

The Niche That Pays Workbook

By the end you'll have one niche picked and scored, a one-line bio that names who you help, your first gift videos planned, and a 30-day test ready to start tomorrow.

FREE WORKBOOK 12 PAGES ABOUT 50 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ One niche, chosen by score, that names one kind of person and one problem
- ✓ The number of clients you need to hit your monthly goal
- ✓ A bio line and three gift video ideas you can post this week
- ✓ A 30-day test with a keyword, reply scripts, and a tracker for the numbers that count

INSIDE

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- 2 Score your options and pick one
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- 4 Set up your 30-day test
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YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Pick a Personal Trainer Niche That Gets You Paying Clients](#).

STEP 1 OF 5 · LEARN IT

List your niche options

If you pick a niche out of thin air, you usually land on weight loss or general women's fitness, the most crowded water there is. Your best niche is often already sitting in your calendar or in your own story.

HOW TO DO IT

- 1 Open your schedule. For each current or past client, write who they are, the problem you fixed, and whether you enjoy training them.
- 2 Write down what you have lived yourself: a body you changed, a pain you fixed, a sport you played, a job you worked.
- 3 Turn the best ones into niches that stack two slices: one kind of person plus one problem. Example: fat loss for truck drivers, not weight loss.
- 4 Search each niche on Instagram and TikTok. If the first screen is full of coaches saying the same thing, narrow it by who or by problem until it isn't.
- 5 Keep your best two or three options for the next page.

EXAMPLE: DRE, AN IN-PERSON TRAINER IN A COMMERCIAL GYM WHO WORKED NIGHT SHIFTS FOR THREE YEARS

Calendar: Tasha, ER nurse on nights, lost fat, I love training her. Mike, desk job, back pain eased. Sam, beginner, got his first pull-up.

Lived it: I worked nights and lost weight while doing it. I know the 3am hunger.

Option A: Fat loss for night-shift nurses. First screen: a few coaches, none talk about shifts.

Option B: Back pain for desk workers. First screen: crowded with physios and coaches.

Option C: First pull-up for beginners. First screen: some calisthenics accounts, room left.

Your turn on the next page →

STEP 1 OF 5 · YOUR TURN

List your niche options

Clients in your calendar

Client	Who they are	Problem you fixed	Enjoy training them? (Y/N)

What you have lived yourself (bodies changed, pains fixed, sports, jobs)

Your niche options (who + problem)

Who they are	Their problem	Niche in one line	Crowded first screen? (Y/N)

- ☐ You're done when you have two or three niches, each naming one kind of person and one problem, that aren't crowded on the first screen.

STEP 2 OF 5 · LEARN IT

Score your options and pick one

Without a score, you pick the niche that feels exciting tonight and drop it in a month.

Scoring forces you to compete only in the water your proof can win.

HOW TO DO IT

- 1 Score each option from 1 to 5 on Proof: have you lived it or gotten someone a result in it?
- 2 Score Pain (will they search and pay for a fix, not just wish?), Money (can they afford you?), Room (can you become a known name, or do big coaches own it?), and Love (would you talk about it for years?).
- 3 Add each column. The highest total wins. A tie goes to the option with more proof.
- 4 Run the money math below: your monthly goal divided by your price is the clients you need. Ask if that many people in this niche will find you.
- 5 Write your winner in one line. Don't buy a specialist course yet, unless your niche needs a certification to be safe.

EXAMPLE: DRE SCORES HIS THREE OPTIONS

Night-shift nurses: Proof 4, Pain 4, Money 4, Room 4, Love 5 = 21

Desk workers with back pain: Proof 2, Pain 5, Money 4, Room 2, Love 3 = 16

First pull-up: Proof 3, Pain 2, Money 3, Room 3, Love 4 = 15

Money: \$5,000 goal / \$250 a month = 20 clients. There are thousands of nurses online, so 20 can find me.

My niche: fat loss for night-shift nurses.

Your turn on the next page →

STEP 2 OF 5 · YOUR TURN

Score your options and pick one

Score each option 1 to 5

Question	Option A	Option B	Option C

Do the math

Monthly income goal (\$) What one client pays a month (\$)

Fill in both boxes.

Can that many people in your top niche find you? Where do they spend time online?

Before you commit

- ☐ My top niche has the highest total, or wins the tie on proof
- ☐ I can name one result I've lived or gotten for someone in this niche
- ☐ If my niche is a medical condition, pre or postnatal, kids, or people with disabilities, I have or will get the right certification first and work with their doctor when needed
- ☐ I am not buying a specialist course until this niche passes the 30-day test

Your niche in one line (who + problem)

- ☐
You're done when one niche has the top score, the money math works, and it's written in one line.

STEP 3 OF 5 · LEARN IT

Write your bio line and your first gift videos

The first three online trainers I worked with all ghosted for the same reason. Each one told me, "I just don't know what to post." That was a niche problem, and once you know who you serve, the ideas show up on their own.

HOW TO DO IT

- 1 Write your bio as one plain sentence: who you help, with what, and how. Write it for a stranger who has never heard of you.
- 2 Read it out loud. If someone in your niche wouldn't say "that's me," make the who or the problem more specific.
- 3 List the real problems your niche deals with every week. Think about their schedule, food, energy, pain, and fears.
- 4 Pick your three best problems. For each one, write your fix and the proof that you're the one to hand it over.
- 5 Spend your time planning the point of each video, not editing. Prep beats polish.

EXAMPLE: DRE'S BIO AND FIRST VIDEOS

Bio: I help night-shift nurses lose fat without giving up sleep.

