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Foreword

Being able to choose a profitable niche is not always an easy task. It usually takes some research and networking to find out what is popular and what is not.



The Coaching Creator

No sweat guide in creating your own coaching program in less than
30 days

Chapter 1:

Choose A Profitable Niche

Synopsis

Therefore, in the quest toward finding and using a particular niche for the advancement of the coaching business would be advantages.



Make Money

The following are some tips to consider when choosing a profitable niche in the coaching field:

- Ideally the individual should be able to identify a niche that most ignites some level of passion from within or something that creates the excitement and is revenue earning. However, in some cases the niche picked would not be ideal for profit garnering purposes. Therefore, a little focused attention into what is currently drawing the interest of the customer would be a better niche to tap into. In doing so, the individual could add a few features to enhance the value of the programs thus effectively creating a niche within a niche.
- Another way of identifying a suitable niche would be to observe what the client base is actively looking for in terms of services and programs available in the market. Armed with this information, the individual can then identify and master in order to be able to offer this to potential clients.
- Having a niche product that is valuable but overpriced may not be the best way to get the client interested in committing to the program. The client must be convinced of the benefits before any consideration is given to the price, thus the need to choose a niche that has compatible pricing.
- Once the niche has been narrowed down to a few specific choices, the individual should take the next step to calculate the possible

interest in percentage of each niche, and then pick the one that will eventually provide the highest revenue earning possibilities.



Chapter 2:

Market Research On Selected Niche

Synopsis

Turning any endeavor into a money making exercise would involve some research, and this is especially so if the endeavor involves a niche area.



Research Your Niche

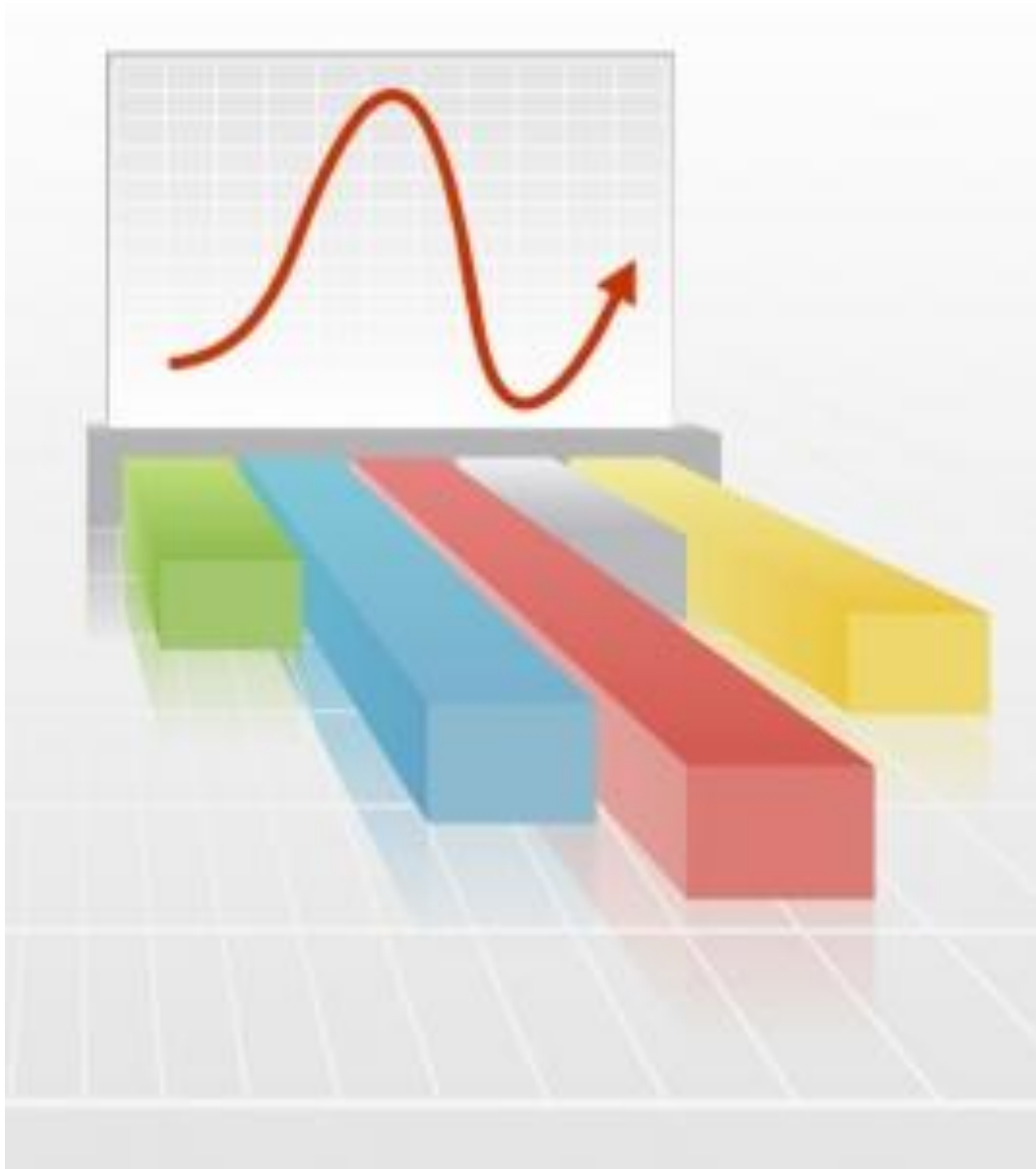
Market research is the element that will provide the necessary advantage for the individual to make a better impact when actually working on the niche selected.

