



## CoachStreet: Episode 04 Coaching Niches

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**INTRO:** Welcome to Coach Street. The premium podcast that brings you insider coaching conversations from the fast lane. When coaches need to shift gears, they come to the Coach Street podcast. Grab a coffee and buckle your seatbelts as hosts Andrea Lee from the Wealthy Thought Leader and Robin Logan from Coach Campus learn what drives the world’s most successful coaches.

**Robyn:** Hi everyone! Welcome back to Coach Street. I’m Robin Logan and I’m here with my co-host, Andrea Lee. Hi Andrea! How are you?

**Andrea:** I am good. How are you?

**Robin:** I’m good — if not a little bit cold. And you know I had to turn the heater off in order to record this podcast. So if you hear my teeth going, that’s what that’s about.

**Andrea:** Yeah. If you chatter, as we go along, then we’ll know — it’s your teeth!

**Robyn:** That’s right (laughs)! So you know, today the topic on Coach Street is “Coaching Niches”, or “nitches.” I reckon I’ll just say “neesh” and you say “nitch.” Does that work for you?

**Andrea:** Well, no, because I’m in Canada and we say, “nit ... neesh ... nit ...” — see now you have me confused! We say “neesh” as well actually in Canada. But yeah, I’ll be the practice American in saying, “nitch.”

**Robyn:** That’s ... see I didn’t know that. There’s a bit of cultural ignorance for you.

**Andrea:** (laughs)

**Robyn:** Just assuming that Canada’s like America. I’m sure you love that.

**Andrea:** It’s okay. I forgive you.

**Robyn:** Yeah, thank you. Okay, great. We can both say “neeshes,” that makes me happy. So, coaching niches. Look, the reason why I wanted to bring this topic to the podcast today—it just surprises me that it just doesn’t go away, as a topic, in our community. And I was talking to a new coach just yesterday and he was saying, again, “Why can’t I have three niches?” And you know what I thought, “Look, we constantly teach and talk about the fact that you need to pick a niche and then — the tighter, the better”, and then I thought, “Okay. Look, really why can’t he have three niches?” And so I thought, “You know what, I’m gonna ask Andrea and see what she thinks.”

So let’s explore this topic. Are you up for that?

**Andrea:** I’m totally up for it. You might be surprised though.

**Robyn:** Oh great (laughs). I love being surprised.

**Andrea:** (laughs)

**Robyn:** Okay, well, first of all, let’s talk about what a niche is, because I think sometimes there’s also confusion about niche versus target market. So I’m .... Here’s my understanding, and I’d be interested to hear what yours is, my understanding is that a niche is a description of a type of service or type of coaching that is a solution to a problem. Whereas a target market is more like a demographic group so, you know, women are a target market, expats are a target market, parents are a target market.

But a niche might be to solve a problem. A problem could be: I am retiring but I still wanna do something useful with my life, that’s my problem. So I’ve been in corporate for 20-30 years. Now I’m retiring but I’m not that old and I’d like to still have something. So that’s my problem.

So then the niche could be, I’m a coach who works with people who are ready for their last career. That’s my thinking of niche versus target market.

**Andrea:** Yeah. Well, you know, I know there’s some school of thought — let’s just this out of the way that a niche actually is a shallow recess, especially in a wall that is often used to display a statue, and that’s not what we’re talking about today.

**Robyn:** (Laughs) That’s right.

**Andrea:** Okay? So just making that clear. And uhm, yeah, so I agree with you that that’s the difference that a target market refers to the person and then niche refers to the issue, or the situation that the person finds themselves in. But Robin, you know, I actually don’t necessarily find these distinctions *that* useful. I think both of these things are good to talk about, and yeah it’s good to define our terms here and all that, but there’s subsets of the big market. Like there’s the world and then there are “niches” or “neeshes” and target markets. How’s that?

**Robyn:** Yeah, I agree. And I'm interested to hear that you don't think they're that useful and I knew you would have great stuff on this topic because, you know your Midas Camp and Wealthy Thought Leader — this is one of the things that you do, isn't it? Like you work with people to figure out their unique approach to their business or their unique identity. Is that like similar to a niche?

