

Claim Your COACHING NICHE

Establish a Lucrative and Purposeful
Place within the Competitive Life
Coaching Industry

BY MASTER LIFE COACH
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LEVIN LIFE COACH
ACADEMY



Hello and Welcome!



I'M NANCY LEVIN.

I'm a bestselling author, Master Life Coach, podcast host, and founder of Levin Life Coach Academy.

My coach training and certification program provides current and aspiring coaches the skills, confidence, and professional credentials to build and grow a successful life coaching business.

I created this guide because so many current and aspiring life coaches tell me they are confused about how to differentiate themselves in what they perceive as a very crowded field. It's a valid concern. Coaches who don't clearly identify and define what they offer - and who they serve - will struggle to build their coaching practices.

It makes sense—if you don't know your core strength as a coach, then how could you expect potential clients to see themselves working with you?

Some coaches simply add the label of life coach to their professional title and then don't understand why clients aren't rolling in. They also tend to feel disconnected from that title, knowing on some level that it doesn't say all it needs to. This creates an unwitting barrier between a coach and their ideal client.

As a life coach, your job is to hold your clients accountable and capable, helping them identify their commitment to their own evolution. You guide them to take responsibility for their choices and actions which lead to the changes they want to make. This is the very core and heart of life coaching, and why coaching seamlessly integrates into a multitude of specialized niches.

While it's true that the life coaching industry is consistently adding more coaches than ever before, it's also true that the need for life coaches is outpacing availability in many places. Most life coaches I know are managing waitlists and referring clients to other coaches who are often too busy themselves.

There's no secret to their success: The most successful coaches are those who've built their businesses and attained certifications around the specific niches they can best serve.

Choosing the right coaching niche(s) is one of the most important things you can do as a coach.

Once you identify the type of client you want to serve, you will feel more connected to your work and your purpose as a life coach. Your clients will have an easier time finding you. Your reputation will expand effortlessly, and you will be able to make intentional decisions on how to best grow your coaching business.

And finally, you will boost your profitability. Coaches who specialize in certain niches tend to command higher rates. The saying “The riches are in the niches” is very true when it comes to life coaching!

This guide is for you whether you're an aspiring coach or an established coach looking to elevate your practice. In it, you will find a comprehensive list of coaching niches and sub-niches (although there are certainly new niches yet to be discovered, and sub-niches to become even more specialized!), explanations for who these niches serve, and how to determine which niche is the right fit for you.

Please note that while I've listed who's 'ideal' for each niche, this is certainly not definitive. If you see yourself in a niche, then follow your intuition.

I often say that people become the coach they wish they had when they were going through their own healing or transformation. It's likely you will identify that as you go through this guide.

I truly hope this guide serves you, inspires you, and helps you connect to the people who need you most.

XO



Before We Get Into the Guide...

You likely downloaded this guide because you are a life coach or an aspiring life coach. Maybe you know this is the right path for you... or maybe you're trying to figure it out. Whatever the reason, I'm glad you're here! And I want to be sure you know how I can best help you.

After many years as a sought after Master Life Coach, I transitioned to become a coach for coaches. I never imagined myself doing this. I had no reason to. After completing my coaching certification, I left my longtime position as the Event Director for Hay House and was running a successful, lucrative coaching business and living life on my terms.

But then something happened... Other coaches were coming to me asking how I was doing it. Some were people who were interested in becoming a life coach, but they weren't sure where to start. Others had spent tens of thousands of dollars on coaching certifications - and marketing - only to struggle with building a thriving and abundant business.

I realized there was something missing in other programs, and I felt deeply called to help others achieve the success I was experiencing.

- ▶ Other programs lacked proven scripts and methods for coaching people.
- ▶ Other programs promised an end result of big money with minimal upfront training.
- ▶ Other programs didn't teach students how to get clients, or what to do with them.
- ▶ Other programs... lacked a lot.

Levin Life Coach Academy was created because all coaches deserve better.



What is Levin Life Coach Academy?

Levin Life Coach Academy (LLCA) is the premier training and certification program for aspiring and existing coaches. This isn't for coaches who want a quick certification and then try to hack it in the real world. This is for coaches who are serious about building an authentic coaching business and/or want to bring life coaching into their existing professions to enhance their careers.

LLCA is a comprehensive training and certification program that will empower you with the exact tools, scripts, and proven processes you need to build a coaching practice that changes lives. We have trained and certified countless coaches, who are now confidently using their coaching skills to run their own businesses and/or elevate their careers.

