

Hot & Profitable Coaching Niches Guide

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Welcome to the Sell What You Know - Profitable Coaching Niches Guide.

This is a LIVE document and may be updated from time to time due to changing market trends. So keep it close.

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This report is not exhaustive. That is impossible. It is merely meant as an inspirational guide to give you ideas on what your coaching niche could be.

Be sure to join the next Sell What You Know Offer Building Workshop for further help and feedback with your coaching niche and offer from the amazing team here at SWYK.

I hope you find this guide useful. If you have any suggestions or additions, please feel free to email them to me at support@sellwhatyouknow.com.

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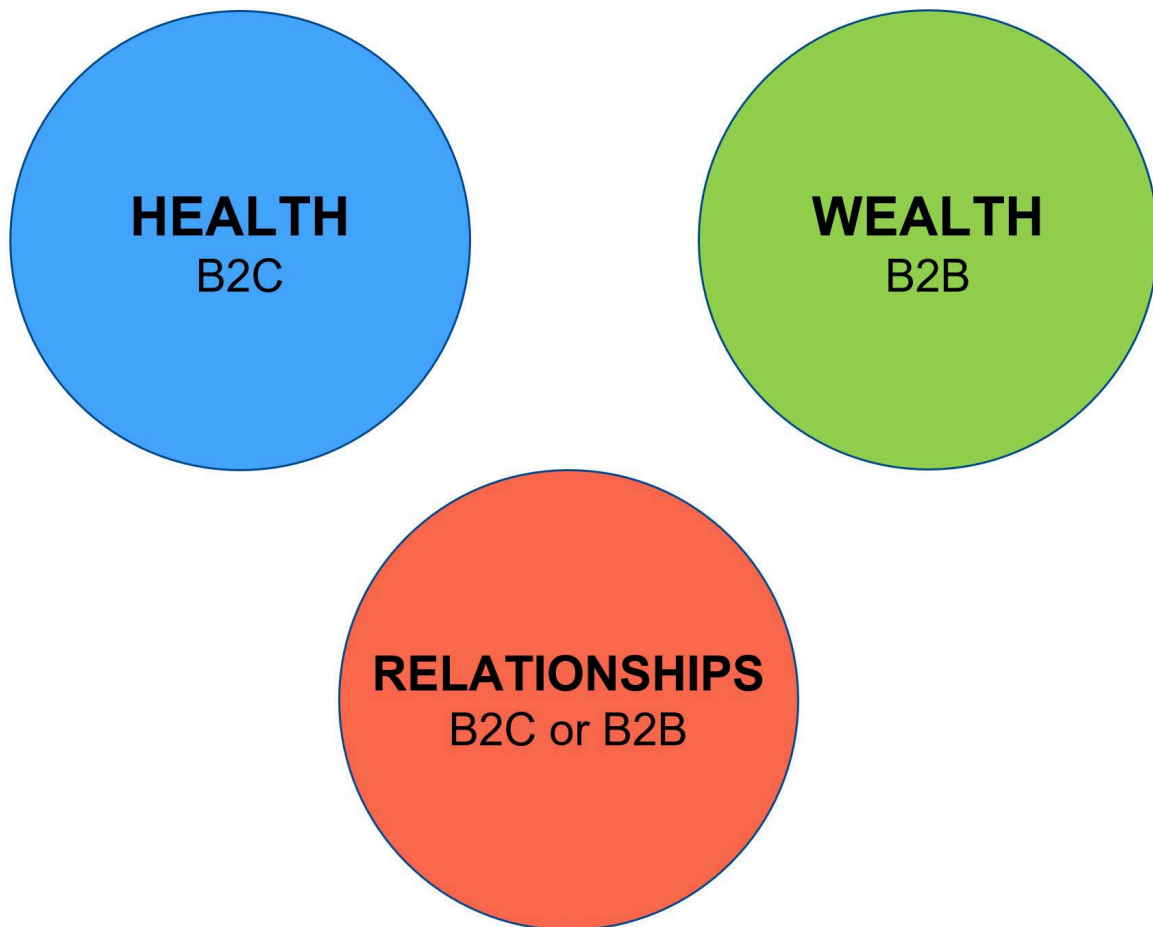
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Hot & Profitable Coaching Niches

Here are the most profitable coaching segments that we have seen. Within each segment, we have broken them down into niches.

