



DEFINING YOUR VALUE PROPOSITION PART 2: YOUR TARGET MARKET



Value Proposition: A brand statement that communicates what you do, for whom you do it, and why it's done, often taking the form of, "I help X do X so that X."

As a coach, your value proposition is the foundation of your business. It captures your reason for being while differentiating you in the market, establishing your credibility, attracting ideal prospects, and turning strangers into leads and clients. The first step to growing a successful coaching business is defining a powerful value proposition.

This guide is Part 2 of that process: choosing your target market.





Your Target Market

1. WHAT YOU NEED TO DO

The second step to crafting a compelling value proposition is to choose a specific market to serve. The desire to serve all people is understandable. As a coach who has dedicated their career to helping others, it's only natural to want to serve as many people as possible.

And as someone who runs a coaching business, it's also natural to want to serve as large a market as you can.

But as you'll see below, your success as a coach and as a business owner will increase dramatically the moment you decide to stop trying to be everything to everyone and instead be one specific answer to one specific person. Specialization makes all the difference.

2. WHY YOU NEED TO DO IT

- **Coaching Effectiveness:** A coach who serves a single market has the time and resources to develop tailor-made solutions specific to that audience. This in turn leads to better coaching and better results. A specialist can offer strategies that are proven to work for their market's unique situation, while also foreseeing and avoiding common problems and pitfalls. A generalist can't afford to do this because they're forced to offer a single solution that caters to many different types of people and problems.



Your Target Market

2. WHY YOU NEED TO DO IT

- **Assumption of Ability:** As you'll see, many of the benefits of choosing a specific problem to solve also apply to choosing a specific group of people to serve. This is especially true when it comes to assumption of ability. When you focus intensely on one specific group, at the exclusion of all others, that group naturally assumes you can serve them better than the coach who serves all. This is an assumption that can double your business.
- **Market Attention:** Catering to all people is like calling out "Hey, people!" in a packed arena. No one will pay any attention. What a difference it makes when you call out "Hey, John, in the red sweater and white hat!" In that case, John is going to look. You'll seize his attention because you're specifically calling out to his reality. The same happens when you call out to the specific reality of your prospects.
- **Market Attraction:** When you speak directly to my pains and problems, or my hopes and dreams, as if you're in my head, I'm going to be interested in what you have to say. When you speak my language—something a generalist can't do—I'm going to listen.



Your Target Market

2. WHY YOU NEED TO DO IT

- **Market Connection:** Connection requires understanding. When you focus, you get the chance to truly know your market, their language, struggles, their hopes, their fears. This knowledge allows you to connect with them on a far deeper level than any generalist can. And where there's true connection, there's an easy path to enrollment and results.
- **Market Authority:** You can't be known for something if you try to do it all. Making a name for yourself, especially in the crowded market of coaches and consultants, becomes progressively easier the closer you get to becoming a market of one—the one person who exclusively serves a particular niche. Generalists are little fish in big ponds; specialists are big fish in smaller ponds (the ability to reach the world online makes even the smallest segment large enough for most coaches to thrive).
- **Marketing Mediums:** When you focus on a specific group of people, it's much easier to find them online and offline. Compare finding "business owners" with finding "owners of competitive gymnastics clubs." The first is so general that it's hard to know where to begin while the second instantly brings to mind specific mediums to use (if you're in the gymnastics market, of course).



Your Target Market

2. WHY YOU NEED TO DO IT

- **Marketing Message:** When you find those places to promote your coaching, it's far easier to deliver a message that—as we've seen above—grabs the attention of your ideal prospect, pulls them in, and connects with them on a deep level. A general marketing message is too vague and weak to work. A specific message made just for me is going to outperform it every single time. (Imagine trying to talk to moms and college students about, say, money matters at the same time. Because of their unique situations, you'd be forced to be vague...and forgettable.
- **Pricing Power:** Specialists can charge more because their solutions are tailor made to your unique situation. The more work I have to do to adapt a general solution to my specific problem, the less valuable that solution is to me. If you help married men with daughters make the most of their family relationships, you're going to be much more valuable to me than someone who also coaches men, women, and children of all ages using the same generic methods.
- **Satisfaction of Selection:** One of the greatest benefits of choosing a specific niche to serve is the satisfaction you get—not just from becoming a master of a particular audience—but from working with only those people you love to serve. A generalist has clients from every walk of life, some excellent and others not so much. A specialist gets to hand select the segment they serve, avoiding the clients that drain and highlighting the clients that energize and inspire.



