

20 COACHING Niches



INTRODUCTION

This guide was created to give those thinking about a career in coaching an idea of the different types of coaching niches they can pursue. This list is by no means exhaustive. There are many smaller niches that exist outside the ones listed or that use a combination of the ones listed. If you decide that professional coaching is for you, we recommend choosing a niche that you have personal or professional experience in and that you have a genuine passion for.

Erickson Coaching International is here for your coach training journey every step of the way. If you have any questions about a specific niche, even one that is not in this guide, please contact us via info@erickson.edu and we will be more than happy to help you find an answer.

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President Erickson Coaching International



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WHAT IS LIFE Coaching?

Life Coaching is a set of proven tools that can be applied in various situations, helping people with all aspects of their life. It can address human development, relationships, spirituality, health, and professional success.

What makes a person happy, healthy and successful? Everyone's answer is unique. We all have different values and beliefs about what we want to achieve, how we will achieve it, and how we feel about success in general. As a life coach, you will work with clients via regular coaching sessions.

These can be face-to-face, over the phone or via the Internet utilizing software such as Skype. During initial meetings, you will prioritize strategies for success, and gain insight into their temperament, needs, and communication style. You will be instrumental to your client's success, helping them to understand their vision, set priorities and develop an action plan.

1.

CAREER Coaching

TYPICAL CLIENTS

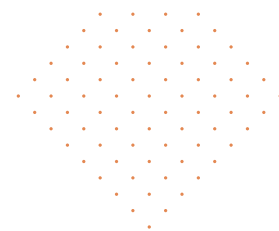
Clients looking for career coaching are aware of the difficulties in the modern labour markets. They will likely be trying to find a new job, advance up the corporate ladder or change fields completely.

WHAT IS INVOLVED?

A career coach is seldom attached to one specific field. Usually a career coach works with clients in a variety of industries and professional levels. Your challenge will be to engage and empower your client to land their first job or guide them through a transitional period to their dream career.

IN CAREER COACHING, YOU WILL:

- Determine a client's strengths, talents, and goals.
- Understand a client's needs and desires.
- Guide them to overcoming workplace obstacles.
- Help them develop an action plan to attain job satisfaction.
- Help clients make tricky career decisions.
- Help them understand how to network for better careers.
- Assist with a targeted job search.
- Prepare clients for a successful interview.
- Help them evaluate a job offer.



COUPLES Coaching

TYPICAL CLIENTS

Couples Coaching clients can involve one individual within a relationship or a couple. They are likely to be having some kind of difficulties with their relationship and look for guidance on improving communication and enhancing their intimate relationship and growth.

WHAT IS INVOLVED?

You will impart coaching techniques on how to better communicate, resolve conflicts, listen to the other's needs, and how to increase their intimate bond.

AS A COUPLES COACH, YOUR MAIN GOAL WILL BE TO HELP THEM IDENTIFY A BETTER PATH FOR THEIR RELATIONSHIP. THIS COULD INCLUDE EXPLORING:

- What are the current difficulties?
- What is their ultimate goal in couples coaching?
- What common values do they hold?
- What can they learn from each partner's values and needs?
- How do they communicate with each other?
- Are their relationship styles compatible?
- How can they improve their communication skills?
- What areas are available for mutual growth?
- Which personal values and needs can be aligned to their partner's?
- What can they do to show caring, respect, and love to their partner?



3.

DIVORCE Coaching

TYPICAL CLIENTS

Clients can include both men and women looking for support and guidance during and after a divorce.

WHAT IS INVOLVED?

During and after a divorce, a client will likely be experiencing painful emotions and loss of direction. It is the Divorce Coach's role to support their client through this tough time, helping them to create a Solution-Focused action plan for living happily.

Clients may need guidance in establishing effective communications with their ex-partner, arranging a healthy co-parenting strategy, and expanding their skills and mindset to boost their independence and eventual happiness.

