful—it’s the shortcut. A clear niche makes your marketing sharper, Your message stronger, And your offer irresistible. So, it’s not about being right. It’s about building the kind of business—and income—you really want.

Now that we’ve tackled the most common concerns, you’re ready to move into the practical six-step process to nail your niche.

Enjoyed the content so far? please take a minute to rate this book; it will help me help other coaches like you make an impact while getting paid well for it. Your support will mean the world to me.

***“Your Skills + Your Passion +
Market Need = Profitable
and Aligned Niche”***

Part 2: The Practice—Your Step-by-Step Niching Process

Finding an aligned and profitable niche isn't something you rush through—it's a step-by-step process of six clear stages. Think of this not as a book to skim, but as a workbook to work with. To get the full benefit, pause at the end of each step, complete the short exercises, and reflect before moving on. The more intentionally you work through each stage, the more clarity and confidence you'll have when you reach the end.

Note: To make your life easier, I've created a free workbook to help you follow the steps smoothly, along with a short video that shows you exactly how to validate your niche and ensure it is profitable and worth solving. [Click here to access it.](#)

Step 1: Identify Your Business Idea

Sometimes coaches struggle with where to start. You might have several ideas — or none at all. That's okay. This step will give you a clear starting point and help you find a better direction.

Every business starts from one of these 3Ps:

1. **Pain** – A struggle you've experienced and overcome.
2. **Profession** – Skills, expertise, or knowledge you already have.
3. **Passion** – Something you deeply love and care about.

Note: In a few cases, your business idea might intersect between all three — but usually, one will be dominant.

Your Answer:

Step 2: Pick a Viable Audience

If you try to help everyone, no one will truly see you as the right coach for them. To build a business people trust—and pay for—you need to choose one clear, viable audience.

Why Your Audience Matters?

Many coaches resist picking an audience. They think focusing on a *problem* is enough. But here's the truth: **The same problem shows up differently for different people**— and each group uses different words to describe it. That difference changes everything.

Take **burnout**, for example, each of these audiences experience it differently: **A CEO** feels buried under endless decisions and responsibility. **A Coach** feels stuck in rejection and self-doubt. **An Accountant** feels drained by nonstop deadlines and client demands. Same challenge—**completely different experience**.

And their **desires**? The CEO craves clarity and relief. The Coach wants confidence and clients. The accountant longs for balance and time freedom.

Even their language is different: CEOs talk about *decision fatigue*. Coaches talk about *losing passion*. Accountants talk about *tax season stress*.

See the gap? If you only talk about the problem “e.g., burnout,” your message stays vague. It doesn’t land. It doesn’t build trust. But when you pick your audience first— then describe *their* version of the problem and speak their language: your coaching cuts through the noise. people lean in and think: **“You’re talking to me.”** That’s the power of a clear audience. It doesn’t limit you— **it gives your message precision and magnetic pull.**

Now that you understand why a specific audience matters, the next step is to ensure it’s truly viable, making your marketing easier and more effective. Let’s validate your audience together: To start, pick ONE main group to serve:

- People like you
- An underserved population
- People you’ve already helped (free or paid)

Before we proceed, let’s ensure that your chosen audience is viable.

A viable audience must meet ALL 5 checks:

Easy Access – You know at least 3 people in this group and know where to find more.

Identifiable – They call themselves by a clear and searchable name (“accountants,” “coaches,” “IT managers”).

Shared Problem – They all face the same clear challenge.

Willingness to Invest – They’re able and willing to pay for solutions.

Gather in Groups – They meet online/offline (FB groups, LinkedIn, associations, events).

Why? Because these criteria aren’t “nice-to-haves,” they’re what make your niche *work*.

- If you can’t **easily reach** them, you’ll waste time shouting into the void.
- If they’re not **clearly identifiable**, you can’t target or be found.
- Without a **shared problem**, your offer won’t resonate.
- If they’re not **willing to invest**, you won’t have a business.
- If they don’t **gather in groups**, it’s hard to build trust and momentum.