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The Three Human Needs



Almost every online coaching offer falls into one of these three basic human needs.

Health - So anything and everything to do with health. Both mental and physical health.

So this includes things such as mindset, nutrition, exercise, motivation etc. These offers are typically what we would call Business To Consumer offers. Meaning you are the business, and you are selling to the general public.

Wealth - Anything business or money orientated. Side hustles, business growth, financial management etc. These are generally all Business To Business offers.

Relationships - These can be either personal or business relationship offers. Dating, parenting, team building, marriages etc.

The Three Ways To Help

DFY

DIY

DWY

There are three different ways of providing help with your offer.

DFY = Done For You - This is typically what we would call 'The Agency Model'. This is where you would do everything for the client. For example, if your offer was a marketing offer helping small businesses. With a DFY offer, you would do all of the marketing for the client. You would create the adverts, setup the campaigns, monitor and optimise the activity.

This is the most work-intensive for you. And the easiest for the client. So it tends to be the easiest to sell, but the hardest to scale. As you will always be limited by your time that you can spend with each client.

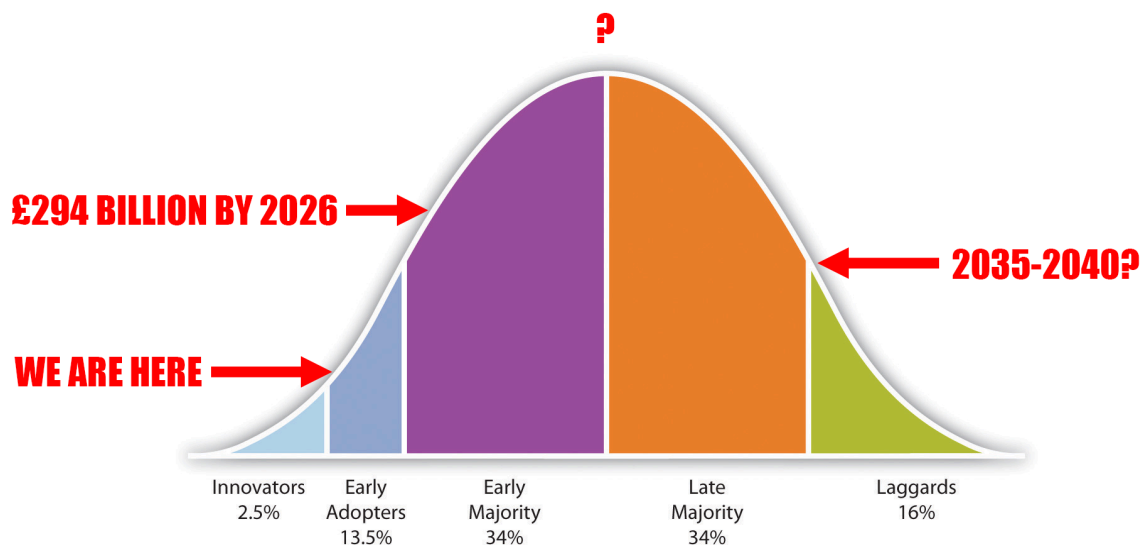
DIY = Do It Yourself - So this is how you would describe a straightforward online course. You are simply providing the information in the course and leaving the client to do it entirely on their own without any help or involvement from you whatsoever.

This is the easiest method for you as you can sell an infinite number of courses without impacting your time at all. But, it is also the lowest perceived value for the client. And therefore it is difficult to sell a DIY offer for very much at all.

DWY = Done With You - This is the coaching model. You provide the information and help, and the client does the work themselves. And when they get stuck or need feedback, they can come to you.

This is the perfect balance between workload for you and value for the client. You can still work with a very large number of people. Usually in a group coaching setting. But the perceived value is far higher than a DIY program. Which is why DWY coaching programs typically sell for 10 times the equivalent DIY course.