AS A DIVORCE COACH, YOUR ROLE MAY INCLUDE ASSISTING YOUR CLIENT TO:

- Increase their self-confidence.
- Move past the pain of divorce.
- View themselves as whole and complete.
- Communicate more effectively with their ex-spouse.
- Address the barriers that keep them from moving forward.
- Set clear co-parenting goals.
- Separate the emotions from the legal issues.
- Transition from married life to being single again.
- Set new goals for financial security and stability.
- Realize the benefits of being single.

4.

FAMILY Coaching

TYPICAL CLIENTS

Clients often include families who are in crisis, new parents, and adoptive parents who need help coping with a difficult transition.

WHAT IS INVOLVED?

Family Coaching requires a deep understanding of the relationship between family members. You should be able to empathize with parenting struggles and understand the difficulties faced at children's different development stages. Assisting parents and working with children to educate and explain the effects of outside influences are common roles. Promoting continuous and trusted communication between family members is also a key area.

FAMILY COACHING CLIENTS MAY BE STRUGGLING WITH:

- New parent challenges.
- Teen pregnancy.
- Addiction and abuse.
- Violence.
- School dropout prevention.
- Anger or stress management.
- Poor communication.
- Marriage problems.
- Parenting issues for different stages, such as toilet training, separation anxiety, depression, or discipline.

5.



HEALTH & WELLNESS Coaching

TYPICAL CLIENTS

Clients are likely to include people with physical and mental struggles with losing weight, increasing exercise, eating healthily, or improving their mindset.

WHAT IS INVOLVED?

A Health & Wellness Coach's role is to promote positive view on health and wellness. This can be achieved by assisting clients to overcome physical and mental blocks that result in negative mindsets. By helping bring their mind to balance, you will assist them to feel better about themselves, both in mind and body.

YOU WILL PARTNER WITH YOUR CLIENTS TO DEAL WITH A VARIETY OF ISSUES, INCLUDING:

- Healthful eating
- Time management & motivation
- Positive thinking
- Goal setting & commitment
- Potential obstacles
- Exercise
- Self confidence
- Stress relief
- Meditation
- Self-esteem
- Increasing awareness & mindfulness
- Accepting responsibility & accountability

6.

HOLISTIC HEALTH Coaching

TYPICAL CLIENTS

Many Holistic Health Coaching clients already have an understanding of the importance of mind-body-spirit balance, however they have become stuck and need assistance in reaching a new level of well being.

WHAT IS INVOLVED?

One of a Holistic Health Coach's challenges is to help people implement what they know will benefit them. Clients may well understand the importance of mind-body-spirit balance and are actively working towards a better state of well-being but need assistance in overcoming particularly difficult aspects. These could include weight loss, increasing energy, overcoming addictions and physical pain. Some may have looked for solutions using traditional methods such as medication, counseling or therapy but have become frustrated at their ineffectiveness.

ISSUES THAT HOLISTIC HEALTH COACHING CLIENTS MAY SEEK HELP WITH:

- Guiding them through sickness and recovery.
- Finding and strengthening inner wisdom.
- Helping them cure themselves.
- Helping them rid themselves of toxins.
- Assisting them in finding mind-body-spirit balance.
- Identifying the root of a symptom.

7.

MOTIVATIONAL Coaching

TYPICAL CLIENTS

Clients often include individuals who are struggling to stay positively motivated and achieve their goals. Manager and business teams also benefit from motivational coaching, especially in times of transition or corporate instability.

WHAT IS INVOLVED?

Individuals may come to a Motivational Coach to seek guidance for personal issues they might not feel comfortable discussing with friends and family. Your role is to help them identify the issue they face, deconstruct it, and to help find a solution that will transform their attitude. Managers often come under severe stress from enormous amounts of responsibility. When things are not going as smooth as hoped they can turn to a Motivational Coach to transform their fears, apprehensions and selfdemotion. Such times of strife include economic uncertainty resulting in cutbacks and layoffs of team members.

AS A MOTIVATIONAL COACH, YOU WILL:

- Help identify the client's core challenges.
- Dig deep with clients to realize their true motivations.
- Find ways to fully utilize their motivations.
- Help clients construct new attitudes linked with their core values.
- Help clients visualize what a life full of motivation will look like.



