

NAVIGATING YOUR (NEW) NICHE

Coach Conversations

IN-PRACTICE



IN-PRACTICE: NICHEs



TANYA
NICHOLS



ADAM
CMEJLA



BENJAMIN
BRANDT



TIFFANY
CHARLES



ANDREW
VAN BUREN



DON
HILARIO

Alumni
Ambassadors



GABE
NELSON



Building a NICHE Practice

1 Define your ideal client niche

2 Define your (specialized) services

3 Update your brand & messaging

4 Focus your marketing plan

5 Deepen your expertise

6 Develop value-added services

7 Micro-target your niche marketing



I don't have a niche and I'm not sure where to start.



I have a niche, and I want to grow it.



I have a niche, but should I narrow it?



IT'S A 3-YEAR PLAN

KNOW

- © Define your niche
- © Tailor your services
- © Refine your story

LIKE

- © Deepen your expertise
- © Specialize your marketing
- © Keep telling your story

TRUST

- © Continue deep niche marketing
- © Develop Thought Leader status
- © Nurture your audience





TANYA NICHOLS

COACHES CORNER

The 4-MINUTE SHARE

- WOMEN RETIREES...
 - UPDATED MY BRAND
 - NARROWED MY NICHE
 - STANDARDIZED MY FEES
 - CHANGED MEETING FOCUS



ADAM CMEJLA

COACHES CORNER

The 4-MINUTE SHARE

• OPTOMETRY PRACTICE OWNERS...

- NARROWED NATIONAL NICHE
- UPDATED MY BRAND
- RAISED & STANDARDIZED
MY FEES
- CUSTOMIZED MEETINGS
- SPECIALIZED SERVICE MODEL

LIMITLESS



BENJAMIN BRANDT

COACHES CORNER

The 4-MINUTE SHARE

• RETIREES...

- DOUBLED DOWN ON NICHE
- PODCAST AS GROWTH ENGINE
- REFINED MY SALES PROCESS
- "I TEACH PEOPLE HOW TO RETIRE."



TIFFANY CHARLES

COACHES CORNER

The 4-MINUTE SHARE

- ENTREPRENEURS...
 - STARTED NICHE FIRM
 - FEE, CLIENT & COI SHIFTS
 - RE-THOUGHT PROSPECT PROCESS



ANDREW VANBUREN

COACHES CORNER

The 4-MINUTE SHARE

- ENTREPRENEURS...
 - FOCUSED 100% ON NICHE
 - HYPER-EFFICIENT CLIENT BASE
 - SERVICE ADVISOR RUNS THE SHOW



DON HILARIO

ALUMNI AMBASSADOR

The 4-MINUTE SHARE

- TECH PROFESSIONALS
 - WENT DEEP ON TECH
 - SEE THE PEOPLE / REFERRAL STRATEGY
 - SPECIALIZED WEBSITE MESSAGING



GABE NELSON

ALUMNI AMBASSADOR

The 4-MINUTE SHARE

- SOLOPRENEURS
 - WORKED INTO MY NICHE
 - REFOCUSED MY MESSAGING
 - TAILORED MY PROCESS

Niche-Focus BREAKOUTS

SEE AGENDA FOR BREAKOUT LINKS

BREAKOUTS

9:45 – 10:15 MT

BREAK

10:15 – 10:30 MT

NEXT SESSION

10:30 MT



WOMEN: Tanya



RETIREES: Ben



ENTREPRENEURS / SBOs:
Tiffany & Adam



PROFESSIONALS / EXECES:
Andrew & Gabe



TECH PROFESSIONALS: Don



FAITH-BASED: Whitney & Spencer



LIFE PLANNING: Amy

