

DEFINING YOUR **TARGET** MARKET

CREATING THE NICHE THAT MAKES MILLIONS



**GAIN CLARITY ABOUT YOUR IDEAL CUSTOMER
& GO DEEPER WITH FEWER**

BY XTENSIVE STRATEGY

Defining Your Target Market

Defining your niche is a crucial component for all professionals in the field of coaching. It applies to every individual aspiring to be authors, speakers, coaches, and mentors. This guide will closely emphasize why you need to define your target market, and how to achieve a close understanding of your niche. Whether you are an aspiring coach or an established authority in your field, nailing the core base of your clientele is critical to your business's success. At the end of this comprehensive guide you will be able to:

- + Comprehend why niching is imperative to your success
- + Execute the process of defining your target market
- + Concisely describe your position in the industry
- + Stage yourself solidly as an authority
- + Resonate perfectly with your ideal client
- + Identify all aspects of your clientele
- + Expertly avoid the pitfalls of “doing it all”
- + Design and implement personalized processes
- + Establish your voice effectively

This eBook pairs with the podcast, “Finding your \$1,000,000 niche” which is [linked here](#). It is a wonderful resource that follows detailed discussions between professionals with extensive experience working and marketing in the coaching world. Coaches, marketing directors, and content writers provide invaluable advice for any coach on a wide variety of topics.

Three experts provide insight into the aspects of niching in the particular podcast with which this document pairs. Their distinctive experiences in the subject will give you a comprehensive head start in your journey as a coach and entrepreneur.

What is Niching?

Often the initial reactions people have to the topic is this exact question. What exactly is niching and what does it entail? Niching is a marketing approach that is used to target a specific minority market. The common traits of niching experts and businesses are characterized by a high awareness of consumer needs.

Businesses which focus on niche markets are able to provide their clientele with a strong level of personal engagement. They tailor their products and services deftly and are thus able to use the most effective marketing techniques. The specialization in their niche allows them to ascertain all competitive concerns and address them with ease. The specialized attention they provide their

consumers also gives these entrepreneurs increased growth options and business security. An article on Entrepreneur.com explains that:

“Entrepreneurs who see a direct correlation between the size of a target market and the probability of success miss the opportunity to serve healthy niche markets. Niche marketing not only provides startups with an opportunity to launch the business successfully, but can also help them grow into major players in a larger market. Healthy, profitable businesses such as Traulsen, Aman Resorts, Zamboni and Peet’s Coffee and Tea all serve thriving niches.”

(Bellisario, “Why Serve a Niche Market?”).

The practical applications of niching have wide implications in the profession of coaching. As a field where so many avenues of expertise are available it is absolutely essential that you niche in order to best resonate with your clients. Niching is specific to coaching, you need it in your arsenal in order to ground your business as a legitimate option to prospects.

Niching as a Coach

So why is niching so imperative to you as a coach? Often aspiring coaches wonder what the specific benefits of niching are to their journey. While there is a plethora of basic reasons that can be ascertained, the basic concept is this: you really need to find a space that is the best suited for you to better serve your clients.

Every coach has their own distinct set of skills and expertise. Your individual services will give the best results to a different breed of clients than those of other coaches. Finding the best platform for your services will increase your success, income, and value as an authority figure. Niching means streamlining yourself to a target audience in a way that will effectively cement your status as a professional in the field.

Devon Kerns describes his own process in defining a target market in the podcast, “Finding your \$1,000,000 niche”.

*“The reality that most people would resonate with my message is, kinda ridiculous. So we had to look at the industry first, and where are those **little holes in the industry that I can have a louder voice in...**You know, the industry itself, we had to know how many people are really looking for this and there happens to be 124 million singles in the U.S. alone, but then within that, who do we want to target... **So what we had to do is not just figure out where we would have the loudest voice, but then within that, who is, in terms of those females, how do we find the female that’s going to resonate with my voice particularly.** I’m a very direct, very blunt person that’s not meant for every woman out there and within the target demographic we decided to go and not just*

understand the industry where we found out the vast majority of the 124 are 28-38 singles. We had to look at that, and okay, 28-38, who do we really want to aim at within that, and we found that the 30+ single, professional woman is somebody that can resonate with my voice.”