Miss even one, and you’ll struggle to attract clients consistently. Get all five, and marketing becomes simpler, faster, and far more profitable. Let’s take a few examples to drive this home:

Viable vs. Non-Viable Audience Examples

Viable Audiences

1. New moms returning to work after maternity leave

- Easy Access? **Yes** – Parenting FB groups, local mom meetups, childcare centers.
 - Identifiable Name? **Yes** – “New moms,” “Moms to be” “First time moms”
 - Shared Problem? **Yes** – Balancing career demands with caring for a baby.
 - Willingness to Invest? **Yes** – Often invest in coaching, childcare, career support.
 - Gather in Groups? **Yes** – Facebook groups, mom networks, workplace parent groups.
-

2. Freelance graphic designers who want a consistent income

- Easy Access? **Yes** – LinkedIn, design forums, Upwork/Behance communities.
- Identifiable Name? **Yes** – “graphic designers,” “creative freelancers.”

- Shared Problem? **Yes** – Inconsistent income and difficulty scaling.
 - Willingness to Invest? **Yes** – See coaching as a business investment.
 - Gather in Groups? **Yes** – LinkedIn groups, Slack communities, Facebook groups, design conferences.
-

3. Sales managers aiming for their first executive role

- Easy Access? **Yes** – Professional associations, LinkedIn, Sales networks.
 - Identifiable Name? **Yes** – “senior sales managers,” “sales & marketing managers.”
 - Shared Problem? **Yes** – Breaking through to an executive role.
 - Willingness to Invest? **Yes** – Career advancement justifies high-ticket coaching.
 - Gather in Groups? **Yes** – Industry conferences, leadership programs, LinkedIn groups.
-

Non-Viable Audiences

1. People who “just want to be happier”

- Easy Access? **No** – Too vague to locate.
 - Identifiable Name? **No** – No clear label or searchable identity.
 - Shared Problem? **No** – “Happiness” means different things to everyone.
 - Willingness to Invest? **Unlikely** – Not tied to an urgent or measurable outcome.
 - Gather in Groups? **No** – No specific communities for “wanting to be happier.”
-

2. Teenagers who struggle with motivation

- Easy Access? **No** – Hard to reach directly; privacy issues.
- Identifiable Name? **Yes** – “Teenagers,” but still broad.
- Shared Problem? **Partly** – Motivation varies by age and situation.
- Willingness to Invest? **No** – Teens don’t pay for high-ticket coaching; parents are the paying audience.
- Gather in Groups? **No** – Private school settings, not coach-friendly spaces.

3. Professionals who feel stressed and overwhelmed

- Easy Access? **No** – No single place to find them.
- Identifiable Name? **No** – “professionals” isn’t a searchable identity.
- Shared Problem? **No** – Different roles, different challenges.
- Willingness to Invest? **Unlikely** – Without a specific pain, no urgency to spend.
- Gather in Groups? **No** – No dedicated online/offline communities.

Now, let’s quickly check your audience:

- Do you have Easy Access to them?
- Do they have an Identifiable Name?
- Do they have a Shared Problem?
- Do they have the Willingness to Invest?
- Do they Gather in Groups?

If you don’t get YES for all the criteria → Cross this audience off and find another audience.

Your Turn: Your Viable Audience is:

***“Find a Specific and Urgent
Problem Your Audience
Wants to Solve and You’ll be
on The Fast Track to
Success.”***

Step 3: Find an Urgent Problem

Most coaches stumble right here—and it's the **#1 reason they don't make enough money**. They pick a niche they *like* or a problem they *assume* people want solved... but never check if it's truly urgent. Without an urgent, painful problem to tackle, even the best marketing, polished website, or daily content can't create consistent income. So, if you want people to happily pay for your coaching, you must solve a problem they desperately want solved. And almost every profitable coaching offer falls into one of four big markets:

- Health – losing weight, overcoming burnout, boosting energy
- Wealth – earning more, building a business, advancing a career
- Relationships – love, family, friendships, parenting
- Healing & Growth – Getting over a breakup, breaking free from people-pleasing, and inner child healing.

Your problem should clearly live inside one of these markets. That's where people already spend money.

The Key to High-Ticket Coaching?

Are you solving a vitamin or a painkiller problem?

