

The Niching Compass

Course Outline

The Niching Compass is a self-paced, 8 chapter course (with accompanying workbook), broken into two phases.

The focus of Phase 1 (Chapters 1-4) is shining the light back on YOU, the coach - your strengths, your values, your quirks and lifestyle. All of these things make up the stable center of your Niching Compass and inform every layer of your coaching practice, from how to communicate your Special Sauce to identifying ideal clients and choosing best fit business practices. Your YouMap is the foundation for Phase 1.

Chapter 1: Embracing your Strengths

- Lesson 1: Your Strength Categories
- Lesson 2: Reordering your Strengths
- Lesson 3: Driver, Passenger, Fuel
- Lesson 4: Strengths Final Notes

Chapter 2: Honoring your Values and Preferred Skills

- Lesson 1: Defining your Values
- Lesson 2: Your Values at Work
- Lesson 3: Your preferred and burnout Skills
- Lesson 4: Your Skills at Work

Chapter 3: Celebrating your Interests

- Lesson 1: Interests Debrief
- Lesson 2: Using OnetOnline
- Lesson 3: Final YouMap Notes

Chapter 4: Prioritizing your Quirks and Lifestyle (guest teacher Alex Baisley)

- Lesson 1: Start with Lifestyle
- Lesson 2: Creativity and Coaching Experiences
- BONUS VIDEO: Coaching demos with Karen and Emma



The focus of Phase 2 (Chapters 5-8) is your Coaching, moving from Awareness into Action, crafting your next Coaching Project and closing the gap between you and your next client. You'll focus on designing a simple coaching experience and taking high impact microactions - aligned with everything you've uncovered in Phase 1! - to create your next client and get coaching.

Chapter 5: Your Coaching Project Your How - The Coaching Buffet

Lesson 1: Guidelines - not requirements - for your Coaching Project

Lesson 2: The Coaching Buffet - all of the ways you could deliver your work

Lesson 3: Examples of Coaching Projects

Chapter 6: Your Who - (guest teacher Tad Hargrave)

Lesson 1: On Trying to Help Everyone

Lesson 2: Niching Fears

Lesson 3: "I have so many modalities!"

Lesson 4: Three Steps to Saying What You Do

Lesson 5: If your clients were drunk...

Lesson 6: Your deepest wounds and your truest niche

Lesson 7: Your target market - the perfect moment to appear in their lives

Lesson 8: The Stadium Question

Chapter 7: Shining and Inviting

Lesson 1: Shining

Lesson 2: Signaling

Lesson 3: Inviting

Lesson 4: Resistance

Chapter 8: Putting it all together

Lesson 1: Zooming out

Lesson 2: See how much you've grown

Lesson 3: Final Notes