8.

PARENT Coaching

TYPICAL CLIENTS

Parents face a myriad of challenges when raising children and some simply become overwhelmed when this major responsibility controls their life. Parents desire to establish a reciprocal loving relationships with their children.

WHAT IS INVOLVED?

Parents strive for reciprocal loving relationships with their children and a Parenting Coach helps them achieve this. You should be able to assist struggling parents to learn effective ways to nurture their child through tough times and prepare them for the road ahead. You will help the parent understand current challenges and assist them to create a plan of action to resolve issues and move forward. The result of Parent Coaching is a strengthened parent-child relationship with successful open, honest and loving communication.

YOU WILL LIKELY HELP WITH SOME OF THE FOLLOWING PARENTING CHALLENGES:

- Dealing with Newborns, Being a new parent.
- Temper tantrums.
- Potty training.
- Anger & hostility issues.
- Sleeping or bedtime problems / bedwetting.
- Picky eaters.
- Social issues.
- Teenage sex & pregnancy.
- Depression or suicidal thoughts.
- Drug & alcohol abuse.
- Creating space for healthy development.

9.

PERSONAL DEVELOPMENT Coaching

TYPICAL CLIENTS

Personal Development Coaching clients are seeking to improve themselves in one or multiple ways. They understand that life is precious and they want to get the most out of their personal potential.

WHAT IS INVOLVED?

Personal Development Coaching covers a wide variety of areas, including identifying ways to increase happiness, love, wealth, and overall enjoyment of life. Clients have the capacity to achieve these things inside of them already; it is a Personal Development Coach's role to help the client become aware of their innate strengths. As a Personal Development Coach you will facilitate the development of selflove, confidence, and a positive mindset.

YOU WILL LIKELY WORK ON PERSONAL LIFE ISSUES, SUCH AS:

- Personal relationships.
- Self-love.
- Discovering the authentic self.
- Positive mindset.
- Goal setting.
- Increased income.
- Increased joy and passion.
- Increased self confidence.
- Reducing stress and anxiety.
- Self-motivation.



10.

RECOVERY Coaching

TYPICAL CLIENTS

Recovery Coaches work with individuals who are recovering from forms of addiction such as drugs, alcohol, sex, and gambling. Addiction impacts people from all walks of life meaning your clientele could vary dramatically.

WHAT IS INVOLVED?

A Recovery Coach plays a slightly different role than an addiction counselor. A Recovery Coach focuses on the individual's life after the initial detox period. This can include helping the client to set personal and professional goals, while remaining sober. A client's road to recovery is long and full of daily struggles, including stress, time management and staying focused.

It is a Recovery Coach's role to remind them of why they decided to become sober and provide the self-help tools they need to succeed in their new life.

SUCH TOOLS CAN INCLUDE:

- Time management & goal setting.
- Stress reduction.
- Anger management.
- Improved communication.
- Career decisions.
- Job application process.
- Increasing income.
- Increasing self esteem & confidence.
- Adopting a healthy lifestyle.
- Work/life balance.
- Networking.

11.

RELATIONSHIP Coaching

TYPICAL CLIENTS

Relationship Coaches are often sought when an individual is looking to enhance their personal and/or professional relationships.

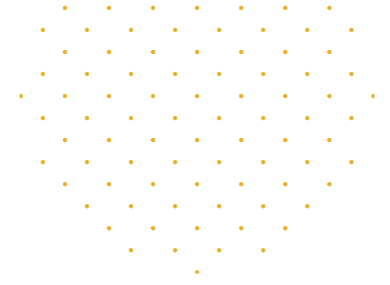
WHAT IS INVOLVED?

Relationship Coaching extends beyond intimate relationships to encompass any and all relationships with other people. A client may choose to work with a Relationship Coach if they are having trouble attracting friends, or attracting friends who share their values and have similar life goals. They could be struggling with self-confidence issues, making the process of networking particularly difficult. These types of issues usually penetrate both personal and professional relationships, limiting the client's success and happiness.