~ Devon Kerns, Dating Coach, The Single Revolution

Kerns' example of how he began his journey as a professional coach highlights how strenuous the process of niching truly is. Niching is never as simple as picking a category such as executive, lifestyle, or dating. It includes delving into that niche and adeptly lining your personal and professional attributes to the specific profile of your ideal client.

This extensive process of discovery will give you a better understanding of your own profile as a coach. You will be able to better resonate with your clients after your research and dedication. Analyzing your own values are just as important as investigating the needs and desires of your clients. As Kerns' explained above, finding the people your voice connects with is essential. Presenting a streamlined image of yourself will only serve to:

- + Cement your credibility and authority
- + Make you more attractive to prospects
- + Authenticate the value of your services
- + Demonstrate your voice and style
- + Boost your visibility to prospects
- + Establish you as an expert in your niche
- + Distinguish you from your competition

As a coach, author, and speaker you need to niche in order to be visible. People who seek coaching are seeking guidance in resolving very particular issues. They do not want a coach who offers them “everything” and “anything”. Doing so will only put you in the same category as late night infomercials. Avoid being an “**infomercial coach**” and instead present yourself as a **reliable authority**.

The Process

Now that you understand the importance of why you need to niche, you have to start your own process of how. Perhaps you already have some semblance of what field you want to work in but don't know where to go from there. It can be incredibly daunting to attempt on your own. Not to worry, we will outline the process for you in a format that is easily accessible to coaches of all experience levels.

Even if you are an established coach, this guide can help you to gauge how well your niching strategy is working. At Xtensive Strategy, we specialize in branding, image, and niching for coaches. Let us add to your personal success through our expertise in the field.

Step 1: Defining Yourself as a Coach

The first solid thing you need to ascertain is all about you. Defining yourself as a coach is a study in self-reflection. Understanding your own personal values and attributes will supplement your ability to connect with clients and create lasting relationships. Resonating with your clients will only increase your ability to create lasting impacts on the lives of your clients in a manner that attests to your skills and services as a coach.

Defining yourself can be broken down into two main categories: personal values and attributes. It's easy to get overwhelmed by the arduous path of creating your own business and you can forget why you chose to do so in the first place. Considering your personal values will give you renewed motivation in your work. Assessing your own attributes will also provide insight on your strengths and weaknesses as a professional. Take the time to contemplate these questions and write down the values that are the most important to you.

Personal Values

1. Why did you start coaching?

Create a profile of yourself as an individual. Think about the reasons that you chose to be a coach in the first place. What are the things that you hope to achieve in this profession? List out the goals and desires that led you to coaching as your ideal job.

2. What are your values?

List the values that you consider the most important in your life and prioritize them. These can range from religious, career, life, or humanitarian values that have shaped your life. Analyze how these values have impacted your decisions. Ask yourself what you are passionate about and how your values connect to these passions.

3. How have your experiences shaped you?

How have past hardships and life achievements shaped you? Think about the most memorable moments in your life that truly impacted how you saw the world and other people. Describe what it was about those experiences that led you to come to certain conclusions or outlooks on life.

Attributes

1. What is your voice/style/personality?

Are you blunt and direct like Devon Kerns or soft-spoken? Think about how your voice sounds to yourself and others. What is your personal style of communication? Think about your own personality characteristics and list the ones you attribute to yourself in comparison to the ones other people attribute.

2. What platform works the best for you?

Think about the setting that you work the best in. Do you excel in one-on-one interactions or in group sessions? How comfortable are you in giving lessons, creating videos, writing, or phone conversations? List the reasons on why you excel or struggle with different formats.

3. What is your background/skills/experience?

Write out the certifications, experience, degrees, and training that you have accumulated. Follow these with all the hard (technical, software, etc.) and soft (organization, communication, etc.) skills that you have. This will give you a better understanding of the qualifications you have as a coach in different niches.

