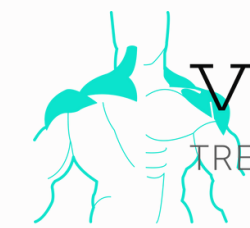




GROW

Finding your

niche



Victoria Roper

TREAT - TRAIN - TEACH

Common Mistakes

- Working with everyone
- Not allowing ourselves to be specialists/experts
- Not giving ourselves boundaries in terms of time

Person

Who is the ideal client?
Who would you see for free?
Who challenges you and makes
you grow as an instructor?

Solution

What's the end goal?
How does this feel?
What does it allow them to do
now?

Problem

What are their pain points?
How do they feel?
Who challenges you and makes
you grow as an instructor?

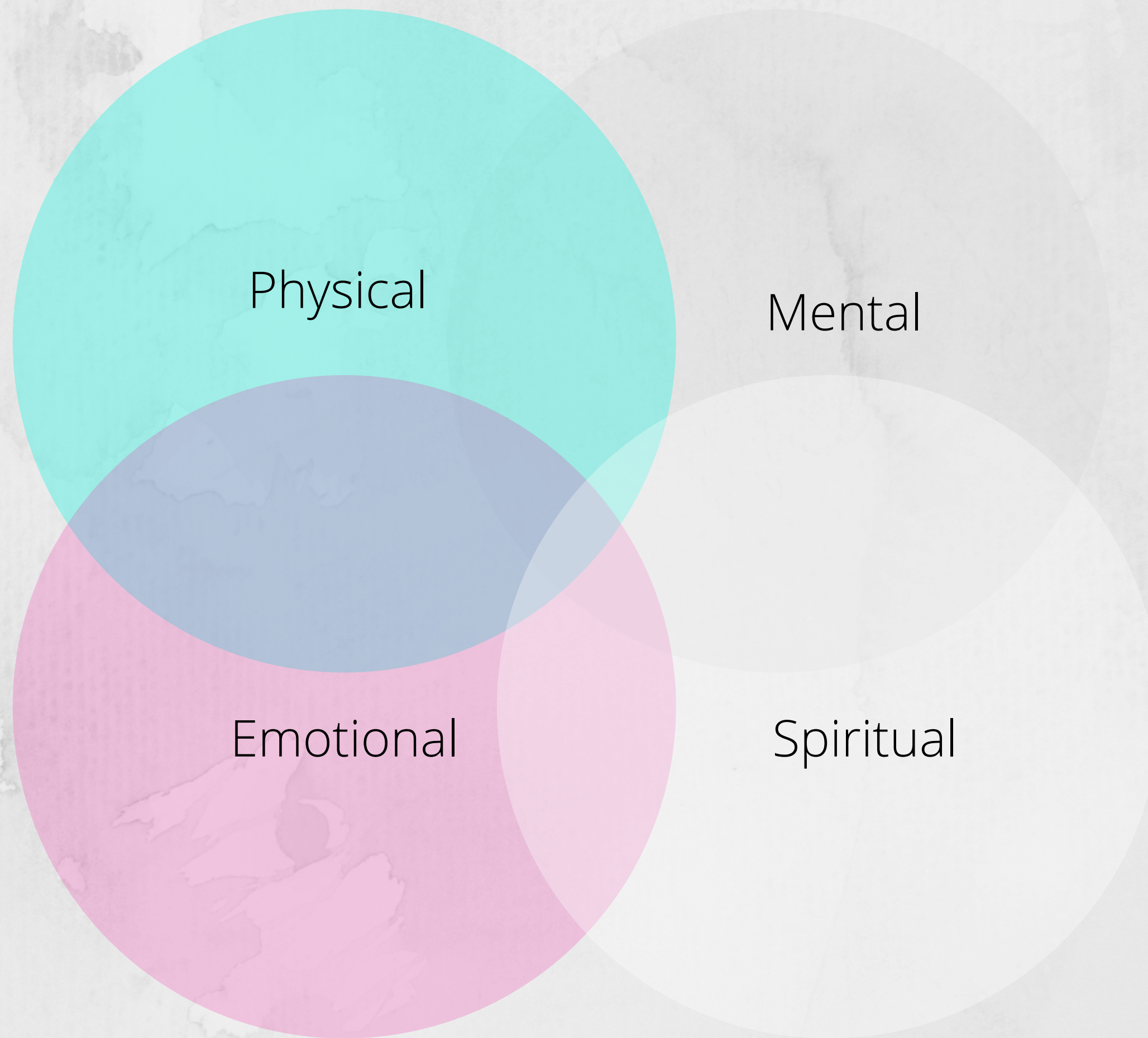
Process

What do you do each session to
help them?
How long does this take?

