

# Nail Your Niche

## Table of Contents

- 02 Niche Foundation
- 03 Step 1 » Choose the Urgent Problem You Want to Help Solve
- 08 Step 2 » Choose Your Group of People
- 10 Step 3 » Finalize Your Niche
- 13 After You've Chosen Your Niche FAQ's
- 14 Self-Rating Tool



## Niche Foundation

### What Is a Niche?

We define your Niche as:

1. Your Group of people
2. The Problem you help them with.
3. The Result you help them get.

### How Will Choosing a Niche Help You?

**1. It's Easier to Find Your People**

When you know who your people are, it's much easier to find them. And, you become a magnet to your people.

**2. Your Code Statement Becomes More Compelling**

Your people have a distinct way of describing their problems. When you use their words in your Code Statement they will trust that you can help them... and they'll say "yes" more quickly with fewer concerns.

**3. You Will Be Seen as an Expert**

People assume that you are an expert in an area you've specialized in.

**4. You Will Get More Referrals**

Your people have friends with similar problems and will likely send them your way.

**5. You Can Charge More Money**

People pay extra for specialized skills. Heart surgeons (specialized) make more than pediatricians (general)

**6. You'll be Ready for Leverage**

Your more specific niche will inspire new content for workshops, group programs & online courses

### What If You Can Help Anyone With Any Problem?

There are 8 Billion people and you will probably only work with hundreds or thousands of them. Instead of making yourself available for all 8 Billion people... focus on deeply helping the dozens or hundreds or thousands of people who could most use your gifts.

### Can I Work With Someone Who Is Not in My Niche?

Your niche is where you focus your time, energy, and marketing dollars. But, if someone outside of your niche wants to work with you privately, go for it!

### Can I Work with 2 (or more) Groups of People?

Working with 2 (or more) groups of people creates a LOT more work for yourself, because it means running two businesses. Running one business successfully is challenging enough. We recommend taking one business to 6 or 7 figures before taking on a second group of people.

### Can I Help 1 Group of People Solve 2 (or more) Problems?

Yes! This a great way to create multiple streams of income!

For example, Thrive works with Coaches & Holistic Practitioners... (2 groups but similar enough to be 1 group.)

And we have 6 programs that each solve different problems:

1. Client Attraction Mastery helps you master the art of attracting 1-1 clients.
2. Get Leverage helps you design, fill and deliver online courses and group programs.
3. Six Figure Speaker helps you make thousands of dollars every time you speak to a group.
4. Transformational Leadership Program helps you uplevel your leadership.
5. Six Figure Speaker 2 helps you rock your speaking gigs and lead 5-Figure or 6-Figure Events.
6. Money Breakthrough helps you shift your money mindset to bring more money in.

### Step 1. Choose the Urgent Problem You Want to Help Solve

Go through each column and put check marks in the boxes that apply.

Many Thrivers have chosen more general problems... like stress, trauma, life transition, or balance. And, like clockwork, most Thrivers who chose a very general niche, almost always got discouraged and/or changed their niche to something more urgent and specific.

Stress, trauma, life transition or balance are not bad or wrong... they are all a great start! But they are not urgent enough for people to

1. Seek solutions (so you have to seek them out & work hard to show them the value of your work)
2. Pay for premium packages

These more general problems are not bad or wrong... they are just a harder path to get clients. So, if you are starting with one of these general problems (or another general problem like it), just add the question "in what area of their life" to the end of the problem:

- » Stressed in what area of their life?
- » Experienced Trauma in what area of their life?
- » Life Transition in what area of their life?
- » Not balanced in what area of their life?

The 4 areas of their life (or mega niches) that people pay great money to get solutions for are:

- » Money
- » Health
- » Relationships
- » Beauty

Fortunately, there are mini-niches inside these mega-niches that can be very profitable (and that may really speak to you).