Laying out all of your personal and professional attributes will help you to define why you are coaching. It will help you to better understand the kind of niche that will resonate with you. This gives you an organized way of presenting a cohesive image to prospects in your niche in a way that really substantiates why you want to coach them. You will be ready to answer any question that comes your way concerning your dedication and qualification in the field of your choice. Clients will want to know how invested you are in their issues and what services you can provide to help them achieve results.

Step 2: Defining Your Ideal Client

Identifying your ideal client is crucial to understanding how to best market yourself as a coach. You need to delve into extensive research in your niche of choice in order to position yourself as a strong candidate for prospects. Fully understanding the complete profile and daily concerns of these individuals will give you a leg up on your competition. It will demonstrate your expertise in the field to your clients and bolster the relationships you build with them.

As you begin to narrow down your niche into one that is suitable for your own attributes, begin to contemplate the individuals within that market. There are three main categories concerning your ideal client that you need to investigate. The demographic, profile, and problems that characterize your niche lend important information on your role as a coach.

Demographic

What kind of demographics fall into the niche you are targeting? Think about the differences between the demographics of executive coaching and lifestyle coaching clients. They are two very different sets of people. Even within executive coaching, the differences between clients who seek career and work/life balance are astounding. Get to know the basic demographic of your ideal client.

Profile

List the general profile of your target market. This list should include both physical and personal characteristics. You need to spend some time on truly understanding the distinct differences between your clients and those of other niches. Researching the specific attributes that are common traits within your market will only help you tailor your services to the client base you're striving to build.

1. Physical Characteristics

Define the gender and age of people who are present in your target market. If you are a health and fitness coach, these attributes will differ based on the goals of the clients. Those who want to lose weight will differ vastly from clients who want to better their health due to cancer.

2. Personal Characteristics

List the professions, marital status, stage of life, and emotional state of the people in your target market. These common traits will further narrow down your niche while creating a pattern of traits that you can easily ascertain.

Problems

Understand the problems that your ideal clients struggle with. What kinds of issues are they running into that prevent them from reaching their goal without guidance? Finding out the pain points of your ideal client will give you a better understanding of what you can do to better serve them. In the paired podcast Eric Sutfin explains why this is so necessary as a coach.

“When you look at these people and their problems you have to explore their lifestyle. You have to explore what they’re doing day in and day out, week by week, month by month. Where are they? And start exploring the pain points that they have. You know in time management, is it that they don’t have enough time with their family? Is it that they’re working multiple jobs? What does

*that exactly look like? Where are they in their life stage? Are they in their 20's, their 30's, are they divorced? Are they in their second marriage? Are they someone that is the mother of the house and is in between multiple properties and picking up loose ends? **You have to really create some clarity on their lifestyle, their life stage and expose: what are their pain points? What are the things that they can't sleep at night over? That they, if they had a magic wand, could resolve?***

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

Pain points are the specific issues that plague the individuals in your target market. Recognizing these and understanding where they stem from will yield valuable information on your clients. Your ability to demonstrate knowledge and empathy on these points to your prospects and clients alike will heavily impact how successful you are as a coach. You won't be able to help the people in your niche effectively without this information.

Step 3: You and Your Ideal Client

How do your attributes align with those of your ideal client? Take into account all of the information you have organized so far and consolidate it into a cohesive explanation. Contemplate the personal and practical applications of these similarities. Explain how your personal values influence who your ideal client is. Detail how your own attributes are necessary in coaching these clients and the reasoning behind them.

Describe why you are passionate about the problems and pain points of these individuals. How have your own experiences impacted your passion for their problems? Consider who your voice and style work the best for. You should now have a very solid definition of your target market. The final topics to consider then are: where/how to find your ideal client and testing yourself.

Where and How to Find Clients

You have researched your ideal client extensively. This will help you immensely in your journey as an entrepreneur in a niche market. You understand the interests, habits, and concerns of your target market. Now think about their online habits and the places they frequent. Target your advertising and representation on websites and locations that they frequent.

Consider the methods that hold the most legitimacy to these people. Do they give more credence to word of mouth suggestions from friends and family? The location and demographic knowledge of your target market that you have accumulated will help you immensely here. Research the methods that will make you more visible to these clients and how to best resonate them into connecting with you.

