



#006

How to Choose Your Niche & Create Your Ideal Client Avatar

As coaches we are always looking to help everyone we can with anything that ails them...

However, if you are looking to become truly successful and grow a thriving practice you do need to specialize in something...

This is one of the keys to success that will then allow you later in your career to enjoy working with many different types of people and specialties...

Tune into today's [#HealthCoachSuccess](#) podcast to find out how to choose your niche and create your ideal client avatar - enjoy the show!

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EPISODE TAKEAWAYS

1

Specialize First

Even if you want to serve everyone, you first have to serve someone...

2

Don't Be Overlooked

When you market to everyone, you reach no one.

3

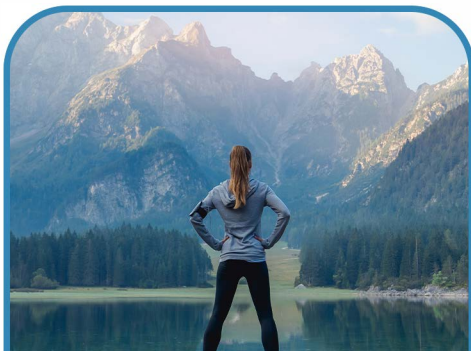
Who Is Your Favorite Client?

Your work should be enjoyable - Think of your favorite client you've ever worked with and write down all their great attributes.



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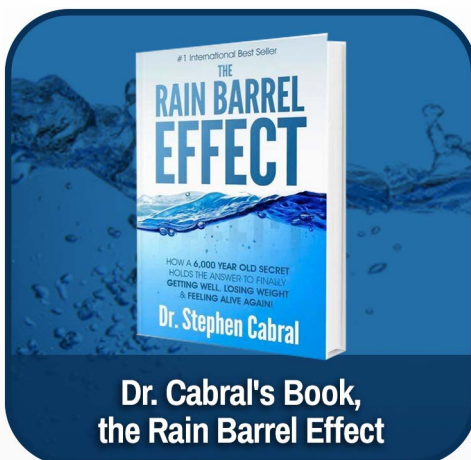
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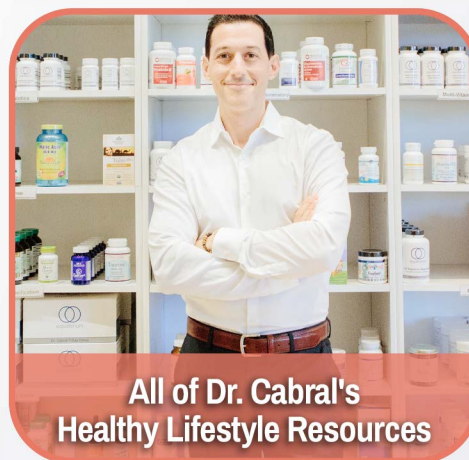
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