



## **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