Test Yourself

Collecting data on your efficacy of your skills and visibility as a coach is important to maintain throughout your career. When you are getting started, you need to test yourself. Test your skills on colleagues, experts, friends, and your target market. Use surveys and critiques on various platforms (video, in-person, writing) to better understand your strengths and weaknesses.

The information you gain will provide insight into how your skills and services work in various platforms and which are the most suitable in serving your ideal client. Eric Sutfin explains this in the podcast.

“...It also goes back to our point of testing and going and talking to those people. And really diving deep, not from a coaching perspective, but what are the things that keep them up at night? And asking them the questions that are then going to translate to how you change your voice, change your message, change how you view these people.”

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

Testing your own skills as a coach will allow you to fine tune your own image and attributes as a coach. In niche marketing, you need to be able to target your ideal client with utmost precision. Understanding the points that hold you back will give you better tools in your journey to success. It is another tool you need in order to further streamline your image and services to better appeal to your ideal client.

Positive and Negative Outcomes

There are many positive and negative examples of how niching has impacted the lives of various entrepreneurs and coaches. After going through the process of defining your target market, you understand the reasons that drive the need to do so. If you still have reservations about niching, then it is probably due to some unanswered questions. You may be wondering what the potential positive and negative outcomes of niching are.

Concrete examples of both will give valuable experience and information on the pros and cons of niching. A detailed account of a particular coach will analyze how niching was essential to his success. An example of the effects of being too broad will yield what the fears that often accompany niching are.

What Niching Can do For You

You know that niching has very powerful impacts on your career as a coach. And now that you have found a niche of your own, it's important to have some real examples of how this process has impacted the success of other coaches. Having real world accounts of these successes will help motivate you to succeed and strive forward in your own career. The accounts also provide examples from which you can glean information on tactics to use when niching.

Who

In the podcast this EBook pairs with, Devon Kerns details the experience of a personal friend. He describes the profile and background of J.P. Flaum in order to illustrate the specificity of Flaum's niche.

“One of my dearest friends of 30 years J.P. Flaum with Green Peak Partners. He is a coach, and a consultant. And when we're looking at clarity and definition, he's probably got the most specific target market you could possibly ever aim at because he only deals with equity firms that are billion-dollar equity firms that only work with fortune 50 and fortune 100 executives and purchasing companies that are at that level, and he specifically targets fortune 50 CEO's.”

~ Devon Kerns, Dating Coach, The Single Revolution

The specificity of Flaum's niche means that his target market only contains a pool of fifty potential clients. He has narrowed his ideal client down to one that works in a distinct position and profession. It is almost incomprehensible to imagine such a small market as a viable niche to target. Kerns then continues on to highlight Flaum's achievements in the industry:

“And yet of those, he was willing to target that much, that specific, that he's created an incredibly powerful, incredibly successful company. Now granted, he had to be great enough as a coach to actually work with those people, which took some time to get to that point. But today, by knowing that that was his aim years ago he now is considered one of the best in the world because that was his goal. Not just to be one of the best in the world, but to target such a niche market that he can ask any dollar amount that he possibly wants. And he does, and he's paid high dollar for that. But he figured that out a long time ago and then he did what it took to get closer and closer to that target demographic.”

~ Devon Kerns, Dating Coach, The Single Revolution

J.P. Flaum was able to achieve his success as a coach and consultant through demonstrating his prowess and niching. He developed his skill and marketing technique over time in order to realize

his personal career goals.

How

How did Flaum manage to succeed in this tiny niche? Eric Sutfin and Devon Kerns discuss the probable aspects that Flaum considered on his journey as a coach.

“...He probably does know exactly what those people do day-in and day-out. You know, where do they work? Where do they play? Where do they stay? What are they thinking when they’re getting on the plane to get to their next meeting? What are they thinking when they’re going home to their wives? What are they thinking when they’re brushing their teeth? What are they thinking in the morning?”

