



What makes you  
unique & awesome?

# NICHE FINDER TOOL

AWESOMENESS DISCOVERY EXERCISE  
FOR COACHES!

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THE COACHING  
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*This tool was created to help you identify your unique "Awesomeness" and help you find your niche. It's a multi-step process, and may take 2-3 weeks to complete.*

That's because you'll reach out to people you trust to ask them for insights into what they value about you, and see how *they* think you could help others. Then you'll combine that with what you know about yourself, plotting out the answers on a grid, before reviewing everything you've learned and identifying some niche ideas!

**TOOL BACKGROUND:** This exercise is loosely based on a self-discovery tool called "The Johari Window", a technique created in 1955 by psychologists Joseph Luft and Harrington Ingham. It was invented to help people better understand their relationship with themselves and others.

## Instructions

1. First **print out 5-10 copies of the STEP 1: External Awesomeness Review!** and give it to several people who know you well and/or whose opinion you really value.
2. While you're waiting to get those forms back, you can complete **STEP 2: Personal Awesomeness Review!** Then set this aside until Step 3.

*NOTE: STEP 3 is completed in two stages. First add in the information received from others. THEN add in the information from your own Personal Awesomeness Review.*

3. **STEP 3 - Stage 1:** Once you have 5 (or more) worksheets returned from other people, transfer the items from the returned worksheets - onto STEP 3: What's My Awesome?, adding the answers or qualities into the appropriate squares. This means:
  - If you are **ALREADY aware** of the quality or experience identified, it goes in the **"Public Arena"** (Known by Me/Known by Others Square)
  - If you're **NOT aware** of it (or are only partially aware) place it in your **"Blind Spots"** (Unknown by Me/Known by Others Square)

*NOTE: Where the same or similar item comes up, use a slash to combine the words or put a tally mark to count the number of times the item gets identified.*

4. **STEP 3 - Stage 2:** Now transfer the items from the worksheet YOU completed onto the squares. However, this time:
  - If **other people are ALREADY aware** of it, add a tally mark to that quality in the **"Public Arena"** (Known by Me/Known by Others Square)
  - If **other people are NOT aware** of it (or are only partially aware) place it in **"Opportunities"** (Known by Me/Unknown by Others Square).
5. Now **complete the questions in STEP 4** to review, reflect and learn from your results.
6. Finally in **STEP 5: Your Niche Ideas**, you'll use everything you've learned to identify 5 niche ideas.



## STEP 1: External Awesomeness Review

Dear \_\_\_\_\_,

I am trying to figure out how I can best serve others by looking deeply at what I do best and what is unique about me. I would really appreciate your help in helping me understand what others value about me.

This is not about what society or others think, but what YOU uniquely value in me. From what you know about me, what do YOU consider to be my BIGGEST, STRONGEST or MOST significant qualities and life experiences? What do you think has shaped - and currently shapes who I am? Be as honest as you can.

Now you're ready to write your answers in the boxes below.

- Please include at least ONE example for each of the categories
- Feel free to repeat answers if they also fit a different box!

What are my Biggest, Best, Strongest or Most Significant:	1	2
Strengths:		
Life/Career "Peak" Experiences:		
Life/Career "Challenges":		
Successes & Achievements:		
Obstacles Overcome:		
Knowledge & Expertise:		
Natural Skills & Talents:		
Passions:		
Ways that I could help others:		

**Anything else?** What might be helpful for me to know - patterns, themes, other useful suggestions and ideas:

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**If you had ONE tip for me, it would be:** \_\_\_\_\_



## STEP 2: Personal Awesomeness Review

- Simply complete the table below.
- First, take a few deep breaths and allow yourself to become calm, still, and deeply connected to yourself.
- Now think back over your life and answer the questions in the boxes below.
- Be as open as you can to your own unique qualities, and try to come up with 3 answers for each area ie. fully complete the columns below.
- Feel free to repeat answers if they fit in more than one box.

*NOTE: This is not about what society or others think, but what YOU value in yourself - however big or small it may seem to others: What do you think has shaped - and currently shapes who you are?*

What are my Biggest, Best, Strongest or Most Significant:	1	2	3
Strengths:			
Life/Career "Peak" Experiences:			
Life/Career "Challenges":			
Successes & Achievements:			
Obstacles Overcome:			
Knowledge & Expertise:			
Natural Skills & Talents:			
Passions:			
Ways that I do or could help others:			