**Andrea:** Yeah. I think the thing I would say on that is oftentimes when we're taught about niche markets, it's under the guise of finding a group of people who have already gathered together in some form, whether it be an online group or offline, meet out, sort of communities that are easily accessible by us as business owners, therefore making it easier to build your business. So it's easier to go find a bunch of people who are trying to lose weight because they meet regularly as opposed to finding clients everywhere.

So that's sort of the utility of these things, these subsets. But I'll tell you what, at Wealthy Thought Leader, we actually use niches for different reasons. We actually advocate that you create new niches as opposed to necessarily go find niches that are already existing. And that's what the Thought leadership part is all about, so there's a bit of a nuance there.

**Robyn:** So that's, I'm actually quite liking the idea of finding one that's already there. Thinking, in business terms, they're already there, they're already gathering, they're already wanting something,

**Andrea:** Uh hmm.

**Robyn:** Why would you not just want to go after that market instead? Surely creating a brand new niche is double the work.

**Andrea:** Yeah it definitely can be more work. But I'll tell you what, it depends on the kind of business you'd like to run. Like if you're a coach who wants to do transformational work in a specific area that, let's say, at least some other coaches have already done before then it's very possible that your niche already exists and you can, you know, saunter up to wherever it is they're hanging out in, and just access them. Theoretically, it is easier. However. It's also true that if you're targeting niche markets that are already in existence, it's probably true that there's competition for the attention of that niche.

**Robyn:** Uh hmm.

**Andrea:** So the reason that we describe it and that it's not for everyone, Robin, it's more of a subtle approach that some coaches are actually on the leading edge of things and have these ideas that are really groundbreaking. We can give some examples, if you like, and the niches don't actually exist yet.

**Robyn:** Give me some example, 'cause I'm thinking it's sounding like the "Blue Ocean Strategy". You know that book?

**Andrea:** Yeah! Definitely.

**Robyn:** Where, you know, the example was, take a market and a problem, but have a slightly unique, different slant on it. Like, you know, the cut-price airlines that decided, “You know what, people don’t need food. They don’t really, they don’t wanna pay extra four hundred dollars for food. We could just charge them for food, and get a cheaper ...” It’s sort of new, but it’s not new. Is that the sort of examples ... give me ... some examples would be good.

**Andrea:** Okay. There’s the sort of moderate examples and then there’s the extreme examples. Let’s take a moderate example, first. Because you’re right, there is a relationship to existing niche markets. Let’s take someone in the Wealthy Thought community by the name of Sara Avant Stover. She is the author of something called “The Way of the Happy Woman.” And before she began to really build her business in earnest, she was a yoga instructor.

So here she was a yoga instructor who wanted to add coaching to her business in the way of becoming — a happy woman (laughs). Now if you think about that for a moment, it’s a perfect example because women were her target market. There was no known niche. There wasn’t a niche. She was finding it difficult to compete in the so-called niche that was available to her, which is women who enjoy yoga. There’s a ton of people trying to get business from women who enjoy yoga, you know women who enjoy a healthy lifestyles, etcetera. And you know it was very competitive, she did quite well considering. But when she decided to add a different element to her offerings like coaching and mentoring, she was able to actually identify a niche that had not ever been identified before and started to build a community herself, from scratch, of this kind of woman who was self-identifying, sort of raising their hand for the first time, saying, “Yes, I’m interested in this new thing.” And so you might ask, what is this new thing. It was women who are interested in being happy, and wanting to pursue yoga, during the time of the month.

**Robyn:** “During the time of the month ...” you mean like the special women’s time of the month.

**Andrea:** Yes.

**Robyn:** (Laughs) That is — an unusual niche, isn’t it?

**Andrea:** Yes. And no one as far as ...

**Robyn:** I can’t believe — sorry, I just have to stop you for a minute.

**Andrea:** (Laughs)

**Robyn:** Is there actually a market there? Like how many days are we talking — not to get too technical but what you’ve got like four days in every month or something (laughs).