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

Kerns goes on to further explain the process and methods that his close friend utilized in order to succeed as a coach.

“And how do I get them in a room? Right? One of the biggest things he did by knowing his niche is - he knew what they needed to hear. And so he was able to, over time, end up learning enough about leadership and hiring leaders for these types of companies that he wrote a Harvard Business School article with the Harvard Business Review. And now that article is filling rooms with one of the smallest demographics in the world. But he’s getting in front of all those people now because he knew how to message to those people, and what they needed more than anything else.”

~ Devon Kerns, Dating Coach, The Single Revolution

After defining his target market, Flaum used his knowledge of his ideal client as a means to effectively capture their interest. He looked into the methods of visibility and platforms that would best connect with his niche. Flaum learned the skills and pain points that were the most attractive to his target market and used them to resonate with prospects. He built credibility, authority, and expertise in his field. This was Flaum’s process in defining his target market.

J.P. Flaum streamlined his image and services as a professional coach to his niche. His methods give insight into the concrete outcomes of niching. You can achieve success in your career as a coach through the process outlined in this eBook too! The core of this process is to tailor yourself to your ideal client in a way that is proven to work.

Fears and Consequences

Defining your target market can be an overwhelming project. You likely share the same concerns as other entrepreneurs when starting a new venture. These fears can lead you to hesitate in continuing your process. While it's true that specializing too much can lead to failure, being too broad in your approach to clients is far more detrimental to your business.

There are far more consequences that come if you don't niche as a coach. These consequences directly relate to the tactics you need to avoid in order to succeed. To prospects, being too broad can lead to negative assumptions of your abilities as a coach. The negative impacts of presenting yourself as a "Jack of all trades" span across all professions, especially in coaching.

Common Fears

If niching is such an obvious road to success, why isn't everyone doing it? There are many concerns that entrepreneurs face when they first begin to define their ideal clients. These stem from a common source of fear: the fear of failure. Many budding coaches feel that narrowing their potential clientele will decrease their income. This is certainly not the case.

Eric Sutfin explains his experience in working with various coaches. He details the common factors that often trouble people, and why they hesitate to niche.

"And you know the threat that most people feel in niching is: man, there's not enough people. There's 50 of them in J.P's case, but there's not enough people for me to be able to have success, to be able to fill my books, to fill rooms, to be able to fill my calendar."

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

Negative Example

The consequences of being too broad can be devastating to your business. Devon Kerns provides another example of how niching impacts the success of your business. He describes an experience he had with various entrepreneurs:

"I was coaching 300 business owners around Denver and we were in this networking event that was kind of an opportunity to talk about target marketing. And this one gal, we were sitting around and then we'd stand up and do a 30 second pitch and this woman had just moved here from New York and she wanted to be an aesthetician...**she was developing her practice but she**

was struggling in finding customers. So she's standing in front of this group where she's saying, 'help me, help refer people to me.' She stood up and she said the same thing I've heard from people that work in skincare over and over and over again... 'listen, my perfect client is anybody with skin.'"

~ Devon Kerns, Dating Coach, The Single Revolution

The consequences of being too broad can impact all professions. What kind of person comes to your mind from the woman's statement? Kerns explains his reaction:

"Well last I know, there's 7 billion people on this planet and I would dare to say that the vast majority of them have some form of skin. They're not walking around without any skin because they'd probably be dead. So, that doesn't really target market anybody. Therefore, when she said that, what did anybody see in their mind? They couldn't picture anybody because it wasn't specific enough..."

~ Devon Kerns, Dating Coach, The Single Revolution

Did anybody specific pop into your mind? Was there anyone that you would instantly refer to this aesthetician? Probably not. When you're referring friends, family, and acquaintances to professionals you want detailed information about both parties. If you don't know the specializations of the professional, you can't convince anyone to use their services.

The stark differences between individuals who niche and those that don't are further explained in the podcast. Kerns goes on to describe his interaction with the aesthetician and their discussion in defining a target market.