**Anything else?** What else could be relevant? What other qualities can you think of? What makes you you?

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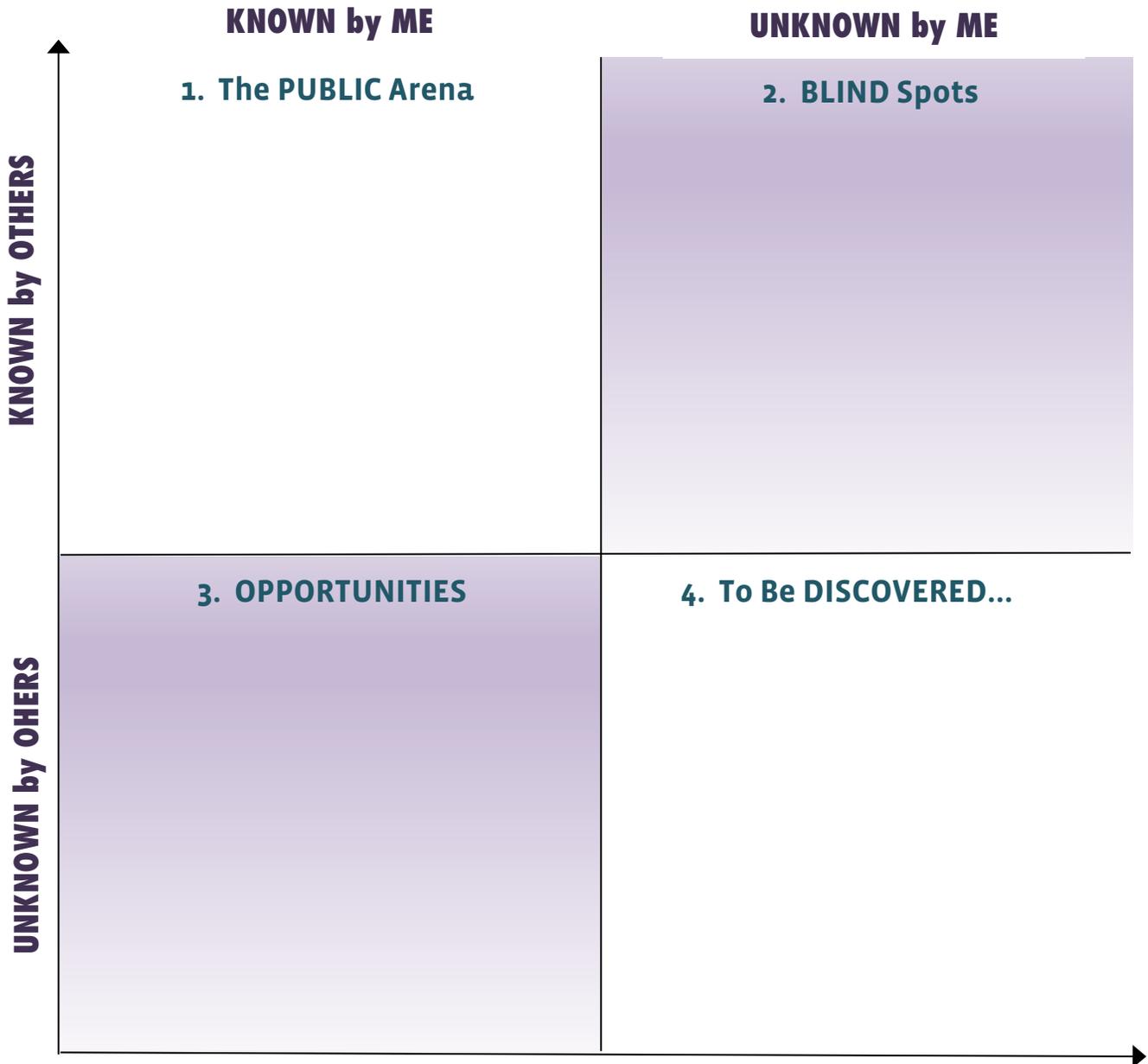
**If there was one BIG pattern or theme running through my life, it would be:**

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## STEP 3: What's My Awesome?

Using your own answers - and those received from others - plot out your qualities on the chart below. Use the **notes in steps 2 and 3** of the **Instructions on page 2** of this tool.



Before moving onto Step 4, **What themes can you see? What patterns are emerging?**

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## STEP 4: Review and Learn!

So, what's your AWESOME? What's your UNIQUE take on things? The purple-shaded squares are the most interesting and represent possible "Aha" Moments for you. It is in here that you may well find your unique AWESOME that will propel you and your business to the next level.

**Where could you step up, embrace who you are, develop and grow - and be truly AWESOME in your coaching business? Look at each quadrant in turn:**

1. **Items in "The PUBLIC Arena":** What could you GROW and make super AWESOME? List some ideas:

\_\_\_\_\_

2. **Your "BLIND Spots":** What have you not acknowledged until now? Where could you take a blind spot - something new to you - and make that AWESOME?

\_\_\_\_\_

3. **Your "Opportunities":** Where are you hiding or not fully owning your opportunities? How could you develop, combine or reveal these qualities, experiences or strengths in a way that is unique to you and be AWESOME?