The market research exercise will help the individual have a clearer view of the intended target audience such as the possible market size to anticipate, the niche trend direction it might take, the competition already in existence and any other factors that would be useful for the individual to further the business endeavor. Knowing the market sentiments are important and very much dictates any business decision made.

This is especially so when trying to understand the target audience and the peculiarities connected to them such as the percentage of the target audience that would actually commit to the business, the buying power of the audience, the income level or range of the demographics the niche is targeting and the majority of the traffic flow for the selected niche.

When it comes to information on the niche market selected, other aspects such as the size of the target audience also plays an important part in the business survival. Should the target audience within the niche selected be comparatively small, then perhaps it may be worth reconsidering the selection, as the intended revenue garnered would not be sufficient to be profitable. This will lead to information on the

sustainability of the selected niche, which in turn will dictate the viability of making this choice. Sometimes the chosen niche would only be able to show some interest seasonally and should this be the case, considerations have to be made for off-season positioning. Gauging the competition is also another market research exercise that is usually done for this too.



Chapter 3:

Faster Ways To Become An Expert

Synopsis

Taking control of the niche selected as an overall business plan, is something that needs time and consideration, especially if the individual is focusing on presenting himself or herself as an expert in the chosen niche.



Appear Professional

There is a need to sound and project the image of being the expert to come to for anything connected to the particular niche.

The following are some points to consider, when trying to cultivate the expert image for the niche chosen:

- Perhaps the ideal scenario would be to always be positioned at the forefront of the business angle of the chosen niche. The exposure this will garner for the individual would be invaluable as the niche will be consistently be connected to and related back to the individual. Being identified with the niche would also contribute to the target audience being loyal to the individual when it comes to anything connected to the chosen niche, simply due to the fact that the individual has taken the trouble to feature prominently enough to attract the necessary attention.
- Being in a position, where the individual's expertise is frequently called upon would also help to establish the expert branding title faster and more effectively. This can easily be done through the participation in forum, discussions, presentations and any activities connected to the chosen niche. Actively sharing the individual's knowledge and wisdom on the chosen niche should also be considered and using existing platforms such as giving tips, participating in blogs on the subject, creating check lists, articles, video and any other ways of creating the relevant exposure for the

individual as an experts would be ideal in promoting this position. Being able to generate new and innovative ideas that are related to the niche will also help to contribute towards the expertise of the individual, thus effectively providing the circumstances whereby the individual can be declared the expert.



Chapter 4:

Research Your Niche Topics

Synopsis

If the individual intends to present material to a niche target audience, then the relevant research should be conducted to ensure the information designed for the client is befitting the niche.



Examine It Well

This is a very important feature to consider, as the client who sources for such material will only be doing so to acquire specific information.