Person

Who is the ideal client?
Who would you see for free?
Who challenges you and makes
you grow as an instructor?

Find out
everything about
this one client



What motivates
them?

Mental

How do they feel
most supported?

How do they respond
to home life?

What makes them tick?

What's their lifestyle like?

Spiritual

What motivates them?

What are their beliefs?

What's their physical
pain?

What do they wear?

Physical

What other physical
activities do they do?

What is their physical
goal?

How do they feel?

How would they like to feel?

Emotional

How do they respond to goals?

Develop and find the problem

- What impact does (the problem) it have on your life? What else?
- How does that make you feel? how else?
- What does it stop you from doing? what else?
- What, in an ideal world, would you like to be doing? what else?
- What other solutions have you tried? what else?

What else might you ask?

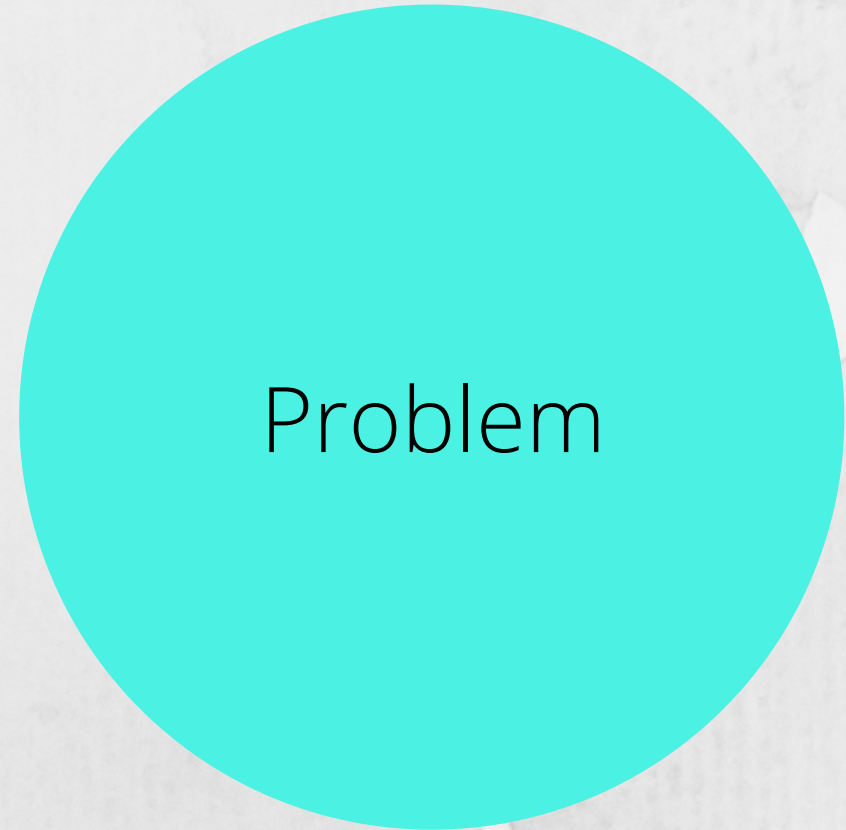
Who is your one client?

Problem

What are their pain points?
How do they feel?
Vocab!

Solution

What's the end goal?
How does this feel?
What does it allow them to do
now?



Your system.

- Sessions
- Online support
- Reading/education

Process

What do you do each session to help them?
How long does this take?

Client Spotlight: MARIA

Person

Post natal ladies who have had traumatic births and need '4 body' rehabilitation

Solution

Optimally functioning Pelvic floor,
Mentally resilient, allowing new mums to find themselves again post partum.