**Andrea:** (Laughs) Listen, she's more than doubled her income. She's a six-figure plus, coach and author.

**Robyn:** Get out of here! Get out of here!

**Andrea:** I keep telling you Robin, this is what we do at Wealth Thought Leader (laughs).

**Robyn:** Wow.

**Andrea:** It's exactly that reaction — it's businesses, that you know ... coaching business that their reaction is, "Get out of here! You are building a six-figure plus business doing what?" So it's a perfect example.

No one was hanging around saying, "You know, I'm on my period, I really would love to do yoga but I don't know what to do. Where is my coach? Where is my person? Where is my ..." (Laughs). No one was hanging around doing that. So she had to raise her hand, plant a stake on the ground, and claim the territory to say, "I'm your person!" And you know what, she's the only one in that niche market now. There's no one to compete with; she's the undisputed leader.

**Robyn:** I'm not surprised by that. And, of course, now I find myself curious. I wanna know; I have to go and check it out.

**Andrea:** Yeah. [saraavantstover.com](http://saraavantstover.com)

**Robyn:** Cool. That's very interesting. That's great, giving an example like that is really good. And you know what I like about that, it's also actually, we do a similar thing. We teach a similar thing, it's called Blended Coaching. And basically, what we say is take something that you already do, that you're passionate about, that you know a lot about —and this is the case for lots of coaches now; lots of coaches are coming to the profession with very rich histories and experience and expertise, in *really* specific areas. And so we're saying, take that and see how you can mold that and use that, and create a new niche. Don't just walk away from that, turn your back on that and start something new.

**Andrea:** Now you're singing the song that we sing over here it's absolutely ... that's actually the key. It's not actually, in my opinion, really an option. You can do fairly well, generically, but it's when you bring this stuff that you're — exactly what you're saying, Robin, that you can really succeed, and you might use a niche, you might use a target market, you might not.

**Robyn:** Uh hmmm. You know what I love about that, it's a complete opposite to what my careers teacher taught me in year 10, when I was 16. Because back then it was: what're you good at? "So what're you good at? Oh, look Robin, you're really good at talking to people so you should be a teacher or whatever..." So what're you good at, at that's what you do. But the thing is, right, just because you can, doesn't mean you should — said to-be my wonderful coach

of mine Barb McGuine, she said that. “Just because you can, doesn’t mean you should.” And just because you’re good at something, doesn’t mean that’s gonna be the great business for you.

I think it’s flipped that around. What do you love? What to you feels not like work? What is it that you would just do anyway, if you had all the money in the world? Okay, great. Now let’s think how you can do what you — do you have a word for what you just described before, that thing of finding the unique element of it that nobody’s done before?

**Andrea:** Yeah, we call it “Your Thought Leadership.”

**Robyn:** “Your Thought Leadership.” Find “your thought leadership.” Yeah. Find your thought leadership and create a niche out of that.

**Andrea:** But you know, niches are useful because I think — especially when you’re just beginning and let’s say you’re learning business skills. As a coach, you’re just a new coach and you’re trying to build a business, it may be that the time is now for you to sort out what it is you’re super passionate about that you’d do even if you weren’t even being paid for, and then build your niche around it.

But it could also be that you don’t wanna forge a new path, you just want to have a few great life coaching clients, you know. In which case then, you have this conversation around a niche, it’s super important that you need to narrow it down somehow, somewhere. And it’s only for your sanity.

I like to describe, kind of like the story of, let’s say, a big giant food company. I won’t use a name; let’s just call it “food company.” There’s a company that produces food, lots of different clients — vegetables, fruits, you know, all sorts of cereals, you know, they have hundred products in the grocery store. If they were to market themselves as a food company, it would be very difficult. However, if they picked something like the most amazing yogurt or ice cream or something, and focused their advertising dollars on just that, they could become known for just that. And then the sales of that would just go up, and so on.

It’s a little bit like using a needle to sew something together versus like, I don’t know, using like a vice to like press things together. There’s like a mass versus specific kind of like element to it. And that’s, to me, what the power of niche marketing really is. You’re just deciding to market and have a conversation with a market, in a certain way that’s efficient and an effective use of your resources.

