

How to get started without a Niche

It's super easy to get overwhelmed in starting your life coaching business. The list below are essentials you have to do as a Life Coach, they're non-negotiables.

If you take one piece of advice from me.

START with THESE ITEMS FIRST.

Then - MY SECOND PIECE OF ADVICE?

Your business will grow much more quickly if you have a NICHE. Specifically, one that you absolutely love with all your heart. You can start your coaching business without a Niche, but as they say: "The Riches are in the Niches"!

BUT WHY?

Because a NICHE allows you to stand out and people can find you. If you want to scale and have a business that really takes off, it will be so much easier if you can stand out from the crowd.

BUT HOW?

By surveying and getting to know YOURSELF, your strengths, gifts, super powers and zone of genius. We need to identify your super powers.

What's MY SUPERPOWER, you ask?

It's helping others find their SUPERPOWERS.

I'm REALLY good at it, and I LOVE HELPING OTHERS in this area.

Want to get extra support and find out about my programs?

Find me on Instagram

<https://www.instagram.com/theveroniquev/>



Veronique Vaillancourt Niche Clarity Coach

MYPERFECTNICHE.COM

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Business Basics (Start here first, do not skip)

- 1) Set your office hours, and stick to them. Determine how many hours a week you plan to work and mark that time out in your calendar!
- 2) Buy your domain name and set up a basic website and biz email. Use your name, or as close to your name as possible.
- 3) Set up your FB, Insta, and Linked In Business Pages. Use your name, or as close to your name as possible, and make sure it matches your domain name.
- 4) Set up your LLC, Bank account, and bookkeeping, system. Again, easiest to use your full name so it matches the above information
- 5) Setup a way to get paid and invoice your clients. (Stripe, Square, Paypal)
- 6) Set up a way to schedule your clients (acuity) and email marketing.
- 7) Set up a way to conduct video sessions (Zoom is my fave)



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Are all your business basics in Place? NOW move on to the items below.

- 1) Set an initial fee (no less than \$100 an hour).
- 2) Create intake forms for clients, set up a draft of initial email for new clients.
- 3) Create an opt in freebie PDF so get people on your list email.
- 4) Create a marketing and communication plan. How will people know that you are offering coaching services? Where will you get your referrals?
- 5) However you plan to get out there -- make offers daily to coach people.
- 6) Set your Income goal for where you want to be in 12 months, and do the math, decide how many clients you would need to see per week? Is this feasible hour/time-wise?

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