



# *5 Secrets* to a Profitable Coaching Niche You'll Love

by Rhonda Hess

International Business Mentor for Coaches  
and Founder of

**PROSPEROUS**COACH



My clients say I have a super power for helping coaches choose a profitable niche for their zone of genius.

That's step #1 in the set of strategic actions that bring reliable financial success to your coaching career.

### How did I become an International Business Mentor for Coaches?

The usual way ... angels and surprises.

In 2001, the President of the Colorado Coach Federation hired me to co-author curriculum for *Coach Training Alliance* and design their certification program. CTA still uses it. I trained 500 coaches there!

I saw that, after coach training, coaches need expert support to niche profitably and create a strategic business. CTA grads naturally hired me, which inspired the launch of my company, **Prosperous Coach**, in 2006.

You see, most coaches try to sell a certain type of coaching and soon flounder or quit because they don't really know what their audience wants so much they'll invest in help to get it. I failed that way. You too?

But I found out that when you nail your niche and design your offers & content around that niche, you stand out in the crowd and become the go-to resource for that niche. That changed everything for me.

Whether you are a brand new coach or have been at it awhile, I love helping you become the CEO of your own business so you can reliably attract clients who pay you well, while you work less and enjoy life.





You have loads of talent and your clients love you!

But you never seem to have enough clients who pay well. Too many disappear too soon.

Expenses are piling up and you are starting to wonder ...

### **Where are the clients who value coaching enough to invest in it?**

That's the 6-figure question! And the answer may surprise you.

Look, I get it. This niche thing has been torture. You've had ideas that sparked your passion once, but they didn't pay off, but neither has being niche-less.

Believe it. There is a special audience that is waiting for you to focus your wisdom and talent on what is most important to them.

It's time to create a niche just for you, centered on helping a narrow group of people with their unique problems and desired outcomes.

*That's where I come in.*

I know why some coaching niches work and others do not. I have proven for myself and my clients that with shifts in mindset and strategic actions you can become a coach in high demand with a reliable 6+ figure income.

Read on for 5 niche SECRETS that will open your mind and set you free ...



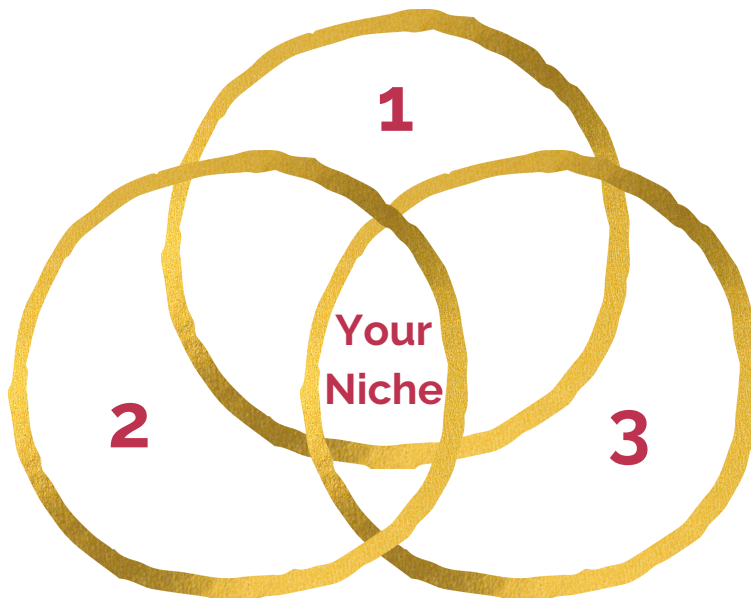


There is a misunderstanding among new coaches that topics like these are niches:

Life Coaching  
Wellness Coaching  
Career Coaching  
Relationship Coaching  
Confidence Coaching  
Transition Coaching

## Coaching topics don't make profitable niches because they are missing 3 essential parts:

1. A single narrow audience.
2. Their BIG acute problems in the way of their BIG goals.
3. The coach's smart approach to get them where they want to go.



**Your niche is not just a concept, it's the centerpiece of your whole business. It will guide you to strategic action and results if you let it.**





Did you think that you will get more clients if you stay broad?

You won't.

Business mentors agree that — for coaches — specializing in one audience is the way to attract better clients who will pay more!

### **7 advantages kick in when you target one viable audience:**

- You feel more certain of your value to clients and show it.
- You can articulate what you do in a credible and compelling way.
- You continuously build followers and attract eager clients.
- You quickly become well known and build expertise.
- You have longer professional relationships with clients.
- You receive more and better-quality referrals.
- You can charge higher fees and get them, while marketing less.

