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**Build Your Successful Coaching Practice
Action Worksheet 2a: Get Beyond the Niche**

Objective: Expand your understanding of your target and ideal clients by considering how you could apply your coaching skills to help more clients in additional coaching areas.

1. Thinking as broadly as you can about your coaching skills, list some of the things you are able to help clients to do (example: clarify, set, and progress toward goals).

1.

2.

3.

4.

5.

2. List three types of coaching (such as life, career, parenting) that are of interest to you, even if you don't feel entirely ready to coach the clients in those areas.

Aim to include:

- At least one big pond (4,000 + U.S. google searches per month)
- At least one pond that stretches beyond your current focus

Number of google searches per month in the U.S.

20,000 +	4,000 – 5,000	1,000 – 2,000	200 – 600	Less Than 200
Life Coach	Career Coach Health Coach	Business Coach Executive Coach ADHD Coach	Financial Coach Relationship Coach Nutrition Coach Parenting Coach Happiness Coach Spirituality Coach	Everything Else

Coaching Type #1 _____

I could use my coaching skills to help these clients do the following:

Coaching Type #2 _____

I could use my coaching skills to help these clients do the following:

Coaching Type #3 _____

I could use my coaching skills to help these clients do the following:

4. Consider what it would take for you to be ready to offer these types of coaching.

What I would need (don't overdo it; you may only need courage):

How I could get it: