10 Hot Coaching Niches

When people know exactly who you work with and what solution you provide, it’s easier for them to say YES to working with you!

That’s what a niche is and without a clear statement of the results you can help them get, why would they hire you in the first place?

Here’s a list of some of the hottest niches for coaches. You can further drill these down to create a niche so unique you literally have NO competition!

1. Health Coaching
   As a health coach, you support the health and wellness goals of your clients. Because approaches to health and wellness are so diverse, you’re in a perfect position to carve out a sub-niche that speaks specifically to your ideal client and their needs. Examples of these include raw food coaching, diabetes coaching, holistic health coaching, weight loss coaching, cancer coaching.

2. Parenting Coaching
   Parenting isn’t an easy job and parents today are looking for support in a number of ways. Whether it’s parenting teens, parenting gifted children, or living with special needs, this hot niche is a rapidly expanding area.

3. Relationship Coaching
   We are all looking for more meaningful relationships in our lives. With the fast pace of life and the de-personalization brought on by technology, creating more fulfilling relationships can be a challenge. As a relationship coach, you may choose to focus on helping married couples, pre-marriage, singles seeking their true love, or Gay/Lesbian relationships.

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4. Life Coaching  
As a life coach, you help your clients identify where they are at now in their life, where they want to be, and then bridge the gap to help them get there. It’s a broad niche, so you will definitely want to choose an area of focus such as helping client with life purpose, midlife, divorce, retirement, personal development, positive mindset, or spirituality.

5. Business Coaching  
Business coaches help owners of small and medium sized businesses improve the growth and performance of their business. As a business coach you help your clients get the most out of their time, resources and investments. You can tailor your solutions to match your strengths and your ideal client’s needs, by focusing on specific industries, as well as areas such as business planning, exit strategy, customer service, time management, team building and systems.

6. Marketing and Sales Coaching  
Marketing and sales coaches help guide small business owners through the maze of marketing so they can attract more clients and grow their business. Given the many different facets of marketing, you can carve out a sub-niche for yourself in a variety of areas. For instance, you might specialize in social media, public relations, speaking, copywriting, sales, list building, networking, multiple streams of income, product launches, etc.

7. Financial Coaching  
As a financial coach, you provide accountability, experience and support to help your clients think differently about their finances, make informed decisions and achieve their financial goals. Some of the goals you might focus on with your clients might include wealth building, debt reduction, retirement planning or money mindset.
8. Career Coaching
As a career coach, you support professionals in identifying, navigating and nurturing a rewarding career. You can help professionals who are new to the work force and need help identifying their career options, interviewing, resume writing, networking, etc. You might choose to focus on professionals who feel stuck or dissatisfied and are seeking a career change or are looking to advance their career.

9. Executive Coaching
As an executive coach, you may support business leaders who are in charge of important decisions regarding operations, budgets, personnel, revenue streams, business models, and much more. However, as an executive coach you may want to specialize in coaching executives who want promotions, others who want to retire, others who are looking for greater work life balance, etc.

10. Leadership Coaching
Leadership coaching focuses on enhancing performance for leaders at all levels, from emerging to experienced leaders. It benefits both the individual leader and the organization. As a leadership coach, you may choose to specialize in working with a particular level of leadership or area of expertise such as team building, change management, cross-cultural, women’s leadership, board management, strengths or appreciative enquiry.
Cindy Schulson simplifies marketing for coaches and other solopreneurs so they can attract their favorite clients, earn more and market less.

Cindy uses an artful combination of her analytical skills and intuition to help her clients focus, share and package their unique gifts. Cindy has worked in strategic communications for such companies as Coca-Cola and Visa, and has spoken at various events around the country.

Her love of adventure has led her to live and work in five countries, and she continues to bring that adventurous spirit to both her business and life.

Cindy’s Niche Success Kit has helped guide thousands of solo professionals on the road to finding their own niche. Grab a free copy at www.AttractYourNiche.com