Enrollment for Levin Life Coach Academy opens this fall. **[Click here to learn more!](#)**

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Uncover Your Ideal Niche

If you're confused or questioning what your niche(s) is, then this writing exercise can help. In it, you will discover the type of client you can best serve. This is the foundation on which you can explore the list of niches and sub-niches below, to help identify where to focus your coaching business.

Answer the following questions. You can type directly into the boxes, print this sheet out, or write your answers separately.

- ▶ **What challenges/struggles have you faced in your life that you've overcome? (Nothing is too big or too small here!)**

- ▶ **When you were going through these challenges/struggles, what would you have wished for in a life coach?**

- ▶ **Why do you want to become a life coach?**

► **Finish this sentence: The skills I possess to help people are...**

(This is the place to list out what is special and unique about you. Don't worry - no one will see this but you!)

► **Based on your answers above, what themes resonate with you and point toward the type of clients you want to work with?**

NICHE Financial Coach

SUB-NICHES

- ▶ Financial Coach for High School Students Saving for College
- ▶ Financial Coach for College Graduates
- ▶ Financial Coach for Young Families
- ▶ Financial Coach for Retirees
- ▶ Investment Coach

What a Financial Coach Does

A financial coach provides a range of services related to how people handle their finances. Unlike a financial advisor, a financial life coach doesn't necessarily help people determine where to invest their money (although that certainly could be part of it with the proper credentials). A financial life coach enables people to understand what's at the core of their relationship with money, and how to overcome it to experience financial ease and success. They also help people discover internal barriers to greater financial abundance.

Is This The Right Niche for You?

THIS NICHE IS IDEAL FOR:

- ✓ People who've worked/currently work in finance and want to help people attain financial freedom on a deeper, internal level.
- ✓ Someone who has overcome their own financial challenges.
- ✓ Financial advisors who want to add a life coaching element to their offerings.

NICHE Relationship Coach

SUB-NICHES

- ▶ Relationship Coach for New Couples
- ▶ Intimacy Coach
- ▶ Relationship Coach for LGBTQIA+ Couples
- ▶ Relationship Coach for Couples Who Experienced Infidelity
- ▶ Relationship Coach for Couples from Different Cultures

What a Relationship Coach Does

A relationship coach can specialize in any kind of relationship. In this section I'm focusing on romantic relationships, and have a separate category below for family relationships. Relationship coaches help couples who are struggling with a range of issues, from infidelity and lack of trust, to challenges communicating and emotionally supporting each other. Relationship coaches also help couples who don't have specific problems, but want to ensure they maintain a strong, healthy relationship.

Is This The Right Niche for You?

THIS NICHE IS IDEAL FOR:

- ✓ People who've overcome their own relationship issues and/or healed past relationship wounds.
- ✓ Couples counselors/therapists who want to add a life coaching element to their offerings.
- ✓ Coaches who experience strong, stable relationships and have identified ways their experience can translate to others.

NICHE Mindset Coach

SUB-NICHES

- ▶ Stress Reduction Coach
- ▶ Meditation Coach
- ▶ Goal Oriented Coach

What a Mindset Coach Does

A mindset coach specializes in helping people remove barriers generated by limiting beliefs. While limiting beliefs are something every type of life coach will address, mindset coaches often focus on helping people improve elements that affect multiple areas of life. A mindset coach will help clients identify patterns that no longer serve them, and guide them to reverse or eliminate them. The results will impact everything, including career, family, friendships, self-love, and more. Many times these patterns are unconscious, and it's the mindset coach's job to help the client uncover what they cannot see.

Is This The Right Niche for You?

THIS NICHE IS IDEAL FOR:

- ✓ People who've successfully overcome their own limiting beliefs to achieve something they never imagined possible.
- ✓ Meditation teachers who want to add a coaching element to their offerings.
- ✓ Yoga instructors who want to add a coaching element to their offerings.
- ✓ Bodywork specialists who want to add a coaching element to their offerings.
- ✓ Human resources specialists.
- ✓ Managers and people in leadership positions.

