

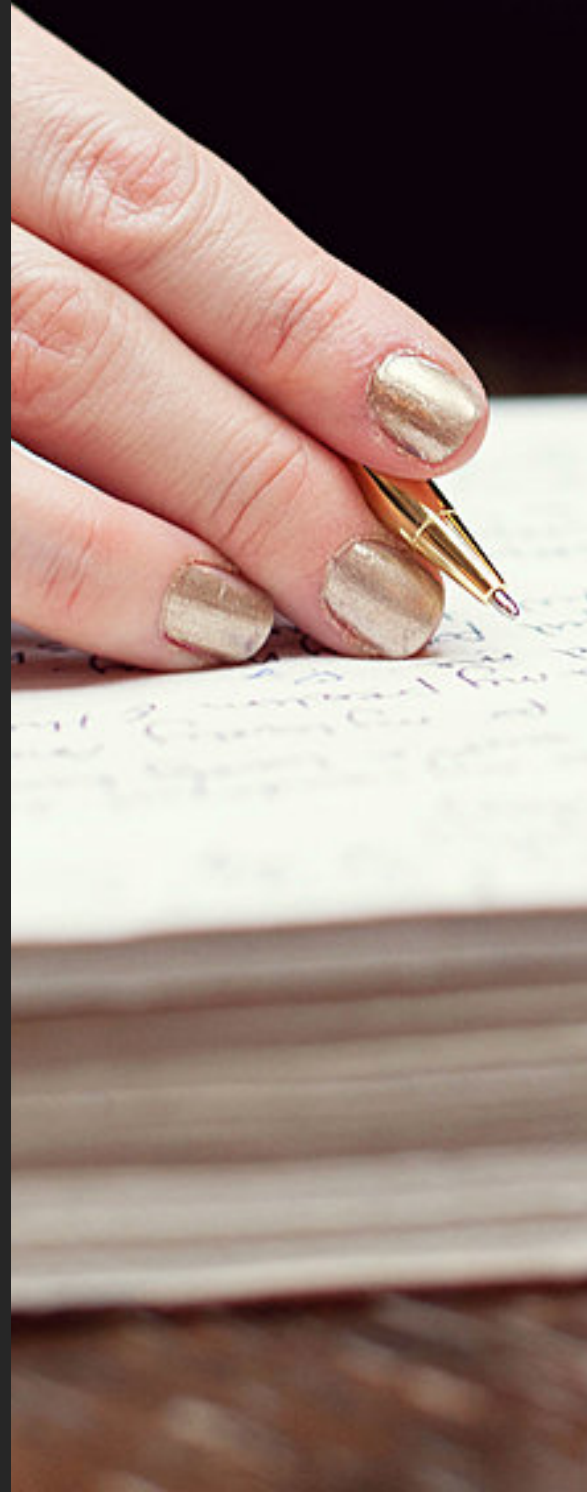


Jen Hall

5 Steps to Define Your Money
Making Micro-Niche

Contents

1. Jen Hall - Business Desirability Expert
2. What is a micro-niche?
3. 5 Steps to Define Your Money Making Micro-Niche
4. Dos & Don'ts of Micro-Niching
5. Claim your FREE Clarity Strategy Session