**Robyn:** Yeah and it doesn’t mean that that big food company doesn’t sell other foods.

**Andrea:** Exactly.

**Robyn:** It's just that people can find them ... So now we're talking about, why have a niche. Why have niche? So, that's one great reason. I think the other reason that I've noticed, just the changing nature of the way people solve their problems these days. Honestly, most people would go to Google first, if they're looking for something and they'll type it into Google.

And you know the great book called "The Long Tail" by Chris Anderson, which is sort of old now, but you know the concept there — if you haven't read that book we'll also put it on the show notes — but the concept is that, just take the film industry for example. You've got Batman and the big blockbusters, and they make, you know, a gazillion dollars. But they cost a gazillion dollars to make, and they peak early and it's all over and done with in a month or so. Versus the filmmaker who's passionate about fly fishing and makes a movie about it that goes straight to DVD and sells online. And if you imagine a graph, you know the blockbusters up there on the top left whereas the tail, the very, very long tail is all the many, many sales from people who are passionate about fly fishing around the world.

Because coaching is a global profession, there are no borders or boundaries. If you have something, you can find your market everywhere. So I think this whole idea of people coming and searching, their behavior has changed. So they used to search for the blockbuster, like you know "life coaching". But people really search specifically now. Like I do, myself. I don't know about you but ...

**Andrea:** Uh hmmm.

**Robyn:** I remember this great example where my daughter's birthday (laughs) ... and uhm, as every 9-year-old girl wants, she wanted a One Direction party. And, of course, she wanted to invite Harry to her One Direction party. But I explained that you know he's in the UK and he's also very famous and probably very hard to get to (laughs). So but you know what, I was sitting down one night and I thought, "I just wonder. I just wonder ..." And I typed into Google: life-size cardboard cutout of Harry from One Direction.

**Andrea:** (Laughs).

**Robyn:** Right? I typed that in. I don't know how many words that is but I call that long (laughs).

**Andrea:** (Laughs).

**Robyn:** (Laughs). And you wouldn't ... unbelievable, but there is a company that specialises in life-size cardboard cutouts of pop stars.

**Andrea:** I believe it!

**Robyn:** We ordered one and it arrived four days later.

**Andrea:** Ohhh ... what a good mum you are.

**Robyn:** (Laughs) That's right. But back to the whole "niching", I mean, that's the thing, isn't it? You have to have something that people are looking for and they're gonna find and I think that's why, that's one reason to niche.

**Andrea:** Uh hmmm. I mean the other reason I would say is, honestly, it's just for your own sanity.

**Robyn:** Yeah, because as an entrepreneur and as a coach, you have enough to think about. I like to say if you, you know — if you are not overwhelmed these days it's because you haven't been paying attention. So it behooves us to try and minimise or at least declutter the amount of stuff that we have to think about and therefore focus and be more effective. So instead of being like, let's say, a general life coach, marketing to anybody, where should you advertise; what kinds of articles should you write; what kinds of networking meetings should you go to — so you have too much choice.

So picking a niche automatically has you say, "Okay, well I'm picking a niche of, you know," like you say, "senior women who have been recently widowed". You exactly what kind of articles to write; you know exactly what kind of book to write; you can do a podcast on that topic; you could go to the right networking meetings.

It is absolutely insane to think about marketing to everyone. And I mean, how long have we been in business together, you know, like Robyn — more than 10 years each. So you've got 20, more than 20 years of wisdom here. And you get to choose if you listen to it or not. You know, choose a niche to narrow down the choices so that your workload becomes more manageable.

**Robyn:** Exactly. You know I was having conversation with one of our trainers the other day and she was setting up her, a new business, so it's a great business for a women's—weight loss, I think it's in the area of weight loss.

**Andrea:** Uh hmmm.

**Robyn:** Anyway she also had ... so she's building a website but she was also building her own website, with her name, like robynlogan.com, she was building that and the other one. Two different themes, two different colours, you know, I was, I just ... the first piece of advice was fold them in together. I know how hard it is just to maintain one website. You have to get traffic to the website. You need it to rank in Google. You need to connect it to Facebook, LinkedIn,



Pinterest — just those three, even if you didn't go any further than that. Once people get to the website you have to find a way to convert them in a lead ... et cetera et cetera.

