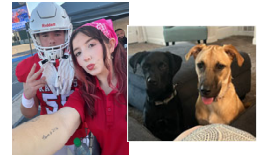




Michelle McEllis



- Board Certified Coach
(I was #27 to get my BCC)
- ILCT Alum
- MS in Education
- CPTD (5,000 one to pass the exam)
- CDFA (Certified Divorce Financial Analyst)
- Mom



The Series: Beyond the Calling

- ✓ You Answered the Calling. Now Build the Business
- ✓ Pick a Lane or Get Passed By
 - Your Brand Isn't Your Logo, It's Your Promise
 - Post Like You Have Something to Sell
 - What's a Funnel, Anyway?
 - Your Competitive Edge in the Age of AI

Question Often Asked

- "Who do you coach?"
- "Everyone." (I have heard MCC coaches say this too!!)
 - Just because technically you CAN, doesn't mean you SHOULD

Tonight: Your Niche

- Why niche is a pricing decision, not a personality quiz
- What a niche actually is
- How to tell if a niche can make money
- The mistakes that keep coaches stuck
- Positioning: why clients pick you
- Build your niche statement
- How to test it before you commit

The Reframe

- Niche is not a personality quiz.
- It's a business decision
- Personality-quiz question: "What do I love?"
- Pricing question: "Who has a painful problem and will pay to solve it?"

Why "I help everyone" keeps your rates low

- When you serve everyone, you compete with everyone
- Clients can't tell what you're best at
- People can't refer you because they can't repeat what you do
- Generalists get compared on price



Specialists Get Paid More

- General doctor vs. specialist
- Handyman vs. the person who fixes your exact problem
- Clients pay more when your expertise matches their problem



What a Niche Actually is



- Who + Problem + Result
- Not just "women" or "professionals"
- Example: Women/mom's (who) + going through a divorce + scared about the whole process

Four Tests of a Profitable Niche



- Is the problem painful and urgent?
- Can they pay? (Individual or group)
- Can you reach them?
- Do you have experience or credibility with it?

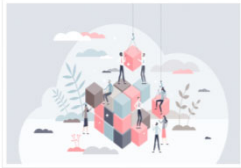
Mistakes That Keep Coaches Stuck

- Too broad: "anyone who wants more happiness"
- Too narrow: so small there's nobody to find
- Picking only by passion, with no one willing to pay
- Choosing a group that you can't reach
- Waiting for the "perfect niche" before starting

"But what if I turn people away?"

- A niche is your front door, not a locked gate
- Your marketing speaks to one group
- You can still say yes to others
- Early on, take the clients who fit
- You will never find success in the wrong client

Your Experience Is Your Edge



- What have you lived through and learned?
- What jobs, training, and roles have shaped you?
- Who do people already come to you for help?
- Write down 3 groups and 3 problems

Build Your Niche Statement



- "I help [who] [solve what problem] so they can [get what result]."
- Example: "I help first-year principals handle the pressure of leading a school so they can lead with confidence instead of burnout."
- Example: "I help first-time business owners get their money and systems organized so they can stop feeling behind."

Positioning, Why Clients Pick You

- Niche = **who** you serve
- Positioning = **why** you're the one they pick
- What makes you **different**: your method, your story, your results, your approach
- I work with [who], who are [problem], your program/method that can help transform them [what].



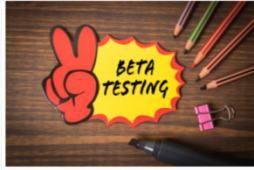
How Your Niche Supports Your Pricing



- Clear problem + clear result = a price tied to value
- Generalist: sells time by the hour
- Specialist: sells an outcome in a package
- Illustration only: an hourly rate vs. a 3-month package built around a specific result

Test It Before You Commit

- Talk to 5 to 10 people in your niche
- Ask about their problem in their words
- Does your statement make them say "that's me"?
- Offer a small, low-risk pilot or discounted first client
- Pay attention to what actually sells



Next Steps

- Finalize your niche statement
- Talk to 5 people in your niche
- Write your positioning statement
- Decide: what would your first package solve?



Recap

- Niche is a pricing decision, not a personality quiz
- Who + Problem + Result
- Test it with four questions and real conversations
- Positioning is why they choose you

You answered the calling. You're building the foundation. Now identify who you truly serve.

Next session: October 26 Same Time/Link



Thank You + Discount + Q & A

▪ Thank you for your time

Discount on any of my self-paced courses at ILCT use code: **Michelle** for 10% off through November 20, 2026 **PLUS** a 30 min business strategy session good through 2027.

❖ Questions??