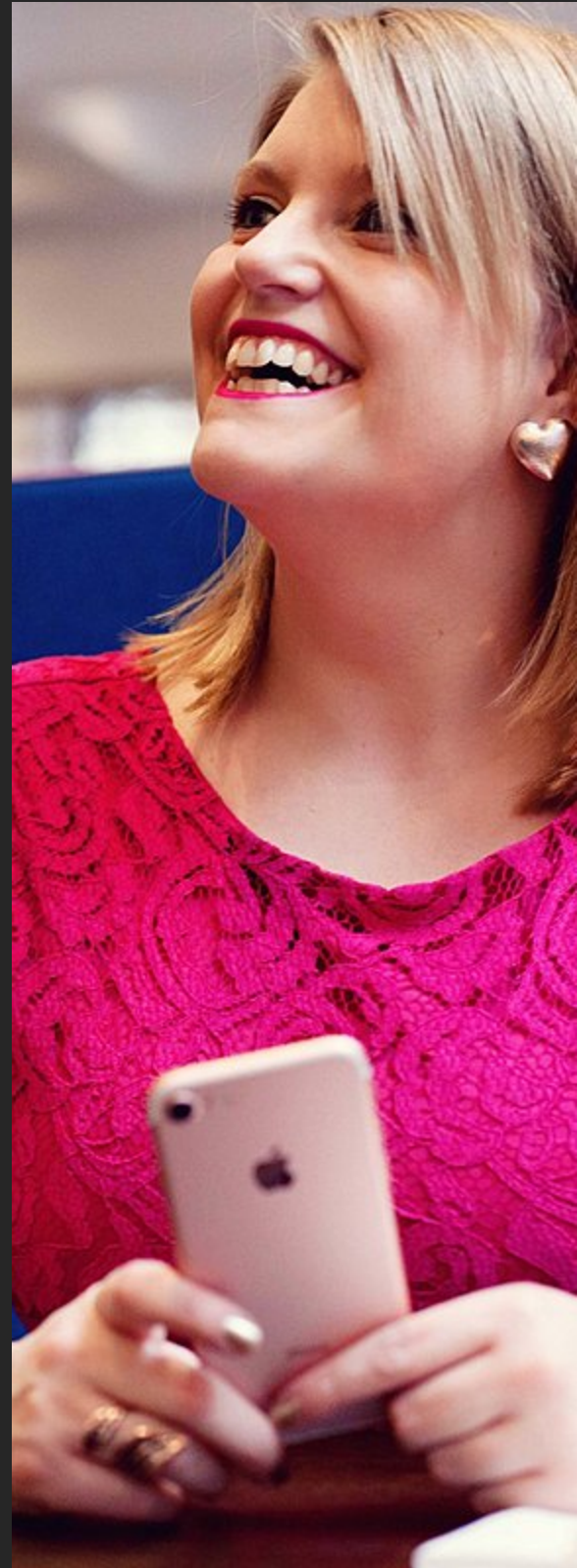


Jen Hall - Business Desirability Expert

I help consultants and coaches become highly sought-after, unrivalled experts in their field, through banishing comparisonitis and gaining laser-sharp clarity on what makes you uniquely excellent!

I'm about to show you the steps to finding clarity on your money making micro-niche in the shortest and simplest way that if implemented correctly will yield INCREDIBLE results for you and your business.

Follow my content on my business page
www.facebook.com/jenhallbusinesscoach



Multi-Award Winning



*Influencer of
the Year
2019*
IntroBiz Award Winner

As seen in...



PSYCHOLOGIES



What is a micro-niche?

A micro-niche is defined by a group of people who share a specific common problem and a specific aspiration/desire.

Niching is VITAL to the success of your coaching business.

When you don't niche these things happen:-

- You can appear as a jack of all trades with no specialism and diluted skills.
- Marketing becomes vague as you try and communicate many different solutions to many different people, resulting in a lack of connection with your audience.
- You can become disconnected with your 'passionate why', the real reason you decided to do what you're doing. This will come through energetically in everything you do and you will gradually lose steam.
- Telling people what you do is hard work, and your audience can get confused about whether you can help them or not. Confused minds don't buy!

When you decide to niche, this happens:-

- You become an expert in your field and build trust with your audience.
- You pull yourself apart from the competition and take a unique stance.
- You can get really specific about who your ideal client is making your marketing hugely effective and targeted.
- Your communication about you and your business becomes super easy.
- You know what opportunities are right for your business and what isn't!
- You become aligned with your passionate why and your message, story and mission shines through in your communication.
- Your ideal client knows that you can help them with their specific problem or need making you more desirable.
- You get referrals easily as people know who you are, what you specialise in

and who to refer to you.

The biggest reason to niche is that you become a unique expert and everyone knows exactly what you help with and why they should listen to you. The biggest challenge you have in marketing your business is simply getting people to stop and notice you. Once you've got their attention you have the amazing opportunity to give them free value, build trust and help them fully with your paid products.

In order to get people to listen to you, they need to understand what's in it for them. Which is why the more specific you can get the better, because it is VERY clear if you're the right person to be listening to or not. With all the noise of social media and the like, is it worth their precious time?

In the following steps, I outline how you can go about defining your your micro-niche. Not by focusing solely on their pain points but by focusing on their aspirations and priorities.

