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by | Coach Marketing, Coaching
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a successful coaching business
you need to effectively market
your coaching services. Your
marketing will be most effective
when you know who your ideal

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coaching clients are (your target market) and what your coaching helps those clients achieve (your niche).

Niche Marketing for Coaches
Niche Marketing for Coaches:
Creating and Marketing Your Ideal

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Registration Thursdays,
November 7, 2019 - February 20,
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How To Choose Your Coaching
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Targeting a niche market for

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health coaches is a must in the
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why having a niche is crucial to
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21 Proven And Profitable
Coaching Niches — Greg Faxon
Cindy says the most important

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niche marketing tool is to identify two vital pieces - the WHO and the WHAT of your coaching. So when you are looking for a life coaching niche market, you need to look at 'who' is your target market, the people you are aiming to help, and 'what' is the

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solution that you provide for them.

Niches For Coaches - Business Coach, Life Coach ...

You can spend your life being average at all types of coaching, or you can get serious about a

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specific coaching niche and be amazing! A Tool to Help You Focus. Choosing a niche is not really as big a deal as you may imagine. Simply put your niche is a mix of your current skills, passions, and expertise, combined with a specific segment

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of the market that you can relate
to and fully understand.

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Easy Marketing For A Coach - Life
Coaching Professionally

However most coaches
experience significant advantages
in focusing their marketing efforts

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towards a particular set of clients.
In other words, if you choose the
right niche – that is a great fit for
your passions, expertise and
personality - for a given
investment in marketing you will
receive a greater return.

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General business coaching is certainly a well-established niche at this point. The challenge is that it can be a bit too broad if you don't narrow in on a specific target market or become known for a unique approach.

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