

Beyond the Niche

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Today I will be sharing with you--

1. The 5 biggest challenges that are keeping you stuck
2. How to turn these challenges into opportunities
3. How to get back on track toward the holistic nutrition business you've always dreamed of



What is THE foundational
piece of knowledge you
absolutely must know to
succeed in business?



Yourself!



SLAY

INFORMAL Verb

to greatly impress or amuse
(someone).

"you slay me, you really do"



Steps to help you become a SLAYR in your business

(turn challenges into opportunities and
greatly impress your audience):

(S)tuck & "Shoulding"

(L)EAP (Learn, Experience and Process)

(A)ction

(Y)es

(R)esources

Challenge #1 Lost in the details of my business

I have no idea what to do today. Oh look! A cute kitten!

Opportunity #1: Build Self-Knowledge



Stuck & “Shoulding”

I *should* get
something done
but I am
overwhelmed
and don't know
where to start.



LEAP Learn, Experience and Proceed



What do I do best?
(superpower)

What do I need help with?
(kryptonite)

Action:

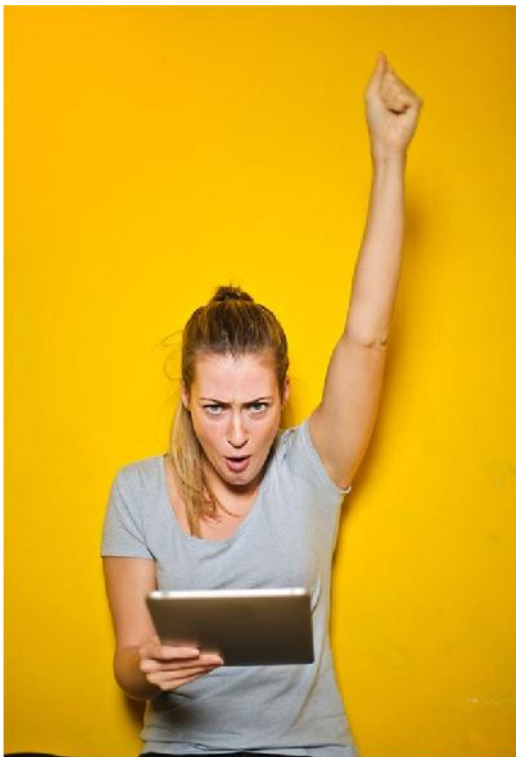
Write your job
description within your
business.

What belongs there?

What doesn't?



Yes (Affirmation):



I am clear on
my strengths (superpower)
my weaknesses (kryptonite)
and
what my role(s) &
my zone of genius
is in my business.



Resources:

Gretchen Rubin's Four Tendencies

Meyers-Briggs

Enneagram

Human Design

Professional Coaching



SLAYR of Challenge #1



Challenge #2 No Support as a Soloprenuer

I am SO stressed. I have way too much to do and not enough time in the day.

Opportunity #2: Locate & Create your Team



Stuck & “Shoulding”

I **should** be able to make this business work. I'll just have to work harder.



LEAP Learn, Experience and Proceed



Who are the people on my
business team?

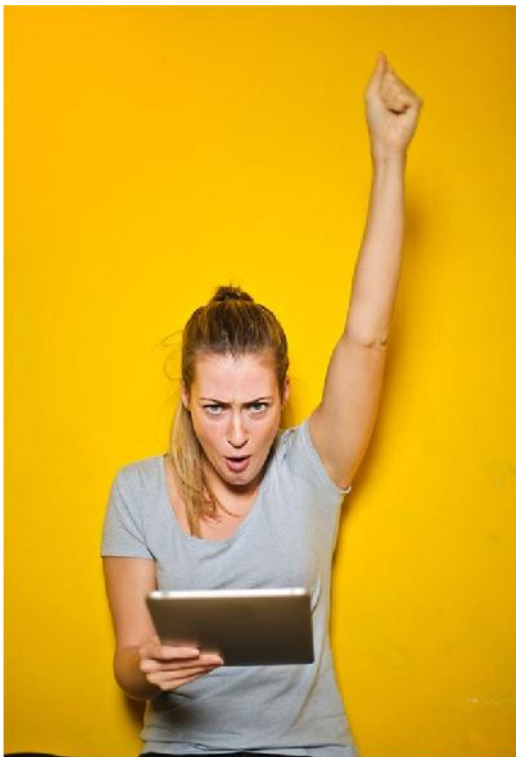
Who can I count on to
support me?

Action:

Make a list of who supports you.
Make a second list of areas where you are missing support (then find it!).



Yes (Affirmation):



I have a team that is always
there for me
and
I know how to get the
support I need to be
successful.

Resources:

NANP Website & Forums

Your school/training program

Your colleagues/friends with skill sets you need

Referrals

Professional Coaching in Leadership & Teams



SLAYR of Challenge #3



Challenge #3 Negative Mental Clutter

I am not good enough. I am still not feeling healthy enough myself. How can I help others? They will think I'm a fraud.

Opportunity #3: Free yourself from the past



Stuck & “Shoulding”

I *should* learn
more & take more
classes before I
do this business.
Then I will be
ready.