RELATIONSHIPS	I struggled with this problem & overcame it	I'd enjoy learning how to help people overcome this problem	I'd like to become known for helping people solve this problem
<b>Single</b>			
Recovering from Break Up			
Struggling to Get Dates			
Struggling to Get Married			
<b>In Relationship</b>			
Unhappy Relationship			
Unhealthy Relationship			
Unhappy Sex Life			
On the Verge of a Divorce			
In the Middle of a Divorce			
Recovering from a Divorce			
Grieving the loss of a partner			
<b>Family</b>			
Struggling with baby			
Struggling with young kids			
Struggling with Teen			
Struggling with young adult kids			
Struggling with special needs kid			
Grieving the loss of a child			
Grieving the loss of a parent			

MONEY	I struggled with this problem & overcame it	I'd enjoy learning how to help people overcome this problem	I'd like to become well known for helping people solve this problem.
<b>Job-Related</b>			
Can't find a job			
Hate their job			
Not making enough money in their job			
Not sure whether to love or leave their job			
Can't get a raise or promotion			
On the verge of burnout in their job			
Difficulty focusing that might get you fired			
<b>Business Related</b>			
Struggling to start a business			
Struggling to get clients			
Struggling to hit 6-Figures			
Struggling to keep or grow money			
Difficulty focusing that is costing thousands each month			
On the verge of burnout in their business			
Companies or Non-Profits who are having trouble raising funds			

BEAUTY	I struggled with this problem & overcame it	I'd enjoy learning how to help people overcome this problem	I'd like to become well known for helping people solve this problem.
Weight Issues			
Skin issues			
Hair Loss and thinning			
Poor posture			
Unattractive personal style			

HEALTH	I've personally struggled with this problem	I'd enjoy learning how to help people overcome this problem	I'd like to become well known for helping people solve this problem.
Migraines & Headaches			
Pain: (Neck, Back, Knee)			
Digestive Disorders (IBS, Chrohn's disease)			
Sleep Issues / Insomnia			
Allergies & food sensitivities			
Menopause or Perimenopause Issues			
Fertility Issues			
Pregnancy Issues			
Addiction: Smoking, Alcohol, Drugs, Sex			
Anxiety or Panic Attacks			
Autoimmune Issues			
Eating Issues			
Skin conditions (eczema, psoriasis, acne)			
Cancer Support			

Another Problem (with the same level of urgency and specificity as the problems listed above)	I've personally struggled with this problem	I'd enjoy learning how to help people overcome this problem	I'd like to become well known for helping people solve this problem.

The Urgent Problems with the most checked boxes often have the most potential.

Imagine you choose 1 Urgent Problem and you immediately receive \$100,000. Write this Urgent Problem Below.

## Step 2: Choose Your Group of People

**Segment your group of people as many times as possible.**

The more segmented your group of people is, the more you become a BIG fish in a small pond. And the more unique your work can become.

Alison Rapp, one of our amazing members, chose to work only with Feldenkrais practitioners... (there's only about 7,000 active practitioners worldwide)... and only months later had her first \$10,000 month.

Another Thrive Member, Cinder Ernst, worked with: Plus-Sized Women with Knee Pain.  
That's 4 segments: 1. Plus-Sized 2. Women with 3. Knee 4. Pain.

Choose 1-5 demographics to segment your people in the table below.

Aim to have 100,000+ potential clients and if you run out of Potential Clients, you can broaden your niche later).

### What Are the 2 Best Ways to Choose Your Demographics?

..The best group of people is usually:

1. A younger version of you.

and/or

2. A group of people you naturally love spending time with.

Check 1-5 boxes below that describe your ideal client... so you end up with a segmented group of people you really enjoy who would most benefit from your work.



Check 1-5 Boxes Below	Demographic	Examples	Describe Your Group of People
	Gender	Men, Women, Non-binary, Transgender	
	Age Range	Teens (13-19), Young Adults (20-35), Middle-aged Adults (36-55), Mature Adults (56-75), Senior Citizens (76+)	
	Relationship Status	Single, In Relationship, Married, Divorced, Widowed, Polyamorous	
	Parental Status	Fathers, Mothers, Non-binary Parents, Guardians, No Kids, Expecting Parents	
	Sexual Orientation	Straight, Gay, Lesbian, Bisexual, Pansexual, Asexual, Queer	
	Career/ Profession	Entrepreneurs, Freelancers, Employees, Non-profit Workers, Students, Retirees, Stay-at-Home Parents,	
	Financial Status	Wealthy/Successful, Financially Stable, Middle Class, Struggling but Gifted	
	Race/ Ethnicity	African American/Black, Caucasian/White, Hispanic/Latino, Asian, Native American/Indigenous, Middle Eastern/North African, Multiracial, Pacific Islander	
	Religion/ Spirituality	Christian, Muslim, Jewish, Hindu, Buddhist, Sikh, Atheist, Agnostic, Spiritual but not Religious, Pagan, Indigenous	

### Describe Your Group

Imagine that if you describe your group of people using some of the demographics above, you'll receive \$100,000... Describe them now in as few words as possible.