*"I'm sitting there and I go, 'time out, instead of saying anybody with skin, **what did you do in New York?**' And she goes, 'well I was in mortgage and I was in real estate.' So I said, '**so you really know that space really well, do you love it?**' She goes, 'yeah, but I fell in love even more so with being an aesthetician.' 'Okay great, so **why don't you become the number one aesthetician to female realtors in Colorado?**' And she's like, "(scoffs) **but what about all the other people that need my services?**'"*

~ Devon Kerns, Dating Coach, The Single Revolution

Here Kerns provides an excellent example of how to quickly assess the potential niche of any entrepreneur. He concisely ascertains the woman's passions, interests, skills, and background and integrates them with her current career. The common fears and concerns that plague entrepreneurs are then exhibited by the aesthetician in her response.

Consequences

It is absolutely imperative that you avoid being too broad with your target market. By accepting everyone and anyone as your niche, you are creating a career geared toward failure. When you state that your skills and services are applicable to such a wide variety of people, the negative implications prospects garner add up quickly.

The lack of a streamlined image and message will make you seem unreliable and scattered. Potential clients will be dissatisfied with your seeming lack of expertise in the area they desire guidance in. The consequences of failing to niche will cause you to lose:

- + Success
- + Income
- + Value
- + Image
- + Authority
- + Organization
- + Data
- + Career Fulfillment

Your clients will also feel the ramifications of your failure to niche. Eric Sutfin relates how clients find the perfect coach to shopping for a car.

“You think of a car...You say... ‘I want something that’s four-wheel drive. I want something that’s going to handle the Colorado mountain terrain and the snow. I want something that’s going to have heated seats, something that’s going to have Bluetooth and a heated steering wheel. I want something that is going to be of quality and caliber and is going to last me. I like a clutch; I like a manual car. You have to be able to go through each of these things that you would see in a description of a product. Just as you do with people right, you have to look and define clearly the car or the type of person.”

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

Sutfin explains how finding a coach that works for each client is accomplished. Each prospect has a checklist of items that they want from their experience with a coach. They want the services that they receive to fully align with their own desires and needs. Without properly niching, an “infomercial coach” will only lead to negative experiences for both parties.

“They have buyer’s remorse, they’re never satisfied with their car, they don’t love their car, they’re not excited to get out and get into it. They park it at the end of the lot because it’s away from people. I mean, you want to be able to be passionate about the people that you’re helping. Every single meeting that you’re going to you’re excited to see the transformation, and be a part of these peoples’ lives, and what you’re going to do in impacting them, right? And that is going to come from really your individual desire to who you’re going to help...When you look at these people and their problems you have to explore their lifestyle, you have to explore what they’re doing day in and day out, week by week, month by month, where are they? And start exploring the pain points that they have.”

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

The satisfaction of the clients with your services will suffer without niching. Your own personal satisfaction in your career will also be heavily impacted. Sutfin explains how the failure to define your target market will only lead to negative consequences. The necessity and importance of niching is further explained by Sutfin.

“...niching is super important. There's a value. You're going to make more money by niching than by trying to cater to everybody. And as a coach there are enough people that have what you have to offer. Even in your city let alone nationwide. If you just take the chance, trust that there are enough people out there, look at the numbers, face that. And recognize that niching is absolutely one of the best things you can do for your business. It refines your message; it refines how you speak to these people. It makes your job easier because now the conversations you're having are of similar status, they're parallels to one another.”

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

It’s terrifying to take the first steps and jump into what seems like a leap of faith. But defining a market that works with you and targeting it in a smart way is essential in your success. Trust that the strategy of catering to a specific market has been proven to work. It will work for you! Use the process and the tools we’ve given you to really refine yourself as an authority and achieve the success you’ve always dreamed of.

Refining Your Niche

Every coach organizes their thoughts and goals in different ways. Your process for planning an approach to your new venture and executing it will be far different from that of others. It’s imperative

that you are fully able to verbalize your goals as a coach to others. Doing so will give prospects and clients the impression that you are truly present and prepared. It illustrates the amount of time and consideration that you've put into your niche and how much expertise you truly have.