CLIENTS MAY NEED HELP WITH THE FOLLOWING:

- Defining the troubling aspects within a current relationship.
- Identifying issues such as fear, low self-esteem, or anger.
- Enhancing self-confidence to identify people who are not good matches.
- Helping to learn how to attract their ideal partner and build a healthy relationship.
- Working through communication patterns that may be preventing fulfilling relationships.
- Identifying ways to set personal boundaries.





SINGLES Coaching

TYPICAL CLIENTS

People work with Singles Coaches to help them navigate through the challenges of finding the right partner. However a big part of Singles Coaching is also helping people enjoy themselves as a single person and discard the idea that they have to be with someone to be happy. Clients can be very diverse; they can be young or old, male or female, rich or poor.

WHAT IS INVOLVED?

Singles Coaching clients often find meeting and dating challenging, often creating a sense of anxiety and self-doubt. It is the Singles Coach's role to help them feel comfortable and confident in their own skin, address their fears and assist them to take steps to achieve successful relationship.

SINGLES COACHING CLIENTS MAY NEED HELP WITH SOME OF THE FOLLOWING THINGS:

- Improvising communication skills.
- Increasing their self-confidence.
- Understanding the signals of a potential romantic partner.
- Identifying their ideal venues for meeting people.
- Learning how to build a relationship, from the initial attraction to longterm.
- Transforming their feelings of desperation into contentment with themselves.
- Learning to identify potential and compatible partners.
- Creating a vision of their ideal partner.
- Designing an action plan to achieve their relationship goal.

13.

SPIRITUAL Coaching

TYPICAL CLIENTS

Clients interested in Spiritual Coaching often have some experience and understanding of their spiritual nature but require guidance finding their spiritual center.

WHAT IS INVOLVED?

A Spiritual Coach assists the client on their spiritual journey or awakening. They help connect the client to their unconscious self while disassociating from their ego. Clients are often searching for inner peace and their true life purpose. Spiritual Coaches help their clients to discover their path, and encourage them along their journey to enlightenment and joy.

SPIRITUAL COACHES HELP CLIENTS WITH THE FOLLOWING:

- Re-discovering and re-connecting with their identity.
- Tapping into their spiritual wisdom.
- Boosting their self-confidence.
- Enhancing their self-love and self-respect.
- Understanding their life purpose.
- Creating action steps to take control of their lives.
- Opening up spiritual awareness.
- Setting new and exciting goals.
- Solving physical, mental, emotional and spiritual issues with their inner resources.



SUCCESS Coaching

TYPICAL CLIENTS

Success Coaching clients often seek help because they feel unfulfilled and are searching for personal success or happiness.

WHAT IS INVOLVED?

Success is different for every individual. It is the Success Coach's role to help the client identify what truly matters to them. This usually involves transcending the tangible measurement of monetary wealth and possessions to find happiness and success in more human aspects of life and living. You will help your client identify short and long-term goals that will resonate with their clarified idea of success.

WITH YOUR ASSISTANCE, YOUR CLIENTS WILL LEARN HOW TO:

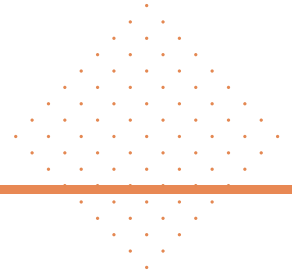
- Boost their self-confidence to take on any challenge.
- Increase their feelings of self-worth.
- Communicate well with others.
- Identify their talents and abilities.
- Build on their strengths to achieve everything they want.
- Determine their short and long terms goals.
- Design an action plan for reaching their goals.
- Reward and motivate themselves.
- Build a personal support system.
- Overcome negative mindsets & adopt the attitude of success.



WHAT IS BUSINESS COACHING?

An astute Business Coach will be able to identify a person's strengths, skills, and talents.

You will guide the client as they develop action steps that maximize their expertise and mindset. You will provide feedback and encouragement to your clients as they progress to their goals and reach their full potential. Successful people understand that success happens by diligently following clearcut steps, measuring progress, and celebrating the milestones along the way. As a business coach, you will understand successful business practices, productive work environments, motivational approaches, and provide tools to overcome any obstacles.