5 Steps to Define Your Money Making Micro-Niche

Step 1 - Go deep!

A lot of people waiver on the edge of being specific but never fully take the plunge. For instance, a lot of Life Coaches, Health Coaches and Business Consultants try to help everyone with every problem in these VERY large markets. This leaves you liking a Jack of All Trades!

In reality within these large markets there is a second and third layer that has to be found in order to truly find an expert status, money-making micro niche.

For instance a Health Coach could actually take it further to help people specifically with weight loss. Even then, the weight loss market is still pretty huge so you should take that further and dive into transformational weight loss specifically for people who suffer with under-active thyroids.

Step 2: What's the overall 'Success Island' that your ideal client wants to get to?

To answer this question ask...

- 'Who' does your ideal client want to be?
- And how does your ideal client want to be perceived by the world?
- And what do they want to achieve?

People only pay for what they truly value, so the 'success island' should speak to one important thing... their priority!

If it's a true desired priority they will be willing to spend whatever it takes for the right help to achieve it. So in addition to the questions above ask...

- Why is it a priority to my ideal client and why is it so important to them
- What does it mean for them to reach their desired goals and status?

Be as specific as possible. Here's an example, my ideal client wants to be a highly sought after, unrivalled expert who earns a high income.

Step 3: What's the problem?

What problem is your ideal client experiencing that is preventing them from reaching their 'success island'? Whilst you might be solving an external problem, people are actually much more motivated to solve an internal problem...

- What is the external problem that you are solving? For example, I solve the external problem of my clients appearing bland, vague and unwanted.
- What is the internal problem that you solve? For example, I help one of my ideal client avatars overcome the problem of feeling rejected by the very people they want to help and the fear of not making money from their passion.
- Why do you believe it important to overcome these problems? People like to be part of something bigger than themselves or that speaks to their inner sentimental beliefs. For example, 'we KNOW everyone is invaluable and unique, and should earn their worth!'

Step 4: How do you help them get to their 'Success Island'?

- 'How' do you help them overcome their problems?
- What stages of success do you help people achieve that would get them to 'success island'? For instance the way I help my clients achieve the status of

in-demand, unrivalled expert is through helping them gain clarity on their USP, niche, message, brand and building a solid mindset to truly 'feel' like a unique and invaluable expert who charges their worth. However someone else might help them write a book to position themselves as the high-profile expert, or perhaps give them a PR plan to become more visible and in the spot-light. Perhaps a mindset coach would focus on the psychology of the clients mind to help them understand their unique worth.

Step 5 - Offer a New Solution

For most people, they would have tried to solve these problems in the past so there has already been some kind of struggle and solution sought.

It's important to position your solution as a NEW solution because the prospect needs to feel confident that it WILL work this time.

- Why will it work this time vs all the other times they've tried to overcome their problem and achieve their 'success island'?

If you can follow these steps and answer the questions specifically, you should now be able to define your money making micro-niche.

As a recap...