Problems: starving at 3am, no energy to train, vending machine dinners, can't sleep after shift, gaining weight on nights.

Video 1: What to eat on a 12-hour shift. Fix: a packed meal plan. Proof: what I ate when I worked nights.

Video 2: A 15-minute workout before work. Fix: 4 moves, no gym needed. Proof: Tasha does it before her shift.

Video 3: Why you're hungrier after nights. Fix: what to eat when you get home. Proof: my own 3am hunger.

Your turn on the next page →

STEP 3 OF 5 · YOUR TURN

Write your bio line and your first gift videos

Bio line builder

I help who get what result how, or without giving up what .

Your final bio line

Problems your niche deals with every week

1.

2.

3.

4.

5.

6.

7.

8.

Your gift videos

Problem	Your fix	Your proof

Your first 3 videos, one line each

☐ You're done when your bio fits in one sentence and you have three videos that each have a problem, a fix, and proof.

STEP 4 OF 5 · LEARN IT

Set up your 30-day test

You learn more from 30 days of posting than from 30 days of thinking. If you only watch views, you'll call a dead niche a winner, or quit a good one too early.

HOW TO DO IT

- 1 Pick one platform and the days you'll post. Aim for 3 to 5 short videos a week.
- 2 Make one free tool your niche can use right away, like a meal plan or a short workout. Pick a one-word keyword for it.
- 3 End every post with: comment the keyword and I'll send it to you.
- 4 Answer every comment and message the same day. Offer a 20-minute call to anyone who raises their hand.
- 5 Once a week, count comments from people in your niche, DMs, calls booked, and clients signed. Views don't go on the tracker.

EXAMPLE: DRE'S TEST SETUP

Platform: Instagram. Post Monday, Wednesday, Friday, plus Sunday when I can.

Free tool: a shift-day meal plan. Keyword: SHIFT.

Goal for the test: 3 clients. Close rate 1 in 3, show-up rate about 3 in 4, so I need about 9 calls and 12 bookings.

Week 1: 6 comments from nurses, 4 DMs, 1 call booked, 0 clients.

Your turn on the next page →

STEP 4 OF 5 · YOUR TURN

Set up your 30-day test

Your platform and posting days

Your free tool and the keyword people comment

Reply when someone comments your keyword

Hey first name, here's the free tool you asked for: link. Quick question: what's the hardest part of problem for you right now?

Offer the call

Thanks for telling me about what they said. I help who with exactly that. Want to hop on a free 20-minute call this week? I have day and time or day and time.

Work backwards from the clients you want

New clients you want Your close rate on calls (%) How many booked calls
show up (%)

Fill in all three boxes.

30-day tracker

Week	Comments from your niche	DMs	Calls booked	Clients signed

- ☐ You're done when your keyword, both reply scripts, and your posting days are written down and the tracker is ready for week 1.

STEP 5 OF 5 · LEARN IT

Plan your switch without losing clients

Some trainers think niching means firing clients or tearing down what works. Narrow your posts, not your client list, and change your offer only after the niche starts bringing calls.

HOW TO DO IT

- 1 Keep every current client. Write their names down so you remember nobody is leaving.
- 2 Post for your niche for 30 days before you change your offer.
- 3 Once calls come in, build one package for the niche with a clear finish line, like a 12-week program.
- 4 Sell the vacation: describe where they hurt now and where they'll land, not how many check-ins they get.
- 5 If you get no calls after 90 days of steady posting, change one thing: the who, the problem, or the hook. Widen only after steady paying clients in the small pond.

EXAMPLE: DRE'S SWITCH PLAN

Current clients staying: Tasha, Mike, Sam, and 9 others. Nobody leaves.

Package: 12-Week Night Shift Reset.

Offer: Right now you're eating from the vending machine at 3am and too tired to train. In 12 weeks you'll have a shift routine that fits your nights and your jeans fit again.

Widen to: healthcare workers, only after steady paying nurses.

Your turn on the next page →

STEP 5 OF 5 · YOUR TURN

Plan your switch without losing clients

Current clients you're keeping

1.
2.
3.
4.
5.
6.

Your one package: name, length, and finish line

Your offer, selling the vacation

Right now you *where they hurt*. In *number* weeks you'll *where they land*, without *what they fear giving up*.

Day 30 and day 90 check

Date	Calls this month	Clients this month	One thing to change (who, problem, or hook)

Widen your niche only when

- ☐ People in the niche know my name and send me referrals
- ☐ Calls come in every month without me chasing
- ☐ I have steady paying clients from this niche
- ☐ The wider niche is a close neighbor of this one

- ☐ You're done when your client list is safe, your one package is named, and your day 30 and day 90 check dates are on the calendar.

THE PLAN

Your next 7 days

Seven small moves to start your 30-day test this week.

YOUR ANSWERS, IN ONE PLACE

My niche

Bio line

First 3 videos

Gift + keyword

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Change your Instagram or TikTok bio to your bio line.	☐	
Day 2	Make your free tool and save the reply script on your phone with your keyword.	☐	
Day 3	Post gift video 1 and end it with your keyword.	☐	
Day 4	Answer every comment and DM the same day, and send the free tool to everyone who asked.	☐	
Day 5	Post gift video 2 and offer a 20-minute call to anyone who raised their hand.	☐	
Day 6	Post gift video 3 and write 3 more video ideas from your problem list.	☐	
Day 7	Fill in week 1 on your tracker: niche comments, DMs, calls booked, clients signed.	☐	