NICHE Career Coach

SUB-NICHES

- ▶ Career Coach for High School Students
- ▶ Career Coach for College Students
- ▶ Career Coach for People Wanting to Change Careers
- ▶ Career Coach for High Performers
- ▶ Career Coach for C-Suite
- ▶ Leadership Coaching

What a Career Coach Does

A career coach specializes in helping people identify what they truly desire from their professional lives, and how to get from where they are to where they want to be. Career coaches can be found in a range of positions, from independent business owners to people already working within an organization that can benefit from empowering employees taking control of their career trajectory. Career coaches can get very specific about their area of expertise, such as a career coach who specializes in helping aspiring authors write books, enter a Fortune 500 company, become a public speaker, become an entrepreneur, etc.

Is This The Right Niche for You?

THIS NICHE IS IDEAL FOR:

- ✓ School guidance counselors.
- ✓ People who've overcome career challenges and failures.
- ✓ People who've experienced successful, fulfilling careers.
- ✓ Human resources specialists.
- ✓ Managers and people in leadership positions.

NICHE Family Coach

SUB-NICHES

- ▶ Family Coach for New Parents
- ▶ Family Coach for Families with a Special Needs Family Member
- ▶ Family Coach for LGBTQIA+ Families
- ▶ Family Coach for Single Parents

What a Family Coach Does

A family coach is highly specialized, and can manage a range of family relationships and issues that arise. Family coaches must be able to manage very intense, sensitive situations. If you're considering becoming a family coach because you've gone through your own family issues, it's imperative that you have healed those wounds to ensure you are not triggered by the circumstances you may face.

Is This The Right Niche for You?

THIS NICHE IS IDEAL FOR:

- ✓ People who've overcome similar challenges and struggles to their clients, and who have healed resulting wounds and trauma.
- ✓ School administrators and guidance counselors who want to work with families in their district on a deeper level.
- ✓ Couples and family counselors/therapists.

NICHE Life Transition Coach

SUB-NICHES

- ▶ Divorce Coach
- ▶ Retirement Coach
- ▶ Grief Coach
- ▶ Grief Coach for Widowhood
- ▶ Grief Coach for Children/Adolescents
- ▶ Midlife Coach

What a Life Transition Coach Does

A life transition coach enables people to navigate profound changes in their lives with greater ease. They help clients create a vision of a desired future, and help clarify intentions for the future, even after loss. Life transition coaches often teach coping skills as well as self-care to ensure clients are fully supported.

Is This The Right Niche for You?

THIS NICHE IS IDEAL FOR:

- ✓ Couples counselors/therapists.
- ✓ Career counselors (This niche can overlap with Career Coaching!)
- ✓ People who successfully navigated their own life transition.
- ✓ Grief counselors/specialists.
- ✓ Divorce counselors/specialists.

NICHE Health & Wellness Coach

SUB-NICHES

- ▶ Health & Wellness Coach for Menopausal Women
- ▶ Hormonal Health Coach
- ▶ Health & Wellness Coach for Families/Children
- ▶ Health & Wellness Coach for Autoimmune Issues
- ▶ Health & Wellness Coach for Weight Loss
- ▶ Health & Wellness Coach for People with Disabilities
- ▶ Health & Wellness Coach for Body Positivity
- ▶ Nutrition Coach

What a Health & Wellness Coach Does

Health & wellness coaching is a rapidly growing field, and one that life coaching tends to support very easily. Health & wellness coaches tend to have a background in a certain area of health management, and then incorporate life coaching into what they offer. Many people fail to achieve desired results because of limiting beliefs or old patterns that no longer serve them. Coaches enable clients to identify those issues so that health & wellness goals can be achieved and integrated on a deeper level.

Is This The Right Niche for You?

THIS NICHE IS IDEAL FOR:

- ✓ Certified nutritionists who want to add a life coaching element to their offerings.
- ✓ Medical professionals who want to add health & wellness coaching to their practice.
- ✓ People with certifications and expertise in managing health conditions.
- ✓ Health & wellness specialists who want to add coaching to their offerings.

Your Next Steps

Have you identified which niche(s) resonate with you? I hope so! The world is in need of more skilled, qualified and specialized life coaches. If none of these niches resonate with you, that's ok too. Take the time to revisit the questions at the beginning of this guide and consider what your special contribution to the world of life coaching will be.

Learn More About LLCA

No matter where you are on your coaching journey, I hope you will take time to explore Levin Life Coach Academy. Sign up to learn more, and you'll be the first to know when enrollment is open, as well as how I support coaches (for free!) throughout the year. This includes my free coaching newsletter *The Practice*, resources and guides for coaches, workshops, Ask the Expert Sessions, and my weekly podcast *Your Permission Prescription*.

[CLICK HERE TO LEARN MORE ABOUT LLCA](#)

