

A Business Step a Day...

A Month of Getting Clear on Your Niche (Month 6)

June 2019

As I write in *The Coaching Business Builder*, and *PlanDoTrack*:

Daily Steps+ Consistent Action = Momentum

Small actions every day create momentum. Every month for 2019 I'll be publishing a monthly calendar of quick 15-minute activities or daily steps, getting you into consistent action to create momentum around the things that matter to you.

In today's busy world, we often get so busy **Reacting**, that we don't have time to be **proactive** about the things that are important to us. It is these proactive activities that usually move us ahead in the long term, most times one-step at a time.

These daily prompts are geared to nudge you into daily steps and consistent 15-minute windows of action. This month we focus on **Getting Clear on Your Niche**. As I write in the workbook, our clients will shape everything from pricing to what we offer. These monthly sprints are intended to be a 15-minute blitz. Set your timer and see how far you get.

DAILY PROMPTS – JUNE 2019

Our focus this month is on niche. So far this year our roadmap has been - January on Getting Focused on Your Business, February on Relationships and March on Marketing, April's focus on Getting Things Done, and May's focus on Content Creation.

- 1 Make a list of your top goals for the month. Take stock of last month's achievements. What became clear? What are you committed to doing this month?
- 2 Who do you serve or support in your work? Make a list of all the clients you have supported or want to. Get granular. Who are they? What do they look and sound like?
- 3 What are your clients asking for? Take 15 minutes today to make a list of all of the questions you have received from clients recently. What are their requests? What do they want more information or resources around?
- 4 Thinking about your clients – What's VIP to them? (VIP = Very important?)
- 5 Thinking about your clients – What's keeping them up at night?
- 6 Give your client a shape or persona. In marketing we call this an avatar. Sketch it out or find a photo to represent your ideal client.
- 7 Today, write a story about your avatar. Who are they? What are their likes? Dislikes? Needs? Preferences?
- 8 Add onto your avatar story. Where do they like to spend their time? Their money? Where do they go for support? R and R (Rest and Relaxation)?
- 9 Review your avatar story, what do you notice about where they want support, and how?
- 10 What do you offer? Make a list of the topics you work around and the supports you provide.



- 11 What are the key goals your ideal clients are working on? What's helping them? What's getting in the way? {Expand on these questions for each goal area}
- 12 Looking back to your list of topics and supports – how can you help your clients in these key goal areas?
- 13 Make a list of why your clients work with you. What are the reasons? The pain points?
- 14 Make a list of what clients have said you have helped them with. What have they enjoyed about your work together? What new insights do you have about niche?
- 15 What are your clients asking for? Take 15 minutes today to make a list of all the questions you have received from clients recently. What are their requests? What do they want more information or resources around?
- 16 Review your list from yesterday. For each question or request they have made, what can you offer? Make a list – even if you currently don't offer these. Think about the ideal client – needs, budget, availability...
- 17 Complete or revisit part 1 of the Sweetspot exercise (I first published this in From One to Many: Best Practices for Team and Group Coaching) – What are your strengths? List out all the strengths you bring to the table. Find a copy on the next page
- 18 Complete or revisit part 2 of the Sweetspot exercise (From One to Many: Best Practices for Team and Group Coaching) – What are you passionate about? List out all the YOU want to explore.
- 19 Complete or revisit part 3 of the Sweetspot exercise (From One to Many: Best Practices for Team and Group Coaching) – What are your strengths? List out all the strengths you bring.
- 20 Complete or revisit part 4 of the Sweetspot exercise (From One to Many: Best Practices for Team and Group Coaching) – What is the intersect with what you have learned through these questions?
- 21 If you had all the time in the world, and all the resources, how would you support clients?
- 22 Considering a typical client journey, what is the roadmap of your work together? Lay out the topics and sequencing?
- 23 Review your roadmap. How much time do you spend at each stage of the journey? What needs to happen before each stop? After each stop?
- 24 Who else offers similar services? What can you learn from them? How can you partner with them?
- 25 Looking at what you have learned this month – review your products, services and pricing.
- 26 Revisit your website to further give shape and voice to your client and their needs.
- 27 Free action day – complete the action you need to today.
- 28 Schedule time for outreach and modification based on what you have learned about your niche.
- 29 Schedule time for tweaking of your content, services and revisiting your avatar.
- 30 Review what metrics you have been tracking. Note changes for next month.
- 31 Celebrate and note your learning. What's shifted in your business this month this month?

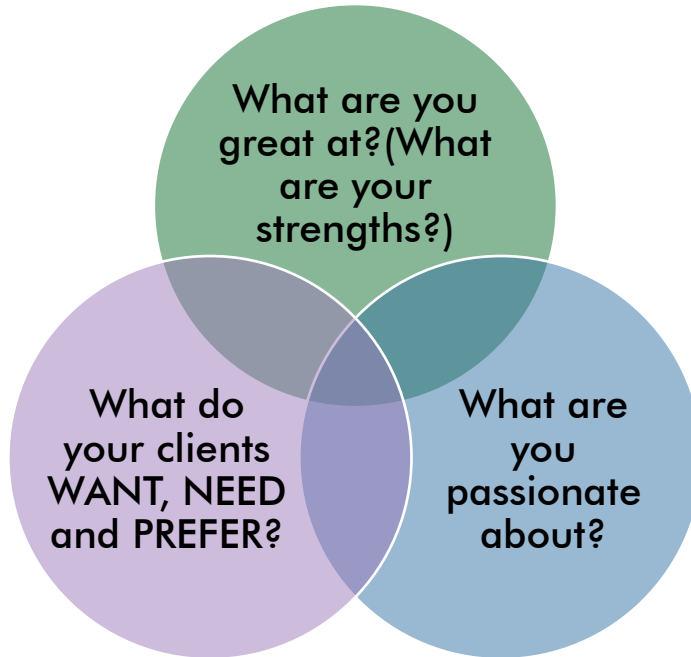
If you want to take an even deeper dive around the topics listed here, consider checking out the posts at the Coaching Business Builder Blog at www.CoachingBusinessBuilder.com, or at the Group Coaching Ins and Outs blog – <https://groupcoaching.blogspot.com>.

Share with others your **#1BizStepaDay** on Instagram or other social media channels using the hashtag **#1BizStepaDay**



You'll also want to follow the #90DaysPlanDoTrack series on Instagram @CoachingBizBuilder. Enjoy! Jennifer Britton - *Potentials Realized* Author of *Coaching Business Builder* (2018) and *PlanDoTrack* (2019), *Effective Virtual Conversations* (2017), *From One to Many: Best Practices for Group and Team Coaching* (2013) and *Effective Group Coaching* (2010)

The Sweetspot Exercise (Originally published in From One to Many: Best Practices for Team And Group Coaching, 2013, Britton)



<i>What are you great at? What are your strengths?</i>	<i>What are you passionate about?</i>	<i>What do your clients WANT, NEED and PREFER?</i>
<i>Sweetspot:</i>		

