

How to STAND OUT in a Crowded Niche

There may be lots of others who do what you do, BUT not in the way that you do it.

Let's extract your genius and unique perspective of the world that makes you stand out from every other coach.

STEP 1: What do you want to be known for?

If you could occupy only ONE category in your ideal client's minds, what would that be? What sets you apart from everyone else?

STEP 2: What do you do better than anyone else? What's your "super power"?

People buy coaches, not coaching. Being the best version of you is what will attract your ideal clients. Don't worry about what others are doing—focus on your unique gifts.

(Example: I simplify complex health information so that women can achieve breakthrough results with their hormones and weight.)

STEP 3: What are 3 words that describe you at your best?

When utilizing your super powers, what 3 words would best describe what you do for others? What do people LOVE about you?

(Example: simplify, create, empower)

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STEP 4: What is the one big idea that your business is built upon?

This is usually a critical belief that you have about how to get a specific result. It's the big overall theme you want people to remember about you and your business. How are your services, approach, mindset or attitude different from other coaches?

(Example: Intermittent fasting. Premium-priced coaching that produces results. Real ingredients at the right dose.)

STEP 5: What is your brand promise?

You are your brand. They are one and the same for most coaching/personality-based business. What is the transformation and promise you are making to your clients? What are the end results they achieve?

(Example: The Business Booming Intensive provides coaching, community and implementation to supercharge your business and get you set up for more impact, influence and income.)

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STEP 6: Clarifying your values

We are drawn to people that are just like us. Therefore, it's important to be really clear about who you are and what your brand represents. As a result, you'll end up attracting clients who resonate with and match your values.

What do you **STAND FOR**?

What do you **STAND AGAINST**?