The following are some tips on what to include when researching for the niche topics:

- Keeping in mind, that the niche topics are usually researched or looked for by only those with interest in the particular topic, the information formatted and designed should be of the highest quality and competitively interesting. There should also be the element of credibility evident, when sourcing for information for the niche topic.
- Harnessing the power of the keyword and its important function when related to searches should also be considered. This is important, as it is the basic tool to garnering the target audience's attention to the programs feature in the niche arena. Without the use of keywords, the interested client may not be able to identify the content as suitable for the niche being searched.
- During the course of the researching exercise, the individual should ensure all the latest and certified information is included in the final material content presented. Niche topics usually require the focused and in-depth style in terms of knowledge it provides,

therefore simply throwing together information would not get the desired attention to the program once this nonchalant attitude becomes obvious in the content provided. Venturing into providing suitable information for the niche topic, will definitely be able to garner the suitable amount of attention from the prospective client, as most information is designed to suit various needs as this contributes to the higher possibility of revenue gains.



Chapter 5:

Compile Your Coaching Content And Material

Synopsis

Being able to use the coaching material effectively, without too much hassle, would require the compilation all the relevant information. This is to ensure the usage of the material during a coaching session can be done with some semblance of smoothness and professionalism.



Put Together Content

The following are some of the materials that should ideally be incorporated in the compilation exercise:

- Starting small would be a good way to launch the compilation process. Only include the important and impactful exercises and facts that would help to get the coaching session started. The content should be designed according to the specific needs of the coaching session, thus maintaining the relevance of the content and material in the compilation.
- There is no real problem with reusing the material to form the content, especially if the material is relevant to any and all different coaching styles. However care should be taken to make the necessary minor changes should the particular niche coaching session call for such changes. There should also be some helpful tips within the compiled material to help potential clients identify better with what is being promoted as the theme of the material.
- Taking the time to peruse other similar styled material by other coaches will also give the individual an idea, of what to include in his or her own compilation, or it may also be used as a benchmark for material that would not need to be included in order to be different. Using the angle of being different, in terms of material used for

coaching, will help to further promote the individual's compilation as unique and therefore a better choice for the client.

- If the ideas for the material and content are original, but the individual is unable to put this down on paper, for compilation purposes, the use of a ghostwriter may be explored.



Chapter 6:

Transform Content Into Printed Book Or Booklet

Synopsis

Besides actually physically conducting coaching session to bring in the revenue, there are also other possibilities that should be explored in the quest to expand the business in to other related areas.



Print It Out

One of these would be in the compiling of the coaching material designed by the individual in printed matter such as a book or booklet.

The following are some tips on how to go about compiling coaching content into a printed book or booklet and what are the features it should ideally include:

- Most e-book will tagged the author as an expert in the particular niche; therefore any information used in the book should be well researched and credible. This will eventually affect the popularity of the book or booklet if this very important point is not considered.
- A book or booklet is an interesting and effective way of getting recognition, as the material published will be sought after by those in the same field who are looking for information on the subject and also by the competitors' who are perhaps looking for ways to improve their own positions. This form of expanding the business prospects is also possible as the material content of these books can be feature on the internet, and therefore be able to reach a larger target audience. This will be a good way to create more revenue earning prospects.

- Although the books should contain all the necessary information on the general topic, it should also have some attractive additional information that would make the purchase of the book necessary to the potential client. This information should ideally, not be able to be sourced any other way, therefore acting as a good incentive to make the purchase, as the client is assured of its credibility and positive contributing content.



Chapter 7:

Convert Content Into Video CDs

Synopsis

Information products are a great platform to be used for credibility building features, and coaching material is usually highly rated for its positive contributing features. Therefore exploring the possibility of creating more revenue possibilities through the conversion of coaching material into CDs should be seriously considered.



Put It On Disk

Using this platform as the ideal content generating and information marketing tool, the individual will be able to work on designing suitable content to be feature on video CDs. This will allow the content material to be used more widely, thus creating even better chances of reaching a wider target audience.

The feasibility and convenience of the video CD style of presenting information is phenomenally huge, and such an exercise would definitely help to bring in further revenue to the individual. Everything written for the video CD content would be well received by the interested client, as the various important points of the session will be included in this, thus providing the valuable information in one simple product.

During the designing process for the content to be feature on the video CD, the individual should take into account the necessity to be different in the content chosen.

In being different, the individual would successfully avoid having to compete with other coaching video CDs sources of which may be more established thus more compatible. Therefore having a clear idea of the target market in mind, the individual should be able to present material that would serve well to this niche.