**But, not all audiences are likely to pay off.** A viable audience is:

1. Narrow — drilled down from broad to a single highly focused group.
2. Easy to find — they are active online and offline in certain circles.
3. Accessible — they will follow you if you talk about what they want.
4. Eager to evolve — they are actively seeking solutions.
5. Willing to invest — they value investing in professionals.

What is a single narrow audience you'd enjoy coaching that fits these criteria? You may want my support to figure this out and leverage it.

**Then learn what your audience wants so much they will be inspired to invest in your help to achieve it.** Here comes a big mindset shift ...





It may be a shock to hear that few people KNOW they want coaching or actively seek a coach.

Trying to convince people they want coaching doesn't feel good. There's a better approach that reliably works and feels right.

**The KEY MINDSET SHIFT is this ... coaching is a toolbox not an outcome or solution that people know they want.**

When you stop selling coaching in packages and instead design a high-ticket long-term Signature Program for your audience, it's easier to attract and enroll more clients who pay well.

You still use your coaching skills to help your paying clients transform — it's your toolbox — but with clearer outcomes in your offer, your prospects can immediately understand the value of investing.

Have you ever felt like you had to convince someone of the value of coaching? It's no fun and requires you to be 'salesy'.

You'll never have to do that again if you stop selling coaching. Your offer will speak for itself and your confidence about it will too.

**So how do you design a Signature Program that you know your target audience will be attracted to without selling coaching?**

It's easy once you invest time into understanding WHO you are serving and WHAT exactly what they want. It's not obvious.





In my 5-month VIP Signature Program, I help coaches like you do market research on your target audience.

But it's not remotely similar to product market research. It's more fun & coach-like in the questions.

**There is power in the actual words your target audience uses to describe what they want and what's in the way.**

Think about it this way ... when you actively seek solutions and resources online you are not in analytical mode.

You are scrolling rapidly until something relevant to you grabs your attention and sparks an emotional response. Then you look deeper.

So, in your research with your audience you would NOT ask them if they would buy what you are selling or what price they would pay. That turns on their analytical mind.

Instead, by connecting with them as human beings, you'll ask powerful questions that help them access what they want and what's in the way.

**With their words on your website, in your description of your Signature Program, social posts and other content, you show that you understand their inner and outer world.**

That builds trust, which is essential for attracting your ideal clients.





By now you maybe seeing wisdom in this approach. But doesn't it take longer to do it this way? So much less time that repeatedly trying and failing.

I would have saved so much time, money and heartache if I'd started with this approach.

**I've learned that putting strategy behind decisions and actions means less work in the long run, more clients & higher income.**

Once you've:

- ✓ Targeted a viable audience.
- ✓ Conducted fun & valuable market research.
- ✓ Customized your messages and offers ...

It's critical that you stay true to your audience and business model. Don't suddenly abandon your strategy and slide back into a more generic and less conscious approach. Leverage your efforts.

**When you are consistent and congruent in everything you do, you are perceived as a credible professional.**

Perception inspires hires and opportunities that help your star rise.

You can do it!





You've had a mindset shift or two — selling coaching and staying broad aren't approaches that will pay off long term.

You've learned my 5 secrets to smart & profitable niches — which go beyond just a topic to a whole system for your business.

## **Are you ready to do everything right once and for all in your coaching business?**

I work with coaches in a private warm, productive partnership where we:

- Design a fun & lucrative niche ideal for you with all the essential parts
- Finesse your brand & marketing with language your audience uses
- Craft client-winning web copy and manage the web design process
- Create & price your Signature Program & visibility plan

And, all the little details in between. It's comprehensive & high-touch.

Sound good? **Read what my clients say about working with me.**

**And then fill out the application at the end of this page** and we'll have a get-to-know-you call to be sure we're a fit and answer your questions.

I'd love to help you nail your niche and strategically create every aspect of your business foundation.

Stay inspired and make things happen!

*Rhonda*



*Praise for*

# PROSPEROUS COACH Podcast

"Rhonda's podcast is an excellent resource for every coach. It will fill in the gaps about finding a niche that most coaches don't touch on."

"A well appreciated podcast! Rhonda tackles issues that any coach could face and provides useful tips on how to deal with them in a profitable way."

"I enjoy it so much that often I binge-listen to many episodes in a row on road trips. I absolutely love how open, sincere and generous Rhonda is with her time-tested wisdom in what it takes to build a successful coaching business from scratch."

"Rhonda provides such sustainable coaching business insight that is motivational and informational. There is a ton of tools and tips in every episode."

"I really enjoy Rhonda's delightful voice and energy. Not only is this podcast very practical and helpful, it's also a pleasure to listen to."

"Prosperous Coach Podcast is Amazeballs!"

"Just listened to the powerful questions episode - some really great ideas here! Liked it - thanks for the worksheet as well!"

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