To do that once, is a never-ending task. To do it twice? So I was like, "Just get a tab in your main website with your name 'About Me', and fold them in. And look, if you're bored one day and you have nothing to do ..."

**Andrea:** (Laughs)

**Robyn:** (Laughs) "You can start a whole other, new business, if you want."

**Andrea:** Yeah. I think it points to another angle to look at it as, and that is if you're looking to be successful as a coach, it's really important to consider that it's much better for you to dig one hole deep to get to the water deep than it is to dig five shallow holes. And that's another way for you think about what a niche is for; it allows you to say, "Okay, I'm gonna dig right here. I'm gonna stick with this one and dig deep."

It's because nobody else is digging in that particular way that you will actually get to something fresh. Other people are spending all their time just, you know, digging one spadeful and then moving on. You don't wanna be one of those people.

**Robyn:** Yeah, totally. So you know then the next question is, and this is very common that people have — coaches have maybe two or three areas that they really really really are passionate about, and really really really want to do. Have you got any tips for how to choose?

**Andrea:** Yeah! I mean it's one of those cases of, I think you need to find the intersection of what you really want to do, what's easy, and uhm, who has the income that is discretionary, that can be used to pay for your coaching.

Like, you loving it is a very important criteria but it shouldn't be the only one. So, out of let's say three ideas that you really love, which ones also fulfill that it's an easier thing to do, like it's less difficult, less work involved, and that there's more perceived or proven income that this niche has to spend on coaching.

**Robyn:** I'm so glad you said the thing about the pay. I mean, I think that's absolutely critical that can they pay for the coaching. And you know, it doesn't mean — I often think and say that it doesn't matter that they can't pay, that doesn't mean that you can't coach that niche. But just

go to the one that can first, make a lot of money, and then do some pro bono coaching over on that niche that can't pay (laughs).

**Andrea:** Yeah. Well one of the things that comes up in this question that's sort of a tiny bit of a tangent but really important and could save people a lot of angst is that you know because we're all heart as coaches, it is very natural and very easy to want your business to fulfill all your needs. It's like a Jerry Maguire moment, for those of you who remember that movie. It's like you want your business to "complete you". But that's not actually its job.

So if you find yourself sad or depressed or something, that you can't do all three things, you know, kind of, go find somewhere else to do (laughs), some or one of these things. It's kind of like you don't ask your partner in life to also, you know, be your personal trainer, and like you know, your chef, and all that, you know. Spread the needs around. Don't ask of your business to be everything to you.

**Robyn:** Yeah. I wouldn't mind one of those partners though, that'd be good. Don't you reckon (laughs)?

**Andrea:** Yeahhh. I know. Tell me when you find one, 'cause, you know, maybe we could time-share them.

**Robyn:** (Laughs) Yeah, that's a good idea.

I think the other thing here is, don't be scared to change your mind. Like you can start in one niche — I've seen this a lot as well. You know start in one niche, and your niche, in some ways, will find you. I mean that is another way to discover your niche. Just have a look at who, well, who asks you for coaching. Who are you coaching? And so it might seem, you might think that "Okay, this is the area I'm going for." But for whatever reason, you're attracting a completely different niche. You can just change after 12 months. It doesn't mean you have to stay in the same niche.

**Andrea:** Yeah. Especially if you're very ... let's say you have less life experience than some, I'd absolutely create; it is better to be in motion and be doing something and let the market respond to what you're doing — you know what you're doing — as opposed to like, trying, trying to decide on the perfect thing inside your head.

**Robyn:** I think, wrapping up, we're saying, "Yeah, you know what, as tempting as it is to start three websites or even to have three niches in the one website, or on the one business card, as tempting as that is, just pick one."

I really like that thing of it doesn't mean that if you have to let go of the others, and never be involved in those, go find another way to do that. That's really useful. But just pick one, and develop that one first.

And I really like the idea of the trying to find a way to get a unique spin on it, a la Wealthy Thought Leader star. So that's another great tip as well.

So that's what we're saying, basically, aren't we? We're saying, yeah you know what, you have to get a niche.

**Andrea:** It's gonna save you so much angst. It really really is.

**Robyn:** Yeah.

**Andrea:** It really is. At the same time, if you can't find one right away, like, your tip ... to just get going with something, and you can adjust.

