



What Does Your Niche Want?

Now, it's time to find out what your ideal participants yearn to experience! This is a keystone habit for any successful business.

To discover what people want, you need to ask them. You can do this in a variety of ways.

1. Reach out on social media
2. Send an email
3. Set up a phone call
4. Talk to your friends and peers

Whatever way you choose to reach people, you will want to ask if they, or if someone they know, is in the situation you are planning to use your group coaching offer to address.

There are a set of questions below that you can use, or make up your own.

You don't have to have your group coaching topic nailed down yet! It can be a general area like relationships, money or business.

Remember that people love to help, especially if you are asking for their input about something important to them.

Interview at least 5 people who are in your ideal participant's situation.

Ask them:

What's their biggest frustration, need or problem in this area?

What kind of solutions are they already seeking?

What has been most helpful so far?

What would be the ideal help to get?

What are their specific dreams in this area?

What results do they want?

What fears, obstacles & problems are they facing in this area?

What would they be willing to pay for a solution?