



## *NICHE IN A NUTSHELL*

So many Coaches struggle with the whole concept of “to niche or not to niche?”. We can always think of a few examples of successful coaches who don’t have a clearly defined market niche (which gives us evidence to stay niche-less). However, when we look at the thriving coaches that are MOST successful, they almost always have a clear Niche *and* Ideal Client within that Niche. More importantly, by narrowing our focus, we can have an even deeper impact on our clients and create greater transformation in the world. This presentation will help demystify the concept of Niche and help overcome common fears and misconceptions that hold coaches back from taking the deep dive into a niched coaching practice. In this presentation you will learn:

- The three aspects of a true Niche (because only a true Niche adds significant value to you and your clients)
- The common misconceptions about Niche and what’s *really* true
- The benefits to you AND your clients to choosing a niche
- How to begin your exploration of potential niches so you choose a niche where you AND your potential client are “leaning in”
- How to establish credibility in a newly chosen market niche

Whether you are currently niche-less or have already put a stake in the ground around your niche, this presentation will help you refine your ideal client and your process to attract more prospective clients and make a deeper impact with the clients who hire you.

Tara Butler Floch, PCC, CPCC is known as the Coaches’ Coach. She has helped hundreds of emerging entrepreneurs create prosperous businesses since 2000, when she started her coaching and training company, Broadview Coaching. Prior to starting her business, she was a Sales & Marketing Executive of 3 global companies, managing teams of up to 80 people. Tara has always been passionate about helping others fully step into their full potential, passion and gifts. She loves combining that passion with her love of Branding, Marketing, Client Experience, and Business Development. Through her Entrepreneurial Edge Coaching Program, she helps experienced coaches create thriving, sustainable, full practices. They also have more freedom, work fewer hours, and focus on work that truly inspires them so they can make an even bigger impact in the world.



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*SOME TESTIMONIALS FOR COACHES WHO HAVE PARTICIPATED IN OR SPONSORED THIS PRESENTATION:*

*“I LOVED the presentation last night, you made Sheri and I PROUD as education directors of the ICF Oregon Chapter.*

*You inspired us, and I LOVED the beautiful CTI training coming through.*

*You are a wonderful presenter.*

*THANK YOU.” - Kathleen Spike, MCC, CPPC, pNLP, cht, ICF Oregon, Educational Director*



*“Awesome - loved the valuable information Tara provided and tools to get into action to further identify my niche! This teleclass really resonated for where I am in my business and ultimately want to take it. Great value, Thank you!” - Catherine Burdett, The Alignment Project*





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*I'm laughing at myself in that as a seasoned coach, I didn't think that I needed this class (on Niche in a Nutshell) and I was so surprised. As Tara talked I realized that my 20 year niche has been changing. I really enjoy some of the 'off niche' clients that have found me and for whom I am working. Go figure. Great session. – Ann Golden Egle, Golden Visions & Associates*