\_\_\_\_\_

4. **"To be Discovered":** There are qualities that both you AND others haven't recognized or awakened in yourself yet. Over time, the items in this quadrant will be revealed - often in challenging and peak situations, but sometimes while meditating, reflecting, journaling etc. *Keep an eye out for them!*

**And here are some extra questions to brainstorm your awesomeness:**

5. If you had a "Superpower" what would it be? \_\_\_\_\_

6. Where could you "play a bigger game" in your life? \_\_\_\_\_

7. Where could you go really deep (position yourself as an expert)? \_\_\_\_\_

8. Where could you do it better than others? \_\_\_\_\_

9. How could you combine your Superpower/s with coaching? \_\_\_\_\_

10. How could you share YOUR unique take on life? \_\_\_\_\_

11. Where could you take a leap of faith - or set a huge goal - to make a difference in the world?

\_\_\_\_\_

12. Finally, what's your BIGGEST Learning from This Exercise so far? \_\_\_\_\_

\_\_\_\_\_



## STEP 5: Your Niche Ideas!

Now, considering everything you've learned about yourself, it's time to come up with some niche ideas.

### Some tips to help:

- Be sure to choose an ideal client who has money available to pay for your offerings and services.
- When thinking about your target market or ideal client, think beyond demographics (statistics like age, education, where they live etc.) and consider things like their careers, passions and what they do in their spare time. For example:
  - Instead of age, consider stage of life in terms of their life experiences eg. the sandwich generation - who are caring for both parents and children).
  - And while "Retirees" is somewhat helpful - it's also very broad. Could it be retiring health workers, retiring lawyers or women executive retirees?
- The more specific you can be, the better. What do they want from life? Consider their issues - and goals, and the problem/s you help them solve. For example:
  - Instead of helping people who like going to the gym, how about newly single men who are looking to get in shape and find a new partner?
  - Instead of divorced women, how about women divorcees who want to take control of their finances?

REMEMBER: People buy solutions - they want help to overcome a problem or achieve a goal. So, as we move into niche ideas, consider what makes you awesome *specifically in terms of what you are uniquely positioned to help your ideal clients achieve!* Now complete the table below.

### Your Niche Finder:

	Ideal Client: WHO do you want to help?	Your SOLUTION, HOW will you help them?
1		
2		
3		
4		
5		

*Found a niche that excites you yet? If not, consider what **would** get you excited - who would you love to work with? What problems would you love to solve? What would you love to tell people you do? Now turn over!*



Keep brainstorming and tweaking your niche ideas below:

	Ideal Client: WHO do you want to help?	Your SOLUTION, HOW will you help them?
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Finally, review your list of potential niches above. Which really resonate with you? Then write out your perfect niche as one full sentence below (and if it's not perfect, just write out the best one so far):

**My niche is:** \_\_\_\_\_

*If you haven't found your niche yet, don't worry! Over the next few weeks, journal around the idea of your niche, pondering and wondering "What's MY Awesome?", "Who do I want to help?" and "How will I help them?" Enjoy!*



## The Final Word

I hope this NICHE Finder Tool helps you discover a more meaningful direction for your coaching business. Sometimes this process does take time, and your niche will certainly evolve over the years ahead. Enjoy!

### You may also like:

1. [10 Ways to Know You Have a Great Coaching Niche!](#) (INFOGRAPHIC)
2. [Don't Have a Niche yet? Relax, Wait and See... With 7 Areas to Explore & Questions to Help!](#)
3. [Make Your Marketing Work for YOU with Play and Your Deep Differentiator!](#)

## About The Coaching Tools Company.com

Did you know that at The Coaching Tools Company.com we specialise in ready-to-use coaching tools, forms and exercises for you to use with your clients?

- Get inspiration and ideas! Over 100 forms, exercises and worksheets to concretize coaching.
- Save yourself lots of time with our ready-to-use coaching forms and exercises.
- Great handouts for your group coaching, workshops and teleseminars.
- Fun homework tools to keep clients in a coaching frame of mind.
- Brandable, Microsoft Word documents - delivered instantly!
- Also available in helpful value toolkits, and a 3 month coaching program.

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- Follow us on [Instagram](#) or Like our [Facebook Page](#)!
- [Sign up for our newsletter here](#) to get **one free coaching resource a month, starting with the "549 Powerful Coaching Questions" eBook.**

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**About the author:** Emma-Louise Elsey is the CEO of Simplicity Life Coaching Ltd. (The Coaching Tools Company.com is a division of Simplicity Life Coaching Ltd.) She is a certified Life Coach, NLP practitioner and recovering perfectionist who loves meditation, questions, quotes, creating coaching tools and writing. Since qualifying as a coach in 2004 she has worked with many successful professionals and business owners.



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