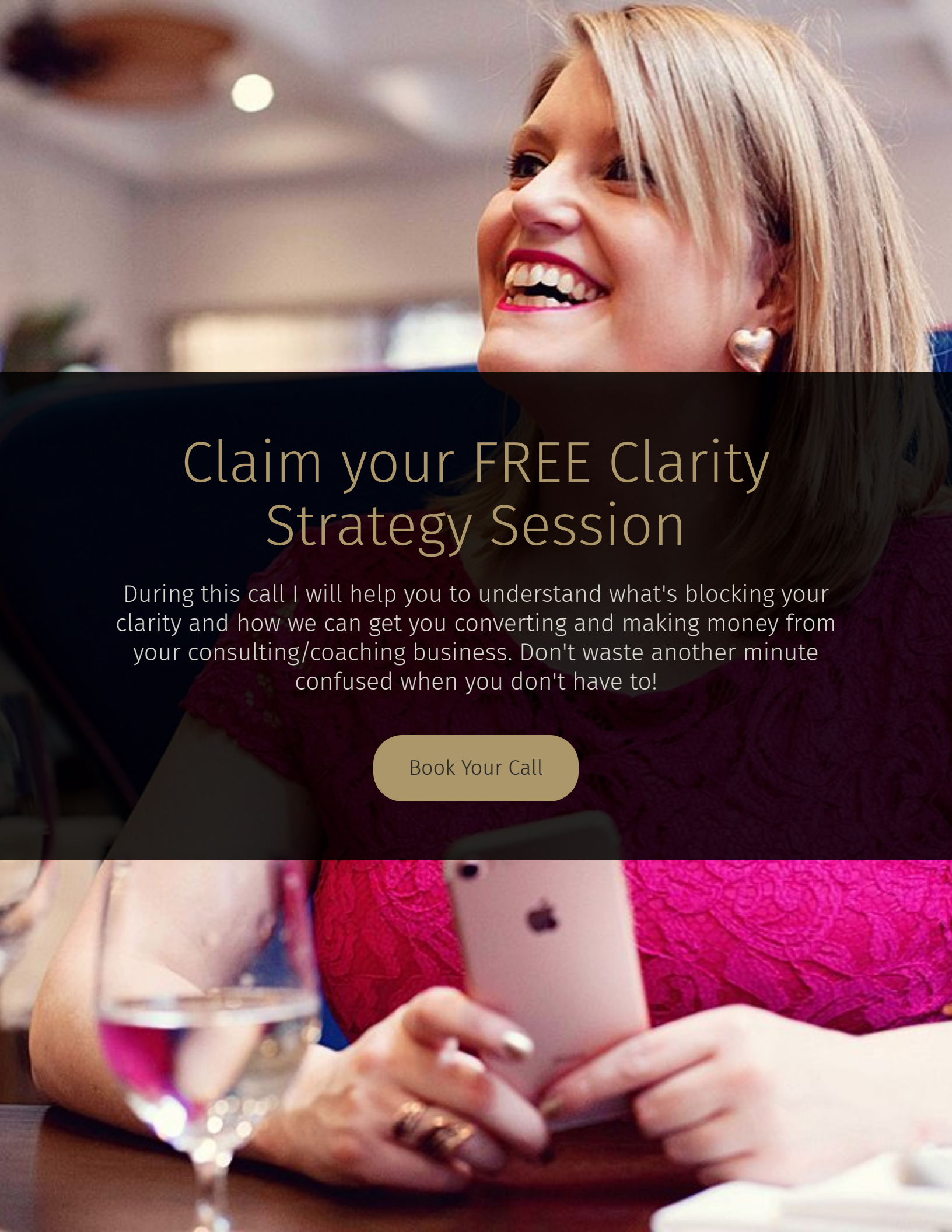
- Who do you help?
- What is the one big goal you help them achieve?
- What is the one big common problem you help solve to achieve the goal?
- How do you help them solve it? Why do you help them solve it?

Come and join me...

If you haven't done so already, come and follow me on my Facebook Page to receive FREE Video Training on becoming the white-hot, in-demand, unrivalled expert! Click here > www.facebook.com/jenhallbusinesscoach...

Dos & Don'ts of Micro-Niching

- ☐ Don't pick something just because it's popular or what you 'think' might sell the best. Your niche has to be in alignment with what sets you on fire and your true zone of genius.
- ☐ Do remember that what you want to give and what someone will pay for is two very different things BUT they both have to co-exist for the sake of it being a viable and enjoyable business.
- ☐ Don't think about your niche from your own perspective or focus on the process of how - this won't sell.
- ☐ Do think about it from your ideal clients perspective, this is the only way you'll create a niche that truly 'speaks' to people.
- ☐ Do find a place to start if you're struggling to piece together the steps, not everyone finds clarity in the same way. At the forefront of your mind you may have one of these that sticks out more obviously than the others - you may have a message that's important for someone to hear in order to achieve something, some of you may have a fierce mission that you want to help others also achieve, some of you may have a very valuable skill that you know can be hugely beneficial to someone.
- ☐ Don't confuse a niche with the 'who'. Whilst the who is very important to your marketing, simply naming a group of people like 'single mums' isn't a niche, it's the problem you solve and the end result you help those people achieve that's the niche.



Claim your FREE Clarity Strategy Session

During this call I will help you to understand what's blocking your clarity and how we can get you converting and making money from your consulting/coaching business. Don't waste another minute confused when you don't have to!

[Book Your Call](#)