There are two types of problems you can solve for clients:

1. Vitamin Problems

These are the *annoying* problems that make life a bit harder but aren't truly urgent.

Examples:

- Procrastination
- Emotional regulation
- Eliminating limiting beliefs

To solve these problems, clients might read a book, take a course, or even have a few coaching sessions. But they will NOT invest in high-ticket offers to solve it. If your coaching offers a solution for annoying problems, it will be like vitamins; it will improve their lives, but they will survive without it. Solving “vitamin” problems will make you little or no money, and you'll struggle to find clients and sell high-ticket offers.

2. Painkiller Problems

These are the urgent, emotional, and painful problems that consume them and keep them up at night. Examples: Saving a marriage on the edge of divorce. Helping single women over 35 finally find their soulmate.

When someone's in real pain, they don't want a mild supplement. They want a **painkiller**—and they'll invest serious time and money to get relief. Solving "painkiller" problems can generate significant revenue, and finding clients will become

much easier. Not to mention, it is the key to high-ticket coaching offers.

Now, consider the problem you solve & ask yourself this question: "Would I buy high-ticket services to help me overcome this problem?" If not, dig in deeper. Find a more urgent problem.

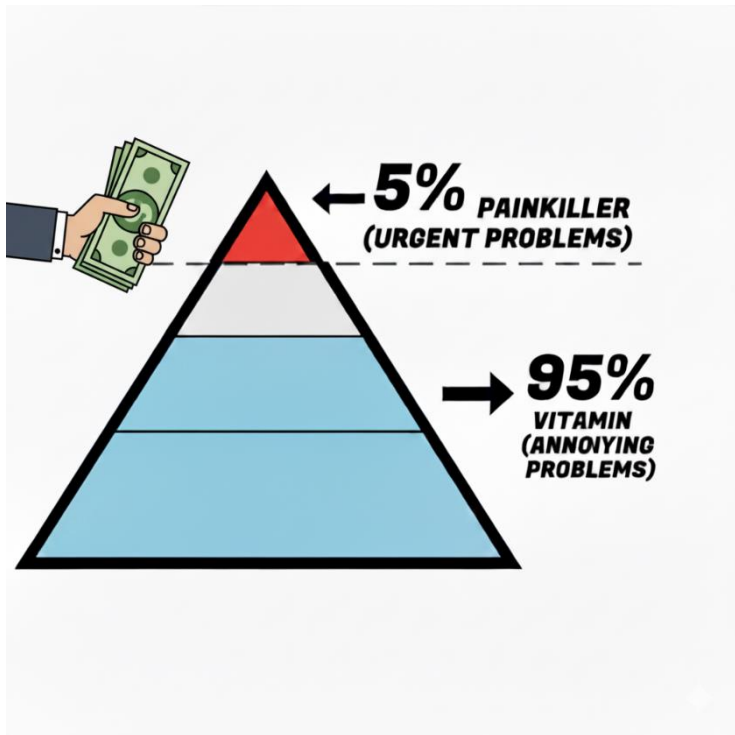


Image: Painkiller vs. Vitamin Problems

What Makes a Problem Urgent (Painkiller)

Not every struggle is urgent enough to sell. A profitable problem meets all these criteria:

Specific & clear – easy to describe in one sentence.

Real & proven – your audience is definitely struggling with it.

Actively searching – they're already looking for help or resources.

Top of mind – it keeps them up at night or drives their daily decisions.

Emotionally charged – painful or inspiring enough to spark action.

Ready to invest – willing to spend time, money, and energy to fix it.

You can solve it – you've overcome it yourself or know how to guide others through it.

You're passionate – you could talk about it all day without getting bored.

If even one of these is missing, selling your offer will be a challenge. So, before you move forward, ensure that the problem you solve meets all the criteria above. Otherwise, pick a different problem. Unsure how to choose an urgent problem? Keep reading.

How to Discover Their Real Problem?

1. **Personal experience** – Have you overcome a difficult challenge a specific group face? Your own journey often reveals problems worth solving.
2. **Spot hot discussions** – Use keyword tools (like Google Keyword Planner or Ubersuggest) to see what people are actually searching for. Check trending topics on social media and industry news sites to find problems people are already talking about.
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 Turn: Your initial (to be validated) problem:

A Quick Story: Why You Must Validate the Problem?