Your Target Market

3. HOW IT'S DONE: TAKE INVENTORY

The first step to choosing the specific group of people you're going to serve is to take a full inventory of your options. Think back to the niche you chose in Part 1 and make a list of every possible group that needs or wants what you have to offer. Consider age, sex, location, education, experience, career, family, interests, etc. Be specific.

For example, a vegan nutrition coach could serve semi-pro soccer players, new moms between 35 and 40, or cancer survivors who beat a particular form of the disease. Whatever the topic, your options are endless. In the space below, list as many potential audiences as you can. Who could benefit from what you have to offer?



Your Target Market

3. HOW IT'S DONE: NARROW BY DEMAND

The second step is to narrow your list by demand: which groups of people represent a strong and healthy market for your services? Unless there are people ready and willing to invest in your coaching, little else matters, so it's vital to begin narrowing your list by market demand. In the space below, record all of the groups of people from your inventory that share the following characteristics.

- *Aware: Are they aware they have a problem and are in need of help?*
- *Active: Are they actively searching for some type of solution?*
- *Accessible: Are they large in number and easily reached?*
- *Able: Are they able to afford and use your coaching?*



Your Target Market

3. HOW IT'S DONE: NARROW BY ABILITY

Next up is ability: of the options that remain, which groups of people can you serve best? With the list you recorded on the previous page in mind, consider the questions below. Then make a new list of people that satisfy both demand and ability.

- *To which groups of people can you deliver the best results?*
- *Which groups of people bring out the best in your abilities?*
- *Which groups of people can immediately put your coaching to use?*
- *Which groups of people will immediately see the value in what you have to offer?*



Your Target Market

3. HOW IT'S DONE: NARROW BY PASSION

Finally, we consider passion: of the options that remain after the second cut, which groups of people are you most passionate about serving? Often, but not always, you'll do best which you love the most. As before, narrow the list of the previous page by considering the following questions. Then record your final options in the space below.

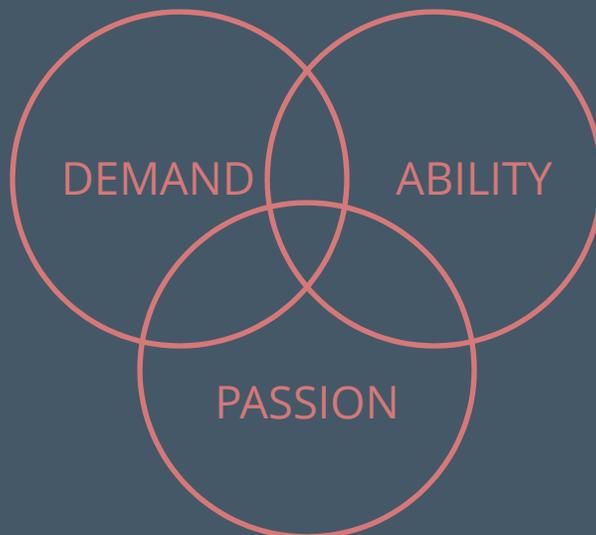
- *With which groups of people do you (or believe you would) love to work?*
- *With which groups of people do you (or believe you would) hate to work?*
- *Which groups of people are you deeply passionate about helping?*
- *Which groups of people have a special place in your heart and mind?*
- *Which groups of people have you had positive experiences with in the past?*



Your Target Market

3. HOW IT'S DONE: MAKE YOUR CHOICE

After starting with an inventory of every type of person you could help with your coaching, you narrowed your choices down by market demand, personal ability, and passion. You should now have a small list of options that satisfy all three conditions. The only thing left to do is make your choice.



IN THE SPACE BELOW, RECORD YOUR CHOSEN MARKET

The specific group of people you're going to serve with your coaching is...

Free Website Audit

Would you like us to personally audit your website and tell you exactly how to improve it?

If you're a certified coach, you're in luck.

With our *SavvyHippo Website Audit*, we'll review every page of your site and return with a complete rundown of the good, the bad, and the ugly.

We'll also walk you through the audit live on a thirty-minute complimentary video call. This is your chance to get expert advice on turning your website into a client-generating machine.

Spaces are limited, so if you're ready to turn your visitors into more leads, prospects, and clients, click below to claim your audit now.

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COMPLIMENTARY WEBSITE REPORT

Includes a free Audit Report with specific tips and tactics to help you enroll more clients throughout your site

COMPLIMENTARY STRATEGY SESSION

Also includes a free 30-minute strategy session to review your audit in detail and answer all of your website questions