Presenting a cohesive and succinct explanation for what drives you is not the only thing that you need to solidify. The more technical side of running your own business comes with a host of processes and potential issues that you need to take into consideration. There is a plethora of methods that you can utilize in order to fully organize your process as you refine your target market. Here are a couple of methods that will aid you in your journey.

Vision Board

If you've never created a vision board before, now is your chance! Even if you don't think it's a process that will benefit you, it's always great to try out different techniques. You might learn something about your own values and goals as you create a visual interpretation of where you want your coaching career to lead you. Devoting a solid chunk of time to pull together these thoughts can help you articulate what it is you really want out of your career and the kinds of people you want to help.

So where do you start with something as open ended as a vision board? First contemplate what mediums work the best for your learning style. Do you prefer words, images, sounds, or physical examples? Also think about the mediums that work the best for you whether they are digital or physical. After you've carefully picked out the formats that create the most impact on you, consider the types of content that have boosted your motivation and positivity in the past.

Now it's time to collect! Find the materials that hold meaning for you and clearly illustrate the goals that you want to achieve and who your ideal client is. Define which of these really create the most impact for you. Pick out the things that create powerful, aesthetic responses within you. What do you want to be reminded of everyday as a coach? Eric Sutfin clearly describes the questions you need to ask yourself as you go through this process:

*"...cut it: the lifestyle, the pictures, the person that you are trying to reach. What do they do, what is their family, what is their work life, what is their weekends? **Create it and the more clearly you can see it- we're visual creatures- the more clearly you can have it in front of you, and see it, and put it on paper, the more easily you're going to be able to speak to that person. Don't just, kinda go through the mental exercise and think that you have it. Write it down, cut it out of a magazine, print it off and really, really spend some time.**"*

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

The process of making a vision board isn't a simple arts and crafts project. It allows you to clearly and concisely understand your niche in ways you had not considered before. The key in succeeding with creating a vision board that really works is time. Take the time and really consider what is important to you as a person, a coach, and entrepreneur. This will give you the information you need to elegantly articulate who you are and what you want to achieve. It will allow you to sell yourself to your ideal client with precision in a way that works. Eric Sutfin and Devon Kerns discuss the merits of creating a vision board, and their own experiences in how doing so has positively impacted their own interactions with clients.

*“As soon as you create that clarity- it's the same thing in dating and relationships- **as soon as you create that clarity, you're going to see that person everywhere.** You're going to see them across the restaurant, and you're going to say. 'Oh my gosh.' **And you're going to find a way to open a conversation** because you see that person with their family going through whatever it is, right? **You're going to be able to pinpoint, subconsciously, who these people are because you know exactly their lifestyle, their in's and out's, their pain points.**”*

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

*“I've seen it work so well in dating for my clients to create kind of, I mean most people think vision boards are for what I want to attract into my life, right, which is true but... it's writing with broad strokes... **All of a sudden when you cut that out and you put it on that board, and you're seeing that subconsciously every single day, that's right.** It's the red corvette, right. All of a sudden, I test drove a red corvette, I've got the emotional attachment to that red corvette, and all of a sudden the whole world seems to have bought red corvettes because they're all over the road...**Take the time to write out who this person is and then cut out every aspect of who your target demographic is.** How they walk, how they talk, where they go, where they travel. Figure out their pain points and put the result that you create for them based on that pain point, on that board that way you're constantly seeing this. **And when you spot that person, it took you five seconds to blow their mind instead of trying to sell them, they just resonate with you and that energy.**”*

~ Devon Kerns, Dating Coach, The Single Revolution

The ability to fully resonate with your clients and understand them entirely is the end goal of this process. By visualizing who they are and fully considering the various aspects of their life you're doing the research on your target market that you need to succeed as a coach. It allows you to instantly recognize these individuals and create a solid connection that will impart a lasting impression on them.

Devon Kerns explains how implementing this process with his clients has created a powerful

impact on how they perceive and approach their problems and goals. The vision board creates a powerful, visual statement for the creator that reminds them daily of what they desire and need. It provides motivational support and grounds the way you are able to interact with potential clients. You are able to really connect with them on a personal level because you think about who they are every day.