**Robyn:** Just get going. Yeah totally.

Okay. So let's go into "Spot the Coaching."

**INTRO:** And now, "Spot the Coaching."

**Robyn:** I had a moment this week ... is it coaching? I have to go back and listen to our first episode, "What is Coaching" (laughs) to see if it qualifies. But it was definitely a moment for me.

I went to a fantastic conference last week — at Mastermind, with the Mastermind that I'm in, Silvercircle with James Schramko. He held his conference, Fast Web Formula, last week, and there was a one-day intensive just for the 20 people that are in his Mastermind. So we had you know the whiteboard, about 11 a.m., the whiteboard is full — full of strategies, these and that

and these. And one of the members asked, “But James, can’t you, isn’t there a tactic or a how-to? You know, where’s the four steps? You know, you gonna give us something like that?”

And he just, he just stopped. I thought he was gonna answer it and come out with a whole other, “Well, this is the plan ...” blah blah blah. And he said, “You know what? This is the thing, we’re trained particularly within the whole coaching business building market to think that there is a magic formula. Or if you don’t do it this way, you’re missing out on this. You need to do it like this to make your six figures, etcetera.”

And he really took it back and he said it really is just focusing on the one thing, the one thing you need to do in your business now and get the fundamentals in place. And you know they’re not sexy, the fundamentals in business. And they’re pretty, like not rocket science, like cashflow; have more money coming in than going out.

(Laughs) It’s not groundbreaking. But it was, I find that this is the same — and the reason that I think it’s sort of a coaching moment is really it all comes back to the inner work. It always comes back to doing what you need to do and not looking for external props or things to get you through.

And we see this time and time again in our coaching school. New coaches arrive and they want the six-folder manual, curriculum, the 24-page coaching contract, you know, et cetera. And really what they need, is to just be whatever that client needs, right now. And it can be a three-line email. You can start a coaching relationship, with an email.

**Andrea:** Uh hmmm. So true.

**Robyn:** So I really liked that.

**Andrea:** So true! I’m so glad that you made that point. I think, I don’t know. I think we’re getting smarter as a human race. And there’s something in our brains that is trying to force us to use our “smarts.” And we’re making things so complicated when it’s actually very simple. So if you’re tempted in sort of letting this inspirational coaching moment fuel you, the three and only three things that you need is something to offer; someone to offer it to, and then you need to open your mouth.

**Robyn:** (Laughs).

**Andrea:** That's it. That's all you need to start a coaching business. The rest of it is just sophistication.

**Robyn:** Yeah. Yeah. And fine tuning. But it's so true, it really is. And I think, I see a lot of searching going around for inverted commerce answers. So yeah ... that's great.

Okay. Let's do some news and updates before we go.

**Andrea:** Sounds good!

**Robyn:** Because I wanna know what you've been doing! Even though this podcast is probably gonna be released in a lovely, nice little two-week break from the previous episode, actually, we haven't spoken for awhile.

**Andrea:** That's right.

**Robyn:** I know! So tell me, what you went to London — what was that for?

**Andrea:** I was in London, actually, at the request of a coaching client. So ... to give an example of "Spot the Coaching" in London. My client, Kaye White, who is a communications coach, communications expert, she was holding her first three-day live event. A live workshop called "Show Up, Sparkle, And Be Heard." And uhm, I was there to "shadow coach" her, which is a different kind of — kind of a different flavour of coaching where I'm on-site to really, you know, hover, watch and observe what it is the client is trying to achieve. In this case, a pretty big deal, three days of teaching from the stage and making an invitation and inviting other people to become her client, and all those good things.

And so I prefer my kind of "shadow coaching" kind of service, while I was in England. And it was so much fun. Speaking of cutouts, she had a cutout, a life-size cutout of Her Royal Highness Queen Elizabeth II. And she was at the gala party. And you know, all sorts of really fun stuff.

**Robyn:** (Laughs) What a great idea! You know the life-size cutout I think it's a real ... And uhm, so "shadow" — I thought you said "saddle coaching." It's "shadow coaching"?