Have You Missed The Boat?



A question we get asked a lot is 'Am I too late to online coaching?' or 'Have I missed the boat?' or 'Isn't the market already too saturated?' or 'I've done a Google search and found 20 people doing it already so there's no point in even starting.'

The good news is, none of those things are true. None.

We are right at the very beginning of a revolution in how people learn from each other.

Above you can see an 'Innovation Adoption Curve'. It shows the rate of adoption of new things. And in this case, the rate of adoption of e-learning.

Online coaching is still a very new concept and has only started to take off with the advent of Zoom and live streaming over the past 5 years.

Right now is the sweet spot in time. Because we've just come through the difficult innovator's phase where all of the figuring out and testing has happened.

Now we're entering the early adopters phase. Huge demand, very little competition. Not yet mainstream. The best opportunity.

Health Coaching Niches

Everyone wants to be more healthy. Both mentally and physically. The market is literally 5 billion people (the entire online population). Programs range from £1000 to £10,000 per client on average. And people are keen to do one program after the other. Even on the same topic. As they're always keen to learn more and improve further.

Nutrition

These days, we are far more conscious of our eating habits and what we consume. We have access to a wealth of variety. Organic produce. Year-round fruit and vegetables. And diets are trendy. People love to talk about the one they're on. We've seen offers in nutrition do really well, really quickly. In all sorts of niches from ayurvedic to werewolf!

Fitness

Fitness is a huge area in coaching. They are known as the Fit Pros. Many function as online personal trainers. Working with a small group of clients one to one to hold them accountable and build out personalised plans. Right up to large group coaching with specific methods and regimes. And everything in between!

Weight Loss

Of course a popular niche with everyone being so image-conscious these days. The Instagram generation all want to look their best.

Mental Health

Awareness and acceptance of mental health is much better these days than it ever has been before. People are far more open to admitting they have mental health issues. And are increasingly pro-active in wanting to resolve them. Just as they are with their physical health. But if you want to create a coaching offer in this niche, please ensure you are appropriately trained and qualified.

Addiction

As with mental health. Addiction awareness and resolution is becoming more and more prevalent. And online coaching offers a new and accessible way to work with people and their addictions. But if you want to create a coaching offer in this niche, please ensure you are appropriately trained and qualified.

Business Coaching Niches

Here are the hot business niches in coaching that we're seeing right now. These are all classed as B2B or Business To Business niches and command program prices from £1000 up to £30,000 per client. And in some cases even higher still. Up to £100k per client is not unheard of, believe it or not.

New Business Opportunities

With everything that's happening in the world right now, the cost of living crisis, inflation, recessions etc. More and more people are realising that they need to generate more income. And so more and more people are turning to new opportunities to earn an income.

Sell What You Know sits in this niche. If you have any experience on making money. Then this is the niche for you. Also, can you add a business opportunity to your niche? i.e. If you're niche is teaching people how to create music. Can you add in how to SELL that music afterwards?

Improving An Existing Business

Once a business is up and running. It isn't always plain sailing. Good business owners are ALWAYS looking to improve how their business runs.

Operations, team performance, infrastructure, systems, efficiencies, marketing, sales etc. There are many ways that businesses can improve incrementally. Perhaps your day job has involved making the business run better? How did you do that?

Buying Or Selling An Existing Business

For many people, being in business isn't something they want to do forever. They often have a lucrative exit plan in mind.

Likewise, there are many eager entrepreneurs wanting to snap up good businesses to save the trouble of starting from scratch.

Investing

An increasingly popular area of business that is going mainstream is investing. Stocks, shares, crypto, NFT's. There are many options now that most people don't understand where to get started or how to do it well.

Relationship Coaching Niches

Another of the three core human needs. Relationships are central to a happy and healthy human life. Yet so many people struggle with them. Therefore they represent a great opportunity for you as a new online coach. Relationship offers span both B2C and B2B segments and range from £1000 up to £30,000 per client.

Dating

With the rise of technology, long working hours, social media and pandemics. Many people are increasingly lonely and more isolated. Online dating apps can be a real grind and many people struggle to find love.