### Step 3. Finalize Your Niche

Before you finalize your niche, please read these FAQ's.

#### Just Because I Can... Do I Have To?

Just because you struggled to overcome a challenge doesn't mean you have to help others in the same situation. Your niche is not a debt to be repaid or an obligation to be fulfilled. It is best when it feels light, joyful, and exciting... where you connect and support the people who make you the happiest.

#### What If I Get Bored With Your Niche?

##### Same people.

Look for how your people are endlessly fascinating and unique. Thrive's niche is Coaches and Holistic Practitioners, and we revel in the variety of amazing people we have in this community.

##### Same problem.

If you treat this like a hobby, you'll keep looking for shiny objects to keep you interested.

If you treat this like your calling, you'll find great fulfillment in developing world class mastery by continually asking yourself: "How can I help my clients get the results they're looking for... more quickly?"

This question unleashes creativity and genius that simply staying at the hobby level won't touch.

#### What if I don't feel Qualified to Help People in Any of the Niches listed?

The truth is that you're probably better at helping people than your gremlins think you are. And you may also be worse at helping people than you'd like to be.

There are two paths to deal with this:

1. Do the inner work. Welcome those self-critical voices and transform them into a deeper compassion and commitment to your people who struggle with similar doubts.
2. Do the outer work. You'd be surprised at how much more competent you become when you spend an additional 100 hours focusing on learning and discovering how you can help your people get results faster.

This learning and discovery will come from

1. Finding out what they're truly struggling with, what they've tried and what has worked and hasn't worked for them.
2. Taking notes on what is working for your most successful clients.
3. Searching your own experience for answers
4. Researching solutions (through books, courses, podcasts, videos & interviewing experts)
5. Infusing your unique solutions into your client sessions, speaking events, online courses and group programs.

You can add an additional 100 hours in 1-3 months.

1-3 years from now, when you've reached 1,000 hours, you'll be better than most of your colleagues. And, once you get to 10,000 hours, according to Malcolm Gladwell, in his book, Outliers, you'll become world class.

### What If I Currently Struggle With the Problem I Help My Clients Through?

Once you dedicate your life to solving a problem, the Universe may conspire to increase your effectiveness... by having you suddenly struggle with the problem you want to help other people with.

Your struggle will give you more compassion for what your people are going through.

Your struggle will make you hungry for better solutions.

By overcoming your struggle, you'll have more tools in your tool belt to help your people.

Imagine that the Universe is handing you these struggles so you can be of the greatest service to your clients.

Your life becomes a hero's journey that is dedicated to the benefit of all your clients.

And... the truth is you don't have to be perfect and you don't have to have it all figured out. You just have to be at least 2 steps in front of your people, with the intent of growing gracefully and reaching your potential.

### What If I Choose the Wrong Niche?

The "wrong" niche is better than no niche.

- » **The wrong niche will lead you to the right niche.** Choosing the "wrong" niche will give you way more information than trying to figure out your niche in your head. By discovering that a group of people or an urgent problem is not a good match for you, you will learn so much more about who you want to serve and what problem you want to help solve.
- » **It's okay to be a niche switcher.** Sage Lavine, a Thrive client, was a self-proclaimed niche switcher. She went through 4 niches before she found her true calling. Each time she got closer to her true calling, she attracted more clients. Now, she has a multi-million dollar business. It's worth going on the niche journey.
- » **Choose your favorite flavor.** At an ice cream shop, there are lots of great flavors to choose from so you simply choose your favorite one.. If you don't like the flavor, you can always come back for a new flavor (aka switch your niche).
- » **There is no perfect niche.** Just like there are no perfect soulmates who will bring you only happiness, there are no perfect niches that will bring you only happiness. Every niche comes with what Elizabeth Gilbert calls a "shit sandwich." Do you love your people enough to put up with the shit sandwich that they come with?
- » **Get out of the parking lot.** Imagine you're in a big parking lot and your GPS says make a left on Main street. But you don't remember which street is Main street. What do you do? Drive out of the parking lot, make a left at the first street you see, and if it's not Main Street, your GPS will kick in to tell you where to go.

You have an inner GPS that will guide you to your true niche... but you have to be willing to get out of the parking lot and choose something.