During a “Nail Your Niche” session, I worked with **Anita**, a sales coach who'd been creating content daily for eight months—yet hadn't signed a single client.

Here's how our conversation unfolded:

Me: What problem do you solve? **Anita:** I help coaches improve their sales skills so they close more clients on discovery calls.

Me: Great. How do you know this is a real problem coaches struggle with? **Anita:** Well... coaches always do discovery calls. Of course they need help closing. **Me:** Have you spoken with any coaches to confirm that? **Anita:** Not really. I don't actually know any coaches personally. **Me:** So why choose coaches as your audience? **Anita:** They seem willing to invest—and I know I can help.

Me: Eight months of posting. Zero leads. **Here's the issue:** 1- You picked an audience you have no credibility or easy access to. 2- You assumed their problem was urgent—without checking if

it truly is. That's why all your content and effort went down the drain. You were solving a problem your market might not even care enough to pay for. Anita's eyes widened. "*Wow... that makes total sense now.*"

From there, we worked on **finding a different audience she already had access to**, then **validated their most pressing challenge**. Only after that did we shape an offer.

See. You can create amazing content and work relentlessly, but if the problem isn't both *real* and *urgent*—for an audience you can actually reach—your marketing will fall flat.

****Never assume the problem. Validate it.**

How to Validate the Problem is Urgent and Profitable?

This step may take the longest—but you only need to do it once. Do it well, and every part of your business becomes easier, faster, and far more predictable.

Here's how to prove your idea is urgent and real:

- **Facebook Groups & Forums** – Join large groups in your niche. Use the search bar to look for keywords (for example, "breakup" if you're a relationship coach). Copy

emotional comments and real questions into a document. Note the exact words people use.

- **Online Clues** – Scan Reddit threads, Amazon reviews, and YouTube comments on related topics. Look for repeated frustrations and strong emotional language.
- **Profit Potential Check:** Before you commit, ensure the problem is financially viable. Do your Facebook group findings or online searches reveal people eager—and willing—to pay for solutions? Are there competitors selling high-ticket offers that address the same type of problem?

Important Note: This step is easier to see than to explain in words — so I recorded a short demo showing exactly how I validate a problem (video + simple steps). Additionally, you'll get a free workbook to help you follow the steps smoothly. [Click here to watch and download.](#)

Why does this step matter?

When your audience's problem is specific, emotional, and proven, marketing stops feeling like pushing. People lean in because you're offering exactly what they're already searching for—a solution to the pain they can't ignore.

Quick advice before you move on: Pause and validate the problem you chose:

- Do the market research.
- Collect proof from real people (comments, threads, paid offers).

This book isn't meant to be speed-read and shelved—it's a **workbook**. Take the time to work through each exercise. The more carefully you validate now, the faster everything else—your messaging, offers, and marketing—will fall into place. Trust me, you'll thank yourself later.

Wanna see how to ensure the problem you solve is urgent and profitable? I've recorded a short video that walks you through the exact steps quickly and with confidence. It includes a free workbook to follow along. [Click here to watch and download.](#)

Step 4: Choose the Results You Deliver

Once you've nailed the audience and the urgent problem, it's time to define the specific results you'll help them achieve. Clear results make your coaching irresistible because people don't buy "sessions"—they buy **outcomes**.

Two Types of Results

1. Tangible Results – Measurable, concrete outcomes.

Examples:

- Lose 10 pounds
- Land a new job
- Save 8 hours a week
- Launch an online course

2. Intangible Results – Emotional or experiential outcomes that can't be measured with numbers, but are deeply desired.

Examples:

- Feel amazing on your wedding day
- Rekindle passion with your partner
- Stop craving junk food

How to Sell Your Offer 10x Faster?