Parenting

Let's be honest. Raising children is HARD! We all struggle with it at some point. We're all uncertain if we're doing the right thing. We all would love to do a better job if we could. And most adults are parents. A huge area, a strong pain, and a lot of things to help with.

Improving A Current Partnership

All relationships have their highs and lows. Things in life can change and have a knock on effect. Couples can grow apart. Marriage guidance counselling isn't for everyone. And sometimes, couples want to work on keeping their relationship great before it isn't.

Friendships

As with dating, it can be a lonely world. Many people move away from their home towns and need to start over. Or some people are just socially awkward and want to improve.

Team Building & Performance

Businesses can thrive or fail depending on how well the team gets on with each other. Emotional intelligence is now a top requirement for employers in recruitment. So offers that help teams to gel together and perform are highly valuable and sought after.

Life Coaching Niches

Life coaching is possibly the biggest niche of them all. It covers a wide range of offers and there is a lot of variety and great ideas out there. All of them are unique and appeal to people in unique ways. It's a very personal choice and clients are likely to work with you simply because they resonated with you. So even though there are a lot of offers out there, you can still start and scale a very successful life coaching business right now.

Finding Purpose

It's a sad fact that many people drift through their lives without discovering the true purpose in life. They often live to please others or simply function in society. When they have the potential for much greater things.

Helping people to discover their true purpose based on their beliefs, experiences and passions is an incredibly rewarding pursuit. And makes for a fulfilling coaching offer.

Relaunching Your Life

We've all heard of the mid-life crisis and quite often it's made fun of. There's usually a lot more going on in their life than just buying a motorbike! Many people get to a stage in life and realise that they haven't got forever to live. And they're not happy with the life they've lived so far. And they're ready to make a big change and reboot their lives to starting really living on their terms to the fullest.

Getting Unstuck

This might seem like something we should be able to do by ourselves. But in reality, when we're stuck, the only way to get unstuck is with a bit of help. We can get stuck in all sorts of ways. Jobs, relationships, friendships, life in general. So perhaps you can create an offer to help someone get unstuck in general. Or with something in particular.

Dealing With Emotions

Emotions are a very powerful thing. They certainly control us more than we can control them. They can make us take bad decisions, go in wrong directions or just generally bring us down and make us feel hopeless. But they can also be so uplifting and give us so much forward momentum. Perhaps you could help someone to do that?

Executive Coaching Niches

The executive market is a great market to go after. They are affluent, ambitious, motivated and keen to improve in every area they can. They're often great to work with and this is a very well established niche that sells for anywhere up to £30,000 per client. Executives have been accustomed to using coaches for a very long time. Long before the internet came along...

Coping With Stress & Burnout

It's tough at the top. Very tough. Stress and burnout is very common among executives. They're under a lot of pressure. And they're not always sure what to do about it or how to move past it. A lot of them don't even know they have it. So this is a great niche to consider for executives, managers and leaders.

Leadership Skills

Not everyone is a natural-born leader. And very few of us do it as well as it can be done. There is always room for improvement. There's so much to gain when you do. Teams can run so much more efficiently and productively which means there's a very clear return on investment. Meaning you can charge a LOT of money for your offer.

Performance Management

Being able to create the systems and methods to get a large team performing at its best is hard. So performance management offers are in high-demand and sell for very high ticket prices.

Musical Coaching Niches

Learning a musical instrument is a popular past-time that spans the millenia. And it's a great fit for online coaching. Especially since learning to play is vastly accelerated when you have feedback from someone on how you're doing and where you can improve. These offers typically sell for £1000 to £3000 per client. Our advice is to aim your offer at those who have been playing the instrument for a little while, rather than at total beginners. As their commitment will be much lower and therefore less likely to invest in a high-ticket offer. Whereas intermediate players have often hit a plateau and are much more likely to invest to break that rut.

Learning To Play

Of course, most musical offers will centre around learning to play an instrument. Or improving to a higher standard. Think about what aspirations your potential clients might have. Perhaps they might want to perform live on stage with a band?

