

7-Step Strategy

To Define

My Coaching Niche



HEADWAY

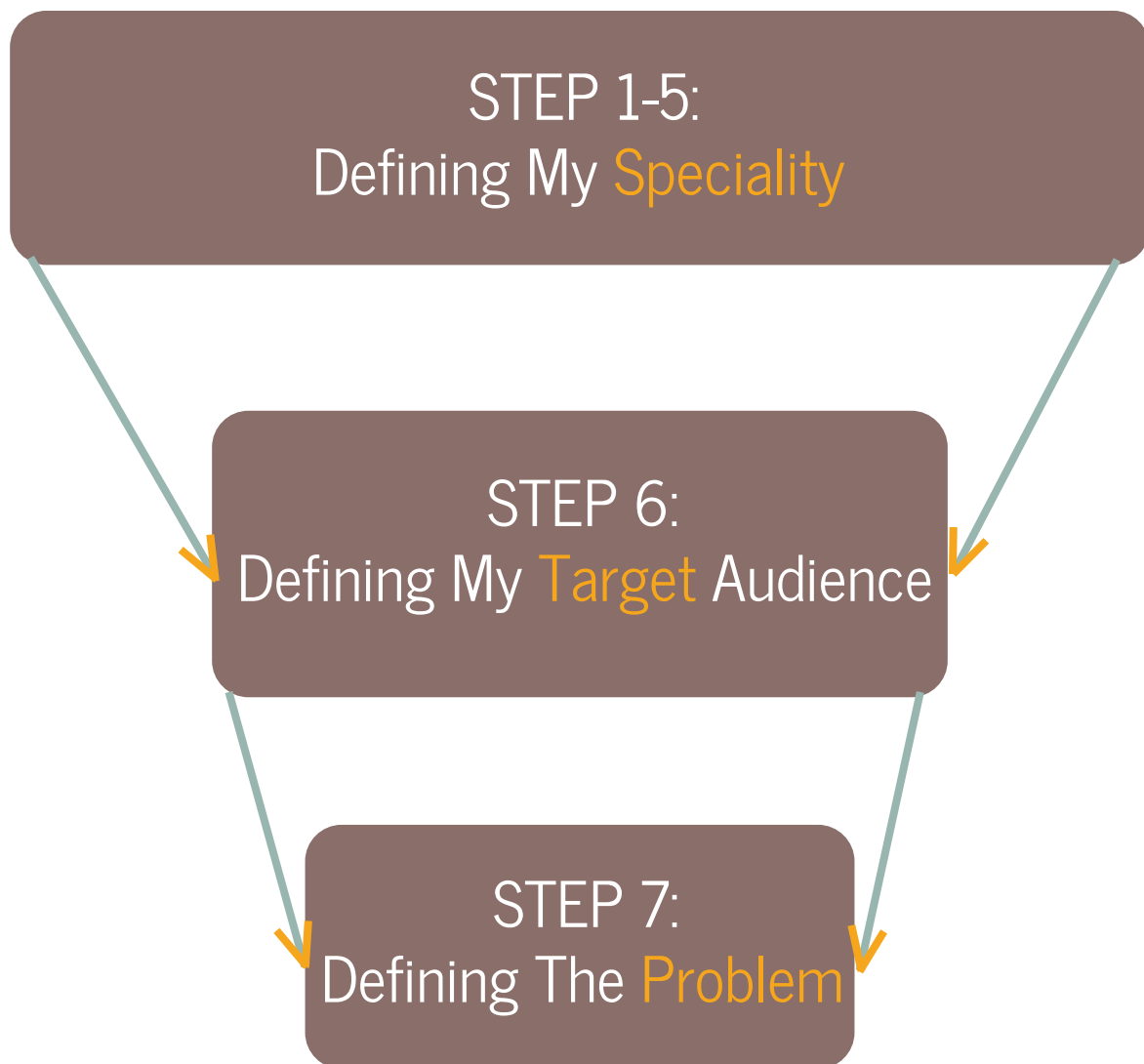
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One of the most natural ways to find your best and highly narrow market niche is to follow the **Spe-Ta-Pro** strategy: **Specialty-Target-Problem**.

psum

This document will help you to complete the first 5 steps and identify your best Specialty (the Coaching Business Niche) where you already have high leverage and advantage over your competitors.

P.S. You can submit your work and get individual support and feedback if you join the Hedaway Lab (free). Check terms and conditions at the end of this document.



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MY SPECIALTY

Your task is to dig deeply and thoroughly analyse your Experience, Excellence, Strength, Skills and Passion. Bring everything “to the table” without exceptions, without judgment and criticism. This is the BRAINSTORMING part of your work. Analysis and research will be conducted at a later stage of your assignments.



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My Experience

We will start with external, "circumstantial" descriptions. Places (countries, cities) you've lived, Industries/companies you have worked in, etc. In other words, the first level of exploration will be about the type of surroundings you are very familiar with.

When you write down your experience please prioritise. Start with the most familiar circumstances (you lived/worked longer than in others) and move to the less and less familiar ones.

