



PROSPEROUS COACH

Helping you leverage your genius into a *profitable niche* and launch your coaching business with confidence

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Uplevel Your Mindset & Niche to Stand Out & Earn More

A smart niche & specialty gives you certainty, credibility and traction. A powerful mindset helps you earn more. Let's look at mindset first, which starts by shifting out of student/new coach mode to **become the CEO of your business, where you:**

- Take responsibility for your financial success.
- Set intention to be strategic in your content & actions.
- Fully develop your niche & specialty to attract ideal clients who pay well.
- Stay inspired and make things happen every day that you work.

Does your niche & specialty:

- Target a viable and narrow audience that you know and enjoy?
- Focus on a BIG goal and the BIG problems in the way of that?
- Leverage your zones of genius/unique talents that are applicable to your audience, their big problems and goals?

Is your target audience viable?

- Easy to access — you know where they are and can easily connect with them
- Full of seekers — people who are actively social both online and offline
- Eager to evolve — they like to learn and invest \$\$\$ in their own transformation

What are your zones of genius?

CLUE: *It's not your coaching skills such as 'deep listening' or your coaching style.*

- A zone of genius is something *unique* to you, based either on expertise or a personal struggle you've overcome because you gave it persistent awareness and priority.

Nail Your Niche & Apply for VIP Mentoring.

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