Diversifying To A New Style

Some coaching offers that do really well don't necessarily focus on learning to play. But more so on learning a new style of playing with an instrument the client is already familiar with. For example, guitarists learning how to play rock on an electric guitar.

Music Production

With the advent of powerful home computers and high quality microphones and samples readily available. Music production is no longer a thing reserved for the high-end studios and production companies. Lots of people want to make their own music. Can you help them?

Selling Music

A great element to add to many musical offers. Is teaching your clients how to sell or distribute the music they have created. Perhaps it could be how to launch songs on iTunes or Spotify. Or how to get exposure on YouTube?

Career Coaching Niches

The Great Resignation, or The Big Quit as it's otherwise known is an ongoing economic trend that is full of opportunity for you as an online coach. The job market has a lot of movement and people are looking way beyond the traditional models of recruitment agencies to start their new career.

Promotion

Before diving into changing jobs. Don't forget, many people like the company they work for and just want to be noticed more and get the promotion they dream of. How could you help them to improve their prospects?

Change Of Career

Let's be honest. We all get bored. There's only so long you can do one job. There are many people out there who want to upgrade their career but aren't sure where to begin. What to do. Or confident about being successful and not losing what they once had.

Recruitment

Just as people struggle with finding a new job. Businesses also struggle with finding new people. Now more than ever. There are many factors with this that you could help with. Such as improving the appeal of a company. Helping them to find good people. Their recruitment and interview processes.

Hobby Coaching Niches

Everyone loves a hobby! Some we've had for years and want to do better. Others we've dreamed of doing and never had the chance. There are so many hobbies out there, and pretty much every one of them could be a coaching offer for you if you put it together the right way.

We've seen hobby coaching offers do really well in all sorts of areas. Here are just a few examples:

- Cake Decorating
- Flying Drones
- Flying Flight Simulators
- Law Of Attraction
- Yoga
- Sewing
- Making Soap
- Dancing
- Writing
- Singing
- Film Making
- Musical Instruments
- Knitting
- Travel
- Antiques
- Gardening & Growing Veg
- Computer Games
- Hiking
- Cooking
- Martial Arts
- Golf
- Volunteer Work
- Genealogy
- Church
- Podcasting
- Shopping
- Photography
- Painting

Marketing Coaching Niches

One of the two big B2B niches alongside sales. Marketing is an expansive niche with vast opportunity volume and many, many ways, platforms and ideas for how you could create a coaching offer. These offers typically range between £5000 and £20,000 per client.

Platform Specific Marketing

Some of the most successful coaching offers we've seen focus on one particular marketing platform and specialise in it. i.e. YouTube ads. I know of one person running an offer like this who is generating north of \$2 million per month in revenue. So any offers like this have huge potential.

Business/Industry Specific Marketing

Alternatively, specialising in helping a particular type of business with marketing can work very well. We're seeing huge growth in offers helping brick and mortar high street businesses with their marketing for example. But because these offers are specialist for a particular type of business. Those businesses find them very appealing as they know the strategies and tactics will be very tailored to their specific needs.

Sales Coaching Niches

The other of the two big B2B niches, sales. Just like marketing, sales is also an expansive niche. One key difference that we see in the industry with sales offers. Is that many coaches have two income streams in sales. On one side, they help people to be better at sales. And two, they place good sales people, often their own students, with companies looking for sales people. These offers also typically range between £5000 and £20,000 per client.

B2B Business Sales

Working with businesses to help develop their growth and development by building relationships with new clients and generating sales. Often these offers can involve working with teams as well as individuals. And may also have elements for sales team managers as well as the sales people themselves.

High Ticket Coaching & Consulting Sales

As the online coaching industry grows, as does the sales training for those coaches alongside it. This niche is very popular, and again, goes well with placing students with companies. Usually these offers will cover setting as well as closing. And sometimes also managing teams. I have seen some people making \$2+ million per month with these offers.

Business/Industry Specific Sales

As with marketing, specialising in helping a particular type of business with sales can work very well. Brick and mortar businesses is also a popular segment for sales. Although perhaps slightly less than marketing.