As with the normal platforms of presenting the information, items such as interviews, assessment tools, checklists and any other benefiting features should also be included in the content for the video CD. This is often an interesting feature to include as it gives the client a more complete style to use.



Chapter 8:

Record Content As An Audio CD

Synopsis

Many people today find it hard to make time for certain activities, especially if these activities are not considered extremely vital to participate in. This of course is a folly, as most coaching session have proven recodes in being able to help people achieve their goals, do better in life, focus on projects better and a lot of other positive improvements.



Use Your Voice

With this in mind, tapping into the audio market by creating audio CDs for the purpose of catering to those who would not consider allotting time out of their busy schedules to attend coaching session, may be another way to gain revenue for the coaching exercise. Getting the target customers to commit to this alternative may be something worth exploring. This will also allow the information designed for this purpose to be available to a wider base of customers rather than just the ones who are able to make physical commitments to attending such coaching sessions. People who live busy lives would be more interested in using their senses to help garner more information to feed the brain, rather than taking time out to physically do so. With the audio CD tool, it would be possible to multi task while still be in the position to absorb the information being present on the audio CD.

An enterprising individual would look for as many opportunities as possible to getting his or her content material on coaching to as wide a customer base as possible, therefore in embarking on the recoding of content on audio CDs, this individual will be able to tap into almost any market where such information content is needed. Besides the more obvious convenience of this method, there is also the fact that through the audio CDs, the individual is able to connect with participants who have already attended the coaching sessions, and who wish to have a longer and repetitive option available to them for their future use.

Chapter 9:

Value Added Products That Help Your Client

Synopsis

Whenever there is a possibility of getting some extra for free, most people would show some increased level of interest in enquiring further into what is being promoted. Therefore in the quest to stay ahead of the competition, it would be prudent to include some value added feature into the package being presented to the prospective client.



Gain Their Interest

The following are some ideas on popularly accepted value added items that could help to generate further interest in the coaching package, ensure the commitment of the prospective client and the accompanying revenue possibilities:

- Including some interesting benefits that would have multipurpose functions would be most attractive and attention grabbing for the prospective client. Accompanying this will the list of problem solving actions that could be facilitated with this value added product would be another good idea to include in the package being presented to the prospective client.
- If the client is new, providing testimonials, as an added value item, would be very useful in convincing the client to make a commitment, this is definitely easier to encourage, when there is clear evidence for the client to peruse on the positive attributes featured by other satisfied users.
- Linking up with other beneficial affiliate programs would be another value added feature that could be extended to the client should a commitment be made. These affiliates would have to be complimenting and worth the clients attention. In almost all cases, a commitment can be encouraged as the client would be happy to receive even more beneficial programs for the price being paid for

one. Besides this, the client can also be encourage to recommend the programs to others, with the incentive to being able to enjoy other value added product for the introduction.



Chapter 10:

Putting It All Together

Synopsis

Every endeavor undertaken is usually done with the common goal of wanting to make money. However the percentages of the money being made would be dictated by the effective use of all the supporting tools to the best advantage.



Succeed

The following are some point to consider, when trying to put it all together to ensure the successful end results:

- Having a good outline or plan in mind would help to create the overall understand of what is being designed and how it is supposed to unfold. With this clearly evident, it would be easy to follow through with all the other connective exercises that should bring forth a suitably designed coaching program. By understanding the theme of the program, the relevant material can be sourced, thus making the program presentable and fitting its niche.
- Once the outline and the content are suitable tackled, the coach would then have to identify the target market to approach for the sale of the programs designed. Here too certain step should be followed to ensure the high success rate of getting committed clients. Suitable market research exercises should be conducted to narrow down the client niche and then action should be taken to start approaching them. There should also be the exploration exercise to have the programs featured and sold through other mediums such as the internet and through affiliated programs.

- Another important element to consider would be the action of keeping the client on as long as possible, and this would require the constant attention to be allotted to the said client. This could be designed to take on the form of introducing new products, keeping up with the clients progress, ensuring all material is suitable tailor for the client's needs, and anything other action that would show the client the high commitment levels of the coach.



Wrapping Up

You can be a success and achieve positive results. Just keep some of these tips in mind and you are sure to reach your goals.