BUSINESS MANAGEMENT

Coaching

TYPICAL CLIENTS

The client base for Business Management Coaching is very diverse, and includes managers and leaders from start-ups, small, medium, and large corporations.

WHAT IS INVOLVED?

The Business Management Coach plays a wide variety of business roles, and often does not concentrate on one specific field. Instead, they take a holistic view of the client's business to assist the client to ask the right strategic questions to improve their business. Business Management Coaches should have significant experience in business management, having managed several aspects of businesses themselves. Some Business Management Coaches have considerable of experience in certain industries, whilst others maintain a broader appeal. The Business Management Coach develops a goal-oriented plan with their client to help reach their business goals.

A BUSINESS MANAGEMENT COACH CAN HELP A CLIENT IN MANY BUSINESS AREAS, SUCH AS:

- Communication with employees.
- Communication with suppliers & vendors.
- Time management.
- Organizational skills.
- Measured goals for increased profitability.
- Gaining self-confidence as a successful business owner.

2.

ENTREPRENEUR Coaching

TYPICAL CLIENTS

Entrepreneurs range from the very young with little experience and big ambitions, to older, more experienced business people who require support in certain areas of entrepreneurship.

Clients may be in the process of starting a new business venture or struggling to make their current venture succeed.

WHAT IS INVOLVED?

Entrepreneur Coaching is much more than simply pointing an enthusiastic business person in the right direction. You must have knowledge of how to start a business, and how to navigate the myriad of practical and emotional issues that come with it.

YOU WILL HELP YOUR CLIENTS THROUGH THE VARIOUS ASPECTS OF ENTREPRENEURSHIP, SUCH AS:

- Improving time management to help them stay on task.
- Improving their leadership style.
- Identifying supports (family, friends, contacts & investors).
- Understanding marketing techniques and personal branding.
- Expanding business contacts for greater success.
- Developing methods for leveraging time and income.
- Utilizing technology to increase performance and growth.
- Strategizing the best plan of action in alignment with their vision, resources, support system, time, and capital.

3.

EXECUTIVE BUSINESS Coaching

TYPICAL CLIENTS

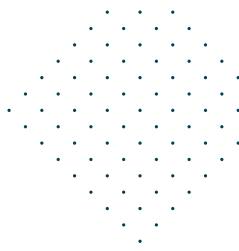
Executive Business Coaching appeals to a very wide market that includes corporate business managers, leaders, and business owners in every industry.

WHAT IS INVOLVED?

You will be working with highly skilled and motivated individuals who hire you to help them reach their business (and personal) goals faster than they could on their own. You will be expected to have a deep understanding of their role with their company and industry. Clients will be looking for insights on overcoming obstacles they have had previous difficulty with, as well as drawing a greater sense of satisfaction from their work.

YOU MAY ASSIST EXECUTIVES IN SOME OF THE FOLLOWING SITUATIONS:

- Help teams to learn to find consensus and choose a course of action.
- Motivate employees to adopt an owner mindset.
- Create ways to increase workers' sense of accountability.
- Decide best ways to recruit and retain top leaders.
- Create a marketing or business plan.
- Inspire more autonomy in workers.
- Reduce a high turnover rate.
- Leadership transition.
- Decide the organization's priorities.
- How to delegate appropriately.
- Obtain recognition for achievements and demonstrate value to the company.



LEADERSHIP Coaching

TYPICAL CLIENTS

Leadership Coaching is instrumental for any business leader looking for assistance to improve their communication and relationships with colleagues and team members. They typically include Presidents, CEOs, COOs, CFOs, Managing Directors, and other key decision makers and aspiring leaders.

WHAT IS INVOLVED?

Leaders are often high achievers, usually with a very busy schedule. It is the Leadership Coach's role to facilitate their client's learning of the best leadership techniques while excelling in day-to-day business.