Search Engine Optimization

The more technical side of refining your process requires that you look into the gritty data that applies to your niche. Search Engine Optimization (SEO) is the process of looking into key words and phrases that are commonly searched for on various engine. By aligning the content you produce on your website with these searches, you will be able to maximize your visibility to your target market. This is an incredibly useful tool that you need to utilize as an entrepreneur.

Eric Sutfin has extensive experience in working with this process. He specializes in utilizing SEO in order to aid his clients with targeting their ideal clients. This process is about precision and really using your services and products to better reach out to prospects. Devon Kerns explains why this process is so useful in his experiences as a coach working with Xtensive Strategy.

“That’s one of your specialties within the company, is that Search Engine Optimization. And today’s world with technology and Google and everything. The more niche you are the easier it is to find those numbers and see what they’re searching for.”

~ Devon Kerns, Dating Coach, The Single Revolution

Utilizing SEO works incredibly well with the process of niching. It creates a more manageable set of data that can be used to refine your content online. It creates a more streamlined image that aids your ideal clients in finding you. It increases your chances of connecting with your clients and helps them resonate with your message. Sutfin explains his process in SEO and its importance in the podcast.

*“**People just need to stare at the numbers.** There’s enough people out there and it’s a global network now. **People are looking for you.** I search every single day and look at the numbers. What are people using on Google? Google gets roughly 70% of the search traffic. But I can see hundreds upon thousands of people searching for the exact same thing within a city... There are so many deviations of things that allow people to find you as that authority and ways to capitalize and convert them.”*

~ Eric Sutfin, Director of Marketing, Xtensive Strategy

This method allows you to fully understand the topics that people in your niche want your help with. It gives you a better idea of the specific pain points that they are having difficulty with. By understanding the most common problems that your clients face, you will be able to create programs and tailor your services to them. The data that SEO provides you with will allow you to give a comprehensive experience to your clients. Your services as a coach will provide them with the best results and give them the tools they need to succeed.

Shawn Richardson, an experienced copywriter explicates the true importance of SEO in the contexts of web content. His insights provide great detail and information from his own work within Xtensive Strategy. He describes how intertwined the two are, and the importance that this process has when it comes to success as a coach.

*“It’s absolutely critical to drill down because in copywriting, as I’ve mentioned before, **the research and the writing are husband and wife** as far as I’m concerned. And it’s much easier to get into the census tracts in these specific demographics within your city instead of saying, ‘I’m gonna take over the world.’ And **there is a difference between everything and anything.**”*

~ Shawn Richardson, Content Writer, Xtensive Strategy

Search Engine Optimization is truly essential to have in your toolkit as an entrepreneur. It contains the relevant data that guides you in your process of defining your target niche. Your own potential as a coach requires that you take these essential steps in connecting with clients and other professionals that will aid in your journey. Use these methods to further refine your niche and increase your image and visibility above your competitors. They will set a solid foundation for your future endeavors.

This eBook has provided you a simple and easy to follow guide in defining your target market. It has explained the importance of niching and has integrated the expert advice of three professionals working within the coaching world. We hope that the guide has created a strong argument for finding your niche. The additional methods that we have extrapolated will also provide a more comprehensive guide in niching for your success. As an aspiring or experienced coach, the information provided has hopefully given you a more comprehensive understanding of the various aspects you need to consider.

While this guide has been very insightful and informative, there are far more processes and issues that your need to consider both as a coach and entrepreneur. At Xtensive Strategy we can provide the expertise you need for your business. We specialize in helping our clients with their branding, image, and niching process. Our experience in the coaching field also covers helping our clients with the language they speak to attract their audience and creating website content

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XTENSIVE STRATEGY



GLOBAL MARKETING OUT OF A BOX

XTENSIVE STRATEGY DEVELOPS COACHES, AUTHORS AND SPEAKERS ACROSS THE GLOBE TO INCREASE THEIR IMPACT. OUR MISSION IS TO HELP COACHES WITH SIMPLE PROCESSES, SYSTEMS AND A FULL MARKETING TEAM TO GET THEIR MESSAGE TO THE MASSES.