



REPORT #1

# How To Become A Virtual Coach

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# The Power Of Coaching

There are an estimated 100,000 life and business coaches, that earn over \$17 Billion per year today. They work in every coaching niche you can imagine, from health and fitness, to dating and relationships, to business and money, to spirituality and hobbies, and much more.

One study a few years ago by ICF, the International Coach Federation showed that professional coaches charge over \$200 per hour, and most work part time.

Coaching is growing in popularity right now to the point where Wharton Business School and Harvard affiliates even offer coaching classes right now.

I have been a coach for over 20 years, and my wife Annie has been a coach for over 10 years. Many of our friends are successful 6-figure and 7-figure coaches, and we've seen the power that this has to help people create businesses and lives that they love.

Demand for coaching is growing because people have more changes in their lives, but less social support to help them through those changes. This is where the coach comes in. The coach can be the "professional friend" that people need to make it to the next level in life.

Coaches help people get unstuck, to figure out their priorities, to take action, and to stick with it to get results.

With almost 8 billion people alive, there is only approximately one coach for every 80,000 people. I predict that within the next several years, there will be millions of successful coaches, working in every niche and industry imaginable.

The coach fills a new need, that is different from the role of a consultant, an advisor, or a therapist. It's a very important role, and becoming more important every day.

I have built a career starting out as a coach and consultant, then going on to creating online courses and digital products, then teaching business and entrepreneurship, and investing in high-growth startup companies.

I have been recognized by being interviewed by Tony Robbins and Larry King, and being invited to interview Sir Richard Branson on stage (twice). I have launched ten different online brands to the \$1 million mark in sales, several of them much more.

As a coach, you're paid for doing something good in the world. You are making a lot of value for other people, which feels great. You can also transition to what I like to call the "virtual lifestyle" because coaching frees you up in terms of time and location.

Coaching has built-in growth, both personally and professionally, every day. It helps you become more self-actualized as a person. You multiply the value of what you already know, and set yourself up for more growth in the future.

Coaching gives you a sense of meaning, purpose, and significance. You see that what you do makes a difference, and participate in the success of others, which feels great.

Watch all of our free videos and get more downloads like these at [VirtualCoach.com](http://VirtualCoach.com).

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# Your Unique Genius

I believe that each of us is born with a **unique personality** or a “**unique genius**.”

There are 3 main types or categories of genius to consider: Physical Genius, Relationship Genius, and Business Genius.

There's also a fourth kind of genius that can potentially apply to all domains of coaching, and that is what we might call **spiritual genius**. Which of these categories of genius do you feel best describes you?

As a **physical genius**, you tend to be naturally good in and around the physical world, being in your body, working with your hands, building things, health, and often organization. Physical geniuses tend to be naturals with sports and many hobbies. If this describes you, write down the area where you feel that you have a physical gift.

## Relationship Genius

As an **emotional genius**, you understand the emotional aspect of life, how people relate to each other, and the importance of connection. It's obvious to you how social dynamics work, and you find yourself naturally concerned with how others feel. If this describes you, write down what you notice most about feelings and relationships.

## Business Genius

As a **business genius**, you intuitively understand the domain of business and money. You're good at identifying opportunities, creating products and services, and doing marketing. You can look at a business, and see how it can be improved instantly, without trying. If this describes you, write down the areas of business and money where you most often see opportunities for improvement.

## Spiritual Genius

As a **spiritual genius**, you have an intuitive or natural sense of something beyond what we see, feel, and experience. An energy, a force, or a spiritual being that transcends and unites all form and all life. If this describes you, write down the opportunities for spiritual growth that you see when you interact with others in your life.

Use this exercise as the foundation to target your ideal coaching niche next.

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# 10 Profitable Coaching Niches

Consider that there are people around the world looking for help in the domain that you are a genius in, literally right now. And it is likely far more than you could ever help. Building on our first exercise, use this guide to further target the coaching niche that will be right for you.

## Physical Coaching Niches

**Health Coach:** Are you good at helping people choose a healthier lifestyle?

**Hobby Coach:** Do you enjoy helping others do better in their chosen active hobby?

**Productivity Coach:** Can you help people become more organized and productive?

## Relationship Coaching Niches

**Dating Coach:** Are you good at helping people get dates and find mates?

**Relationship Coach:** Do you understand relationship dynamics, intimacy, and conflict?

**Break-Up Coach:** Can you help people save relationships or get back on their feet after?

## Business & Money Coaching Niches

**Career Coach:** Do you know how to help people get jobs and develop their careers?

**Business Coach:** Can you help businesses with products, marketing, and growth?

**Financial Coach:** Are you gifted with understanding money and investing?

## The Spiritual Coaching Niche

Spiritual coaching is the 10th coaching niche. If you're a Spiritual Genius, you have the added advantage of being able to work in any of the coaches niches above... as long as you approach your chosen niche from a spiritual perspective.

Each of these is already a highly successful niche with many successful coaches working within it. Use this as a starting point when targeting your ideal coaching niche.

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