### What If I'm Still Not 100% Sure About My Niche?

- » Nobody is 100% sure about their niche. Allow yourself to be uncertain and trust that you're making the best decision you can possibly make with the information you have.
- » You may subconsciously believe that if you don't choose a niche, you can stay in your comfort zone and not begin chats with any potential clients. Unfortunately (or fortunately), we're still going to encourage you to begin lots of chats (no matter how specific or general your niche is).
- » Squeeze every part of your body tightly as you try really hard to get it. Now, let go. What comes to you now?
- » If you're not sure, you can "date your niche" for 30 days... see how you like working with them. You'll find out a lot more about your people (and about having a niche) by boldly choosing a niche for 30 days then spinning your wheels for 30 days.
- » Step to the left, step to the right exercise. This is a powerful exercise if you are deciding between two possible niches. Step diagonal left into one niche and feel how it feels in your body. Then, step back into neutral, the place of pure potential. Then, step diagonal right into another possible niche. Feel what your body feels like. Then, choose the niche that feels most aligned.

**Okay... Here We Go. If You Knew You Would Lose \$100,000 If You Didn't Choose a Niche Today, What Niche Would You Choose?**

Group of People:	Urgent Problem	Result

## After You've Chosen Your Niche FAQ's

### What Should I Do Immediately After I Claim My Niche?

Celebrate your decision to help a group of people you love with a problem that drives them crazy. And look for evidence that it was a great decision.

### What Should I Do If I Feel Doubtful About My Niche?

It is very normal to question whether you chose the right niche. Sometimes, that doubt gets mirrored by a friend, family member, or coach, who questions your decision. These doubts are simply feedback. You can listen to feedback without immediately reacting to it. Get as much feedback as you possibly can, so that you're not just letting one or two or three people's feedback dramatically impact you. The most important feedback you can get is from Potential Clients, potential referral partners and coaches you trust.

### How Long Should I Commit to My Niche Before Switching It?

We recommend staying with your niche for at least 30 days so that you can really test out how it feels. If it just feels terrible before the 30 days, you can switch earlier. But if you switch your niche too many times in a row, it's easy for your potential clients to not feel the depth of your commitment... and your referral partners to get confused and not know who to send you. So... switch niches with discernment.

### When Should I Start Using My Niche in My Code Statement?

Right away. It's ideal that you share your Code with at least 20 people before you decide whether it's going to work for you or not. Each time you share it, you'll get more information about it.

### What Do I Do If I'm Talking With Someone Who Is Not in My Niche?

It can be tempting to abandon your niche to "try to get a client." If you do this from a place of scarcity, this niche abandonment probably won't work anyway. Our recommendation is that you stand strong in your niche. One of two great things can happen:

1. They say: "Wow, I know someone who could really use your work."
2. They say: "It sounds like you help \_\_\_\_\_ people get \_\_\_\_\_ (result). I'm not a \_\_\_\_\_ (person) but, can you still help me get \_\_\_\_\_ (result)?"

### When Is It Ideal to Let Everyone in My Community Know About My New Niche?

Once you've been in your niche 60 (or more) days and feel really solid that this is your long-term niche.

### When Do I Invest in a Website/Funnel/Marketing Materials for My New Niche?

Once you've been in your niche at 60 (or more) days and feel really solid that this is your long-term niche.

## Self-Rating Tool

### Why Did We Create This Self-Rating Tool?

So you can see what it takes to master this template (and track your progress toward mastery). Be gentle with yourself. Mastery takes time. And love. And tenacity. Be truthful. If your score is low, get support. You will be better able to reach your people when you master this skill.

Keys to Mastery	Score 1-low, 10-high
1. How urgent is the problem?	
2. How specific is the group of people?	
	Total Score =
Acknowledge Yourself Here:	Divide Your Score By 2 =

### How Close Are You to Mastery?

1-3 "I'm on My Way". Get support from Your Thrive Business Coach to raise your score.

4-6 Good. Better than 90% of entrepreneurs. Time to use this template with potential clients!

5-7. Great! You should see great results when you use this template!

8-10. AMAZING! You have attained mastery that will make you magnetic to clients.

### Where Can You Get Support?

1. You can book a [Specialty Coaching Call](#) to work on your Niche
2. Ask for Feedback in the [Thrive Membership Facebook Group](#).
3. Come to the upcoming Nail Your Niche calls or listen to the recordings in the [Get Your Code Check list \(Niche section\)](#).

### When Are You Ready to Use This Template With Potential Clients?

Many Thrivers are making 6 and 7-Figures because they had the audacity to use templates before they felt ready. If you scored 1-3, get support. If you scored 4+, you are ready enough. Start now, and watch yourself soar. You are unstoppable.