

NICHE-DISCOVERY WORKSHEET

Find Your STRENGTHS Find Your NICHE

1. Discover Your Strengths
2. Explore Your Ideal Clients' Needs
3. Pick a Niche that Builds on Your Strengths & Provides Massive Value to Your Ideal Clients!

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Strengths & Niche Discovery WORKSHEET

NICHE = The service you provide – e.g. Relationship Coaching, Productivity Coach, Public Speaking Coach, etc.

TARGET

MARKET = The clients you serve – e.g. managers, health care professionals, single parent professionals, attorneys, etc.

* Often times people use the above two terms interchangeably; keep in mind that “Niche,” for our purposes, refers to the service you provide and the “transformation” you propose to your clients!

Complete the following questions in as much detail as you can (or as instructed). As you fill it out, try to simply focus on answering the question and do not try to relate your answers to your business... at least, not yet. You’ll be instructed at the end of this section on how to use your answers to find your niche.

1. What are you passionate about?

List the areas of your passion first, then list some of your main hobbies – be as specific as you can; e.g. I love to help cancer patients deal with their condition and give them hope, vs. I like to help people; I like to read books on relationships; vs. I like to read:

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

2. What are some areas where people keep asking you for your advice AND you feel confident, knowledgeable, and perhaps even passionate giving answers? (e.g. relationship advice, managing conflict, organization skills, marketing, spelling, writing, using Microsoft Word, Excel, etc.)

* - Yes, Coaching is NOT about giving advice(!) – but most coaches do best, and are most comfortable, in niches that they are passionate about and they have a “natural” inclination towards

3. What skills did you develop in your past career/s OR as a result of specialized training you attended?

3b. Are you certified in any special areas?

(NLP, Law of Attraction, or any other training/certification that could be seen by clients as a strengths – as a commitment to your professional growth. * List the certifications that you don't feel are to useful as a coach – put an *asterisk* around those certifications)

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

4a. What dramatic, extraordinary, traumatic, or life-changing experiences did you have in the past that had a major impact in your life

These can be positive or negative; you either overcame them OR Not, but they impacted your life in a positive or negative way; or changed the course of your life – becoming a parent before age 18; being in an almost-fatal accident; spending a year in an ashram in India; or winning the lottery would be some examples.

List at least 5 such events:

1. _____
2. _____
3. _____
4. _____
5. _____

4b. What are the top 3 to 5 challenges in your life that you successfully overcame/solved?

For example, overcome difficult obstacles, such as major debt, divorce, bankruptcy, accident, death of a really close loved one; or great success stories, such as started and succeeded in a new business, found the love of your life and kept him/her for the past decades, overcame addiction and succeeded in building a new life, etc.

1. _____
2. _____
3. _____
4. _____
5. _____

4c. What are some achievements that you are proud of; such as earning a black belt in Taekwondo, being awarded sales person of the year award, speak 3 languages, etc.

1. _____
2. _____
3. _____
4. _____
5. _____



5. List 5 to 10 professionals you look up to - who are experts or well-known in their industry (coaches, consultants, speakers, etc.). Maybe you attended their training sessions in the past; bought their books or training programs; etc. See if you notice a pattern – if most people you list tend to be from a certain industry or target market, it might mean that you are naturally gravitating towards that “niche.”

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



CAUTION!!! – just because you know 10 “big names” who helped you learn marketing skills, coaching skills, or public speaking skills, that does not necessarily mean that you should become a marketing coach, a coaches’ mentor coach, or a public speaking coach. In my opinion, it is one of the saddest “niches” when a beginner coach chooses to teach other coaches to become successful coaches or successful speakers, when they’ve never accomplished success in that area... it just doesn’t make sense – a true “blind leading the blind scenario.” Though, if you also have experience in starting, developing, and/or managing businesses, this could be a potential niche choice)

5b. What patterns do you notice in your above list of professionals? Are most of them from a particular industry? What commonalities do you see in them?

5c. Which two or three of these professionals do you admire most for the difference they are making in the world?

1. _____
2. _____
3. _____

5d. Would you consider any of their services (or niche) to adopt as your own? Would you like to make a similar impact on people's lives – in your clients' lives?

*** For this particular exercise, DO NOT Worry about qualifications, training, etc. – just answer the question: would you feel passionate and fulfilled if you could provide the same service as the professional/s you mentioned in 5c, above?

Check one:

YES _____

NO _____

If you checked "NO," why not?

6. Based on what you know about yourself, and based on some of the info you listed above (your certifications, successes, overcame challenges, etc.), **What do you see as your main strengths?** What strengths do you possess that you believe you could use to serve your clients? (list at least 5)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



[*OPTIONAL*]

7. What are some of your favorite stories from your past?

Could be related to one of the events you mentioned in exercises 4a through 4c, or NOT. Maybe you have some funny, embarrassing, or inspirational stories...) Jot down the first few sentences leading up to your story:

* A) If you already start getting a clear idea of your niche, it'd be great to have 2 to 3 (or more) stories handy that are related to your niche. Either failure, successes, or some interesting twists... either would come in handy as you'll work on attracting clients to your niche;

B) If you still don't have an idea of which niche you gravitate towards, at times these stories from the past can reveal to you what you enjoyed most – what did you have fun or was passionate about – in your past, and perhaps will help you in your quest to pick a niche!

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

HOW DID YOU DO?

Did anything resembling a potential niche jump at you as you went through the questions?

If YES, what do you see as your potential niche?

If you don't see your niche clearly yet, look through your answers again - maybe not today... maybe you need to sleep on it... Or if you look at your answers today, look at them again tomorrow, and perhaps 2 to 3 days from now as well.

Often times we have strengths that we take for granted – we overcame challenges in the past that others are struggling with, but by now we just take it as “just part of my past.” Or we study certain areas of interest out of passion, but don't see it as a potential niche, as we take that/those skills for granted. Make sure to explore all your areas of strengths and passion.

Do You Need Feedback on the Potential Profitability of Your Niche?

If you'd like some feedback on the profitability potential of your chosen niche, send E.G. Sebastian a message – [Click HERE!](#)

*** Mention in your message this worksheet (Niche & Strengths Discovery Worksheet) AND the program that you are enrolled in that provided you this worksheet.

*** Keep in mind that the feedback you'll receive is subjective – E.G. does NOT have experience with all the niches out there. He'll let you know, though, if he'd seen successful coaches in the niche you chose; or if he'd seen more struggling coaches in that niche. Either way you'll walk away with some valuable feedback.

Do you need help refining your niche?

**Invest in a 90-Minutes consultation
with E.G. Sebastian**

~ [Click HERE to Get Started!](#) ~



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