Coaching offers with clear, **tangible outcomes** sell 10x faster than vague, intangible ones. Why? Because people pay for results, they can see, measure, and imagine themselves achieving. When your outcome feels concrete—something they can picture on a calendar or describe to a friend—your offer shifts from “nice to have someday” to “I need this now.” This is the key difference between offers that sell and those that don’t:

** Does your offer have a **Quantifiable End Result**?

Examples of clear, tangible results: “Lose 10 pounds in 30 days.” Clients know exactly what they’re getting and how to measure it—that’s what makes your offer irresistible. Now compare that with vague results like: “Mindset growth for professionals.” Too broad. Too intangible. Not measurable. And if your clients can’t track the result, they won’t commit—or invest in your program.

How to Turn Intangible Result into a Tangible & “Must-Have” Result?

Once you’ve defined a clear result, give it context that makes it feel urgent and worth paying for:

- **Attach a timeline.** Instead of saying “reclaim your time,” say, “Save 10 hours a week.” A timeline makes the result feel immediate and measurable.
- **Show the ripple effect.** Explain how this result will impact other areas of their life. For example, “Lose 5 pounds in 4 weeks so you feel confident walking down the aisle.”
- **Connect it to emotion.** Go beyond facts—describe how they’ll feel once they get the result: relief, pride, freedom, confidence. For example: Instead of saying “achieve work-life balance,” say, “leave your desk guilt-free every day.”

When a result is concrete, measurable, and emotionally charged, it stops sounding like a nice idea. It starts feeling like something they can’t afford to postpone. That’s when you have a winning offer.

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:

1. **Research:** Look online for examples of both tangible and intangible results people are actively searching for.
2. **Select aligned results** – Choose the ones you can confidently deliver and would love to offer.
3. **Shortlist** your top 3 results.
 - Include **at least one tangible, measurable result**, and
 - Add any related **intangible outcomes** you can also help them experience.

Results You Deliver:

Why This Step Matters?

When you can clearly articulate the result your coaching delivers, you make your offer concrete and compelling. Your ideal clients will instantly see the value because you're no longer selling "coaching," you're selling the **transformation they crave in a measurable and tangible way.**

*“Find a corner of the market
that can’t wait for your
attention. Go to their
extremes. Find a position on
the map where you and you
alone are their perfect
answer.”*

Seth Godin

Step 5: Create Your Unique Angle

By now, you know who you serve, the urgent problem you solve, and the results you deliver. But here's the truth: plenty of other coaches may offer something similar. Your next step is to stand out with a **Unique Angle**—the reason someone should choose **you** over every other option. This isn't about flashy marketing. It's about making your approach feel **different, memorable, and worth paying for**.

At its heart, your unique angle answers two questions:

1. Why should they buy?
2. Why should they buy from *you*?

Three Powerful Ways to Create Your Unique Angle

1. Fill the Gap Your Competitors Miss

Look around. What are other coaches in your space offering?

- What do their clients still wish they had?
- Where do you hear frustration or unmet needs?

Example: If most career coaches focus only on resumes and interviews, maybe you could create a program that integrates mindset coaching with a proven job-search strategy—solving

both the inner and outer challenges. Your unique angle might be as simple as adding what others leave out.

2. Develop Your Own Signature Method

People love to follow a **named process**—it feels tangible and trustworthy. Turn the way you work into a clear framework:

- Break your coaching process into steps.
- Give it a **memorable name** or metaphor.

Example: Instead of “I help entrepreneurs grow,” call it the “90-Day Client Magnet Method.” Or if you guide couples through conflict, call it the “Bridge Back to Love Framework.” A signature method makes clients think, *“This isn’t just coaching—it’s a proven system I can trust.”*

3. Serve a “Not Yet Served” Demographic

Another way to stand out is to help a group that’s been overlooked.

Example: Instead of helping “anyone” find love, you specialize in helping accountants find their soulmate. Or rather than generic life coaching, you coach female engineers moving into leadership roles.

Important: Only choose a demographic you genuinely love to serve. Don't pick it just to be different—your excitement and connection to this audience must be real.