Leadership Coaches should be able to fully understand their client's positive and negative situations and assist them to ask the right questions and reach higher levels of success. Situations may include coaching on short-term issues such as dealing with a crisis or a severe lack of team motivation.

LEADERSHIP ISSUES VARY, BUT COMMONLY INCLUDE:

- Leadership techniques.
- Handling difficult situations, such as lay-offs.
- Emotional maturity of leaders.
- Motivating team members to give 100%.
- Empowering others to take responsibility & accountability.
- Improving communication between management and team members.



5.

SALES Coaching

TYPICAL CLIENTS

Sales Coaching appeals to individuals who hold the roles of Sales Managers, Sales VPs, CSOs, Sales Team Leaders, Sales Executives, Sales Consultants, Entrepreneurs and even Coaches.

WHAT IS INVOLVED?

While the people in those roles have specific needs, they also share many similarities. They are concerned with finding new business partners, creating ways to increase sales, growing the stability of the business, and increasing their bottom line.

Even though the scope of the above role varies, they also share many strategic similarities. As a Sales Coach you will have significant experience in a variety of sales environments, which you can draw on to help your clients increase sales, reach goals, organize teams, and increase their profits.

YOUR SALES COACHING CLIENTS MAY NEED HELP IN THE FOLLOWING AREAS:

- Increasing their client base.
- Learning tools that ensure closing the deal.
- Overcoming shyness, fear, or low self-esteem.
- Growing confidence to meet challenges and reach all goals.
- Learning stronger sales methods and techniques.
- Creating solid support systems.
- Creating clear and concise steps to increase sales.
- Learning the art of negotiation.

6.

MARKETING Coaching

TYPICAL CLIENTS

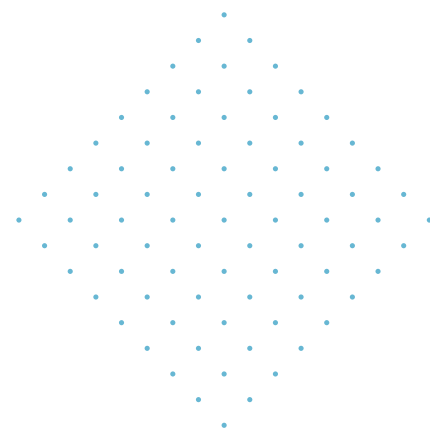
Marketing Coaching includes clients who hold the roles of Marketing Managers, Marketing VPs, CMOs, Marketing Team Leaders, Marketing Executives, Marketing Consultants, Entrepreneurs and even Coaches.

WHAT IS INVOLVED?

Marketers are concerned with creating dynamic strategies that communicate the right messages to the right people at the right time. As a Marketing Coach you should have a wealth of knowledge and relevant experience marketing your client's products and or services. Understanding the consumer behaviour of your client's customers is essential for assisting them to adapt their communications to influence their target market's perceptions.

YOUR MARKETING COACH CLIENTS MAY NEED ASSISTANCE WITH:

- Primary and secondary market research.
- Understanding their customers' attitudes and behaviours.
- Focusing on a target niche.
- Dove-tailing long-term strategy with short-term goals.
- Implementing new communication channels.
- Creating compelling marketing messages.
- Attracting the right customers for their business.
- Understanding online and digital marketing.



ABOUT ERICKSON *Coaching* INTERNATIONAL

Since 1980 Erickson Coaching International has been pioneering the most effective Coach Training and Business Leadership Programs in the world.

Established in over 27 countries, Erickson coaches integrate the cutting-edge research of the founder Dr. Marilyn Atkinson to provide innovative education to our global community.

Our vision is to change the world one conversation at a time. Our courses combine Masterful Coaching with proven Ericksonian methodology and our unique Solution-Focused methodology. The result is our renowned ICF accredited program The Art & Science of Coaching, the Erickson Business Center, and our Corporate Coach Training Programs. Each of our training programs deliver leading edge material that is proven to enhance your interpersonal communication and effectiveness, in ways that are fun, engaging, and deeply meaningful.

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Reference:

Barbara Wainwright (2006) -
52 Coaching Niches That Are Working Miracles Everyday