



Bonus Niche Coaching

Reframes That Can Help A Client Who May Have Fears About Choosing A Niche

- Don't confuse your business with your charity.
- Marketing to everyone is like marketing to no one
- The opportunities you're going to gain by having a clear, lucrative niche will astonish you.
- As you make more money, you have the means to help the people and the causes you want.
- When you go deep into your niche you open up a world of possibility that is creative, exciting and full of opportunities.
- You're not going to feel you're leaving anyone behind or missing opportunities because you'll be busy helping people and growing your business.

Breakthrough Coaching Questions to Ask Your Client If They Are Having Resistance To Choosing A Niche:

- What if that weren't true?
- What if by being clear on your niche you could make sure people are taken even better care of?
- What if there was no way anyone can be left behind because no matter what, there are resources for them?
- What if you weren't solely responsible for everyone?
- What if there was a way to make sure your current clients are taken care of?



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You Can Use Positions of Empowerment To Help Your Client Choose Their Niche:

- *YOU step into Other* as their potential client. You can ask, “If I was a client of (your client’s name) who would I be? to get inspiration and ideas
- *YOU step into Observer* to see what may be a block to your client choosing a niche that is going to be profitable, or *YOU step into Observer* to understanding your client’s resistance
- *YOU step into Self* as your client to understand their resistance
- *YOU step into Spirit* to find inspiration and ideas