Your Unique Angle is Your Magnet

When you define your unique angle, you stop competing on price or popularity. You become the obvious choice for the people who need you most. It's not about being louder—it's about being **sharply relevant**. Your clients will feel it the moment they discover you and think: *"This coach gets me... and no one else offers what they do."*

Your Turn: Your Unique Angle:

Step 6: Craft Your Niche Statement

You've done the hard work—identified your audience, their urgent problem, the results you'll deliver, and your unique angle. Now it's time to **put it all together** in a simple, powerful statement. Your **niche statement** is more than a tagline. It's the sentence that instantly tells people:

- *Who you help*
- *The problem you solve*
- *The transformation you create*
- *The unique way you do it*

When someone asks, “*What do you do?*”, this is what you say—with clarity and confidence.

Niche Statement Formulas & Examples

Use these formulas as inspiration. Adapt the words so they sound natural to you.

1. I help [TARGET AUDIENCE] [STOP/DROP] [PROBLEM] and achieve [RESULT] by/through [UNIQUE ANGLE].

Example: *I help new moms drop unhealthy eating habits and lose 6 pounds every month through a simple mental, physical, and emotional plan.*

2. I empower [TARGET AUDIENCE] to [RESULT] without [BIG PROBLEM] by [UNIQUE ANGLE].

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

3. I help [TARGET AUDIENCE] achieve [RESULT] through [UNIQUE ANGLE], even if [CHALLENGE].

Example: *I help aspiring writers create compelling stories through structured writing workshops—even if they’ve never written before.*

Note: The above three niche statement examples are only for illustration. They’re not validated niches—just simple samples to show you how the formulas work.

How to Write Your Niche Statement

- Craft **3 versions** of your niche statement.
- Read them out loud—tweak until they feel **natural, smooth, and clear**.
- Add emotional words or strong keywords you gathered from your research.

- Pick one final niche statement.

Your Turn: Your Niche Statement:

Want feedback? [Connect with me on LinkedIn](#) and share your draft—I'd love to see what you create.

Why This Step Matters?

A clear niche statement is **your first impression**. It positions you as the go-to coach for a specific transformation—without confusion or fluff. When you can confidently say it in one sentence, people instantly know you're the right fit. This isn't just a line for your website. It's the foundation of your marketing, your offers, and your brand voice. Get it right, and you'll never stumble when someone asks: "So, what do you do?"

Found this book valuable? Please take a minute to rate this book; it will help me help other coaches like you make an impact while getting paid well for it. Your support will mean the world to me.

Your Next Steps?

You've reached the end of this book— but this is really the beginning of your journey.

If you've worked through the exercises and still feel stuck or uncertain about your niche, you don't have to figure it out alone. I invite you to request the “[Nail Your Niche](#)” [Service](#)—two private 1-1 sessions where we'll work side-by-side to help you:

- Find an audience you have both credibility **and** passion for.
- Pinpoint their urgent, specific problem or deep desire.
- Validate that problem with real people—so you know it's profitable and worth solving.
- Confirm they have the willingness and ability to invest in your solution.
- Identify the results you can confidently deliver.
- Create a solution that truly solves their problem.
- Position your solution uniquely so it stands out in a crowded market.

You'll walk away with a niche you feel excited about—and a clear plan for where and how to connect with your ideal clients.

Already Nailed Your Niche? Cool. Now, all you need is a high-ticket offer and start connecting with your ideal clients.

So, if you're ready to create a **Premium Offer** that clients are excited to pay for—and want a simple, authentic way to market it and enroll clients in **under 3 months**—then let's talk.

Check the [full program here](#) and see what other coaches talked about it.

** Whether you need clarity on your niche or you're ready to create your offer, I will be happy to support you in **creating the business you're meant to build.**

Acknowledgments

I want to express my deep gratitude to Rhonda Hess, Brian Ellwood, and Mia Carter — three incredible coaches whose work played a critical role in helping me understand and clarify the concept of niching. They don't know me personally, but their insights and teachings have been a tremendous source of inspiration and guidance throughout my journey.

I also want to take a moment to thank myself — for staying patient, persistent, and committed to doing the deep research this topic truly deserves. Writing this book has been a journey of clarity and purpose, and I'm proud that it now serves as a guide to help other coaches find their aligned, profitable niche and make the impact they're meant to make.

About the Author

It's Mohammad Alkhalaileh 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.

Found this book valuable? Please take a minute to rate this book; it will help me help other coaches like you make an impact while getting paid well for it. Your support will mean the world to me.