

6 WAYS TO MULTI-NICHE TO BOOST YOUR COACHING BUSINESS NOW

BY EMILY CORREA

The 2020 Covid-19 Pandemic has made almost all of the globe re-evaluate the long-term and short-term goals of their business... and the coaching industry is no different.

From massive layoffs & furloughs to big corporations declaring bankruptcy, to absolutely every large gathering or live event canceled until at least 2021; cross-functionally destroying layers of industry from transportation to publicity, not since the Great Recession of 2008 has there been such an upheaval in the markets of commerce and trade, felt by literally...everyone.

But this time has hit much harder and has been far more expansively income-crushing across the entire globe, with many impatient prior-employed people researching “how to start a side-hustle” or get online training to boost their resume; start a new career all-together (40% of jobs may never come back), or even planning to leave the corporate world altogether to build a start-up business from the trusty word-of-mouth referrals method and direct network marketing, if that is even a possibility against unemployment checks that has cast a safety net over some families. A lot of “essential workers” at times, being paid less than just staying at home and collecting.

Coming from us at Ultimate Spark! Coaching, a fast-emerging 5-star rated coaching certification described as “exceptional” and “holistically empowering”, t,“ aforementioned coaching areas below are our 6 best areas of focus and

redirection for you as celebrated in our 90-day program.

If it feels like it is time for you to “multi-niche” or switch your coaching industry focus altogether, read on to find out what we deem as the Future of the Coaching Industry hottest trends.

#1. Life Coaching

“Coaching is an ongoing relationship between the professional coach and the client, which focuses on the client taking action toward the realization of their vision, goals or desires.”

- International Coaching Federation

Coming from being a ICF-certified Life, Business & Law of Attraction Coach myself, being multi-niche has allowed me to be more flexible with my clientele and eventually design my own coaching certification that has certified 135 new coaches on...drumroll... finding their own niche prior to entering the market (which makes sense rather than just winging it against the market.)

The journey through these 6 niches has been incredibly self-exploratory for the coaches, as much as it inspired and drove me as their “Coach Trainer” to become better on multiple levels for my students right back.

But... if I didn't spend the last 7 years exploring the process of coaching my clients in multiple areas first; as a Life, Business and Law of Attraction Coach, even doing this in Miami, NYC and now Chicago (all different types of energy