Problem

Feeling overwhelmed by post-partum life in a pandemic.

Process

12 week course, focusing on strength, confidence and resilience, physically and mentally.

Don't start with the offer!

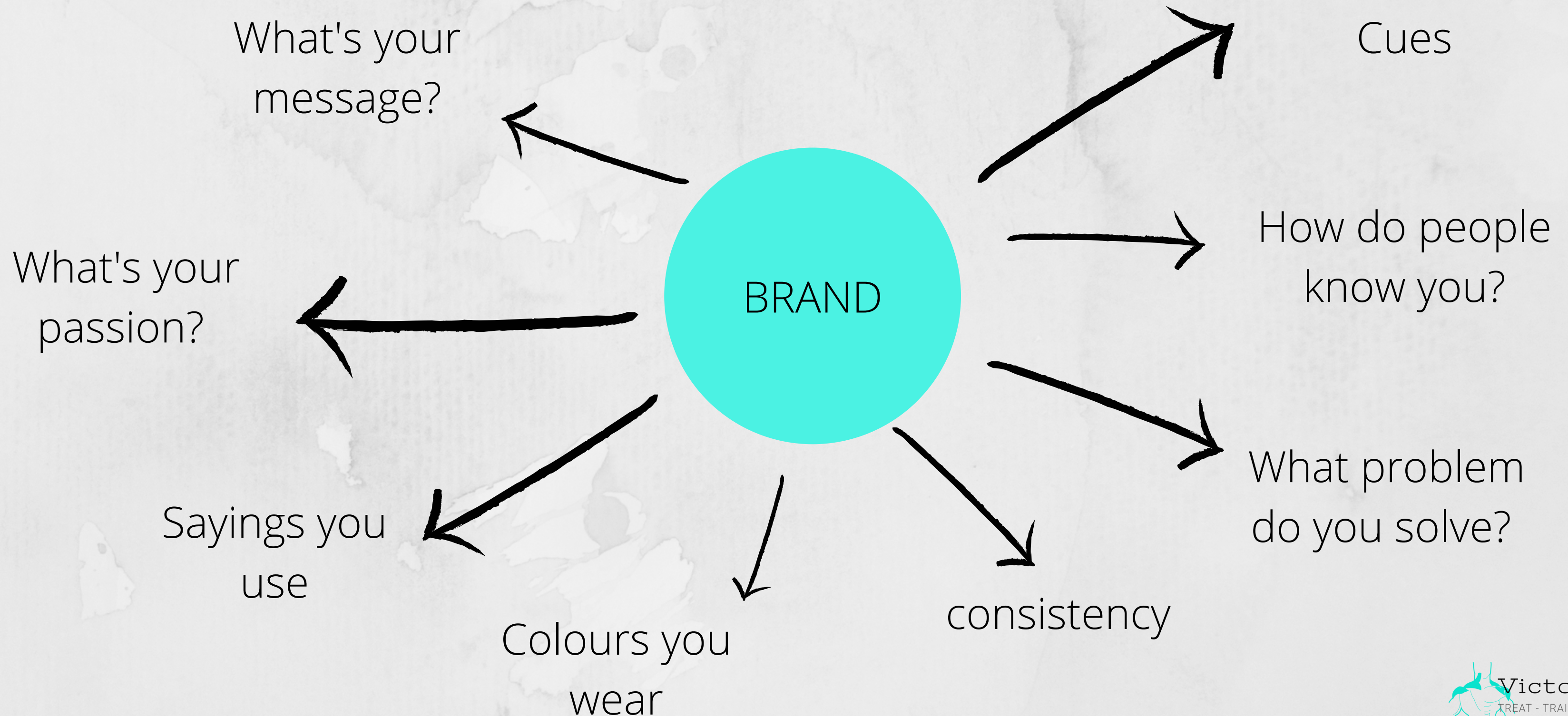
- Start with the problem

Most clients you work with will come to you with a problem or goal in mind.

Find those pain points by chatting, getting to know them.....

How niché is too
niché?

Your personality is your brand



Was this helpful?

What will this
information enable
you to do?