**Andrea:** "Shadow coaching."

**Robyn:** "Shadow coaching." Wow. I'd like to do an episode on that. How unbelievably supported would you feel. Ahhh, imagine. I want a shadow coach in my life!

**Andrea:** Hmmm. Yeah, no. I totally know what you mean. It's like, "Will you please just stand in my blind spot and yell at me because ..." (laughs). Yeah. It's good fun. And it's very high-value 'cause it's right in the moment so it means that you're not just talking about something after the fact. You're right there in the moment. I can course-correct; I can even like raise my hand in the middle of something and say, "Well ..." and ask a leading question.

**Robyn:** (Laughs).

**Andrea:** And like help fill a gap. Ask the event team to, "Please do this ..." and you now. It's very effective. And a lot of fun, too.

**Robyn:** Fantastic. So what's up next for you? What's your next live event?

**Andrea:** We are having a live event at the end of September. It's uhm, we're calling it "Lasting Lead Generation. We're doing it Wealthy Thought Leader-style. So we'll be debunking some myths and giving some tangible strategies for how you can get to leads more quickly without, without quite honestly a lot of this guff around list-building. 'Cause list-building is overrate in my book.

**Robyn:** Oh yeah, look honestly, that's another one. That's another — let's not even get into that, the list-building.

Oh I was gonna say something, what was that ... Oh yeah, where is it? Because ... where do you reckon, in the world, is the best location to hold a live event?

**Andrea:** (Laughs)

**Robyn:** To get a global audience. Just hypothetically speaking.

**Andrea:** "A global au ..." I mean, it depends on what, on where you skew, like you can have it in, I don't know, you could have it in Belgrade or If you want to have more North Americans — I don't know. Probably ... you know, I like Singapore for like if you're not really worried about the North American market. I think Asia is underserved.

**Robyn:** Yeah. So do I. I'm thinking about these things lately. Anyway, let's continue that conversation. I'm gonna get a map of the world and actually find the physical centre.

**Andrea:** Is that what's going on next, at ICA? What's going on next at ICA?

**Robyn:** Well, what's going on next at ICA. Well, you know what? I've been thinking more and more about a live event, they're pretty cool and they're pretty amazing. You know that whole experience — unless you've experienced this, it's quite unique to have to belong to a global virtual community and be really really closely connected. And then, like one, two, three years down the track to meet face to face. It's quite a unique experience. So that's what I'm thinking.

**Andrea:** Very special and heartwarming.

**Robyn:** Yeah.

**Andrea:** Well I wanna be invited.

**Robyn:** Of course. I think you'd be more than invited (laughs). How am I ever gonna pull it off without you (laughs)?

**Andrea:** Oh my god. You'd do a great job. An ICA conference? Come on. That's teasing.

**Robyn:** I know.

**Andrea:** You have to say, next episode, promise you'll have some leads.

**Robyn:** I can't believe I just said this live.

**Andrea:** (Laughs).

**Robyn:** I have to edit it out (laughs).

**Andrea:** (Laughs).

**Robyn:** All right. Well I think that's a wrap for getting a niche. Basically — get one! You could skip the whole, skip 29 minutes, come straight through the end. Yes, get a niche.

**Andrea:** But then you'd miss all of our charms and good look and our jokes and everything, so ...

**Robyn:** (Laughs) You were restrained with your jokes today!

**Andrea:** Yeah, I was trying to tone it down a little. You can't be a hog all the time. You have to give other people a chance to shine. It's the coaching approach.

**Robyn:** Awww. Very sweet. All right. Well I look forward to you shining the next time I speak to you.

**Andrea:** I'm so glad we get to do this again. Talk to you again.

**Robyn:** Okay. Bye.

**Andrea:** Bye.

**OUTRO:** If you wanna become an accredited coach, drop Robyn a line at [robyn@coachcampus.com](mailto:robyn@coachcampus.com) or visit [www.coachcampus.com](http://www.coachcampus.com). If you wanna build your own successful coaching business, drop Andrea a line at [andrea@wealthythoughtleader.com](mailto:andrea@wealthythoughtleader.com) or visit [www.wealthythoughtleader.com](http://www.wealthythoughtleader.com)

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**END**