

FREE RESOURCE

Find Your Information Advantage

The framework for identifying your unique coaching superpower and profitable niche

The Problem

Many aspiring coaches can't identify their profitable niche because they undervalue their own expertise. They dismiss hard-earned knowledge as "obvious" or "common sense," missing the goldmine of specialized insight that could differentiate them in the marketplace.

Sound familiar? You're not alone. This is the single most common blind spot we see in coaches who are struggling to grow.

What Is Your Information Advantage?

Your **Information Advantage** is the valuable knowledge and expertise you've accumulated through your career experiences and personal interests. It's knowledge you typically take for granted but represents your unique coaching superpower and the foundation for attracting ideal clients.

Think of it this way: the problems you've already solved in your career and life are the exact problems your ideal clients are facing right now. Your lived experience isn't just relevant. It's your greatest asset.

3-5x

More revenue for niched coaches vs. generalists

80%

Of top coaches focus on problems they've solved

2x

Faster to fill a practice with a clear specialty

The Framework

Finding your Information Advantage is a three-step process. Set aside 15 minutes, grab a notebook, and work through each step honestly.

1 Inventory Your Knowledge Assets

Start by creating two separate lists. Don't filter or judge. Just write.

Career List

Document every job you've held, regardless of duration or perceived importance. Include side projects, volunteer roles, and freelance work. Every career experience represents potential coaching expertise.

Personal Interests List

Catalog genuine interests you actively pursue and learn about. Not things you "should" be interested in. Things you actually spend time on. Sustained personal interests indicate specialized knowledge that can serve specific client segments.

2 Rank by Expertise Level

Stack-rank each list from highest to lowest knowledge and experience level. Consider these factors:

- **Time invested** — How many years have you dedicated to this?
- **Quality of training** — Formal education, mentors, or hard-won experience?
- **Depth of involvement** — Were you a practitioner, a leader, or both?

Pro Tip

Be honest with yourself here. The goal isn't to list what sounds impressive. It's to identify where you have genuine, deep knowledge that others would pay to access.

3 Apply the Sustainability Filter

This is the step most coaches skip, and it's the reason so many coaching businesses burn out within two years.

Look at your top-ranked items from both lists and ask one critical question: **Which of these do I want to continue learning about for the next five to ten years?**

Your niche needs to sustain you, not just attract clients. If you pick a topic you're great at but bored by, you'll resent your business within a year.

Critical Insight

The #1 reason coaching businesses fail isn't lack of credentials or poor marketing. It's lack of clarity and consistency in messaging. Coaches who can't clearly articulate their unique value struggle to attract and retain clients. This framework solves that.

The Success Formula

When you've completed all three steps, your niche becomes clear:

Your Coaching Niche = Largest Information Advantage × Highest Genuine Interest

This intersection maximizes both your **credibility** with potential clients and your **passion** for serving them long-term. It's the sweet spot where your business becomes sustainable, profitable, and deeply fulfilling.

The Bottom Line

Your Information Advantage isn't about having perfect credentials or revolutionary methods. It's about recognizing that your lived experience solving specific problems has genuine value to clients facing similar challenges.

The key is identifying where your expertise intersects with your passion for helping others, creating a powerful foundation for a thriving coaching practice that attracts ideal clients who value your unique perspective.

Ready to Build a Coaching Business That Matches Your Expertise?

CoachStack gives coaches the professional platform and systems to look as credible as they actually are, from day one.

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