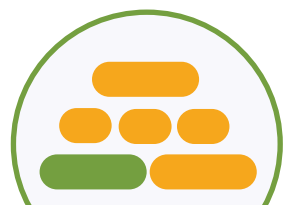
Please list which places/cities/countries you have lived in and which cultures you are familiar with (if you lived overseas)



My Experience (cont.)

Please describe the type of people with whom you are very familiar?

The difference could be in their education, financial position, profession, etc.
(engineers? doctors? athletes? middle class? rich? top managers? entrepreneurs?
artists/creatives? ... etc.)



My Experience (cont.)

Please describe the type of environment with which you are very familiar. Please cover all aspects: home, work, and hobbies.

What kind of activities do you have the most experience with?
Please cover all aspects: home, work, and hobbies.



My Experience (cont.)

(Continuation)

What kind of activities do you have the most experience with?

Please cover all aspects: home, work, and hobbies.



My Excellence

What are you extremely good at?

Please cover all aspects: home, work, and hobbies. If you have some doubts you can always do some research and ask your friends and colleagues for additional input.



My Strength

What are your strong points?

Please cover all aspects: Activities and qualities of your character. If you have some doubts you can always do some research and ask your friends and colleagues for additional input.



My Skills

What is your main set of skills? List them all, without exception.

Please cover all aspects: Skills related to activities at home, work, and hobbies. If you have some doubts you can always do some research and ask your friends and colleagues for additional input.



My Passion

What are you really passionate about? What excites and drives you?

Please cover all possible aspects: home, work, and hobbies.

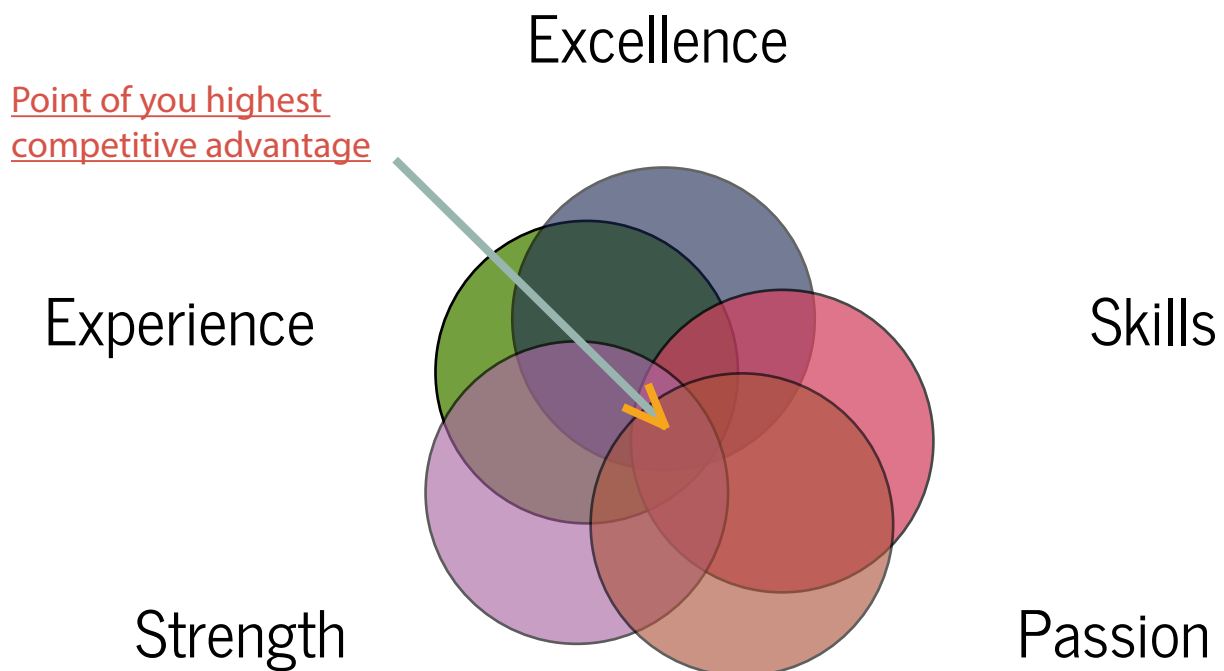


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CONGRATULATION!

You've done a great job and you are a step closer to define your narrow highly targeted niche! Now you can use this information and see what kind of coaching business Specialty would fit you the best. If you analyze all the information in this document please pay attention where your Experience, Excellence, Skills, Strength and Passion have a core overlap. That will be the point of your highest competitive advantage, point where you are "unbeatable"



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Your Next Step

After you completed this step make sure you applied for the FREE Coaching Business Lab Membership and submitted your "Best Coaching Niche" template for revision and feedback! After you can move on and check your next steps.

Visit www.headwaycoachinggroup.com/business-roadmap/ and check all the steps of the Coaching Business RoadMap.

Feel free to apply for the Headway Business Lab Membership to get individual support to the every step of your business building development (Application to the Lab can be submitted on the same page)

Your Next Steps are Waiting!