L E A P Learn, Experience and Proceed



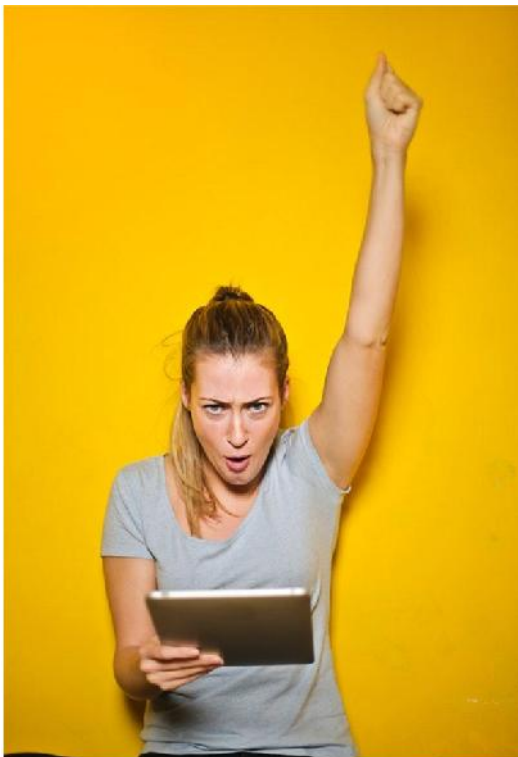
What stories am I
telling myself
(connected to the past)
that are holding me back
from doing this work I love?

Action:

- Perform mental house cleaning.
 - Write down all your “shoulds.”
 - Then circle items that bring you future opportunity and turn them into conscious commitments.
- (Put the rest on the “shelf” or discard)



Yes (Affirmation):



I already **know** more than **enough** and am **committed to taking action** in my business.

Resources:

Therapy to help release the past

*Professional Coaching to help get you unstuck
now and move you into the future*



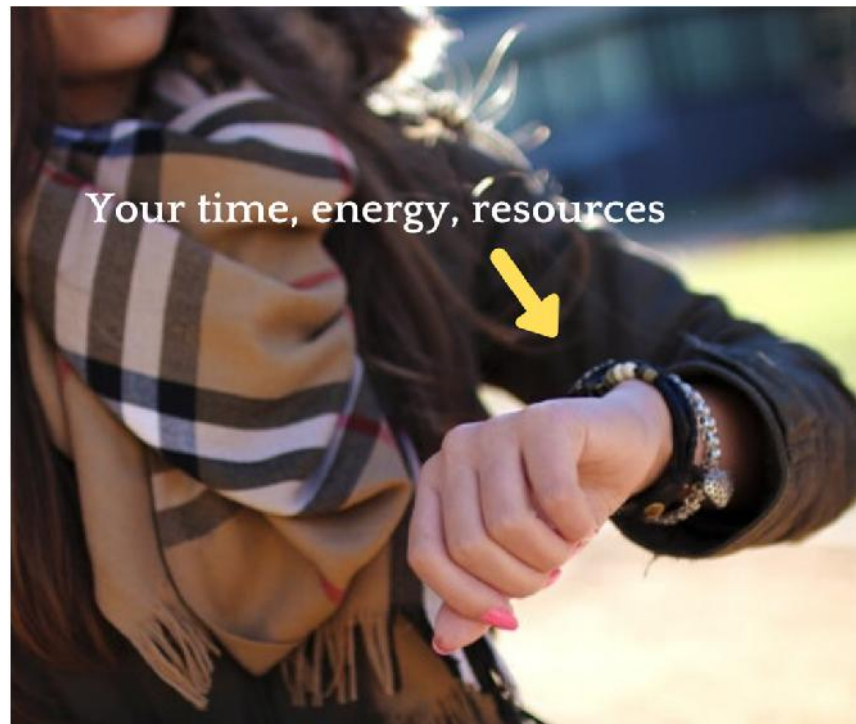
SLAYR of Challenge #3



Challenge #4 Imposter Syndrome

Wow, they are doing really well in their business.
I feel so jealous.

Opportunity #4: Take control of your “now”



Stuck & “Shoulding”

I *should* be
doing what others
are doing
because they
seem to know
how to be
successful.



L E A P Learn, Experience and Proceed



Where am I going with the
flow

versus

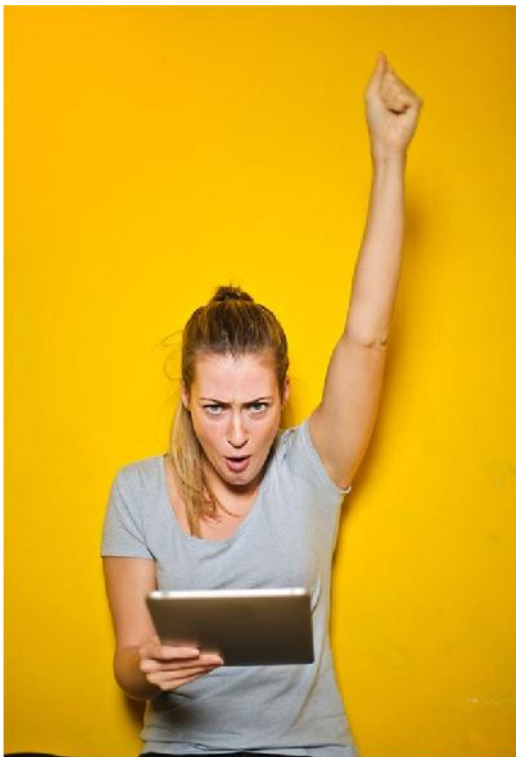
directing MY flow in my life
and business?

Action:

Look at your routine.
What habits do you
need to **stop** and what
do you need to **start** to
accelerate your
business?



Yes (Affirmation):



I have **complete control over my choices** in my life and **I choose what is best for me** and my business.

Resources:

Habit Apps: Habitica, HabitHub, Productive etc.

Books: Atomic Habits by James Clear, Tiny Habits by BJ Fogg

Professional Coaching in Behavior Change



SLAYR of Challenge #4

[Redacted]

[Redacted]

[Redacted]



Challenge #5 Unclear Vision

I don't really know what I want or where I want to go with this business...

Opportunity #5: Craft a clear vision



Stuck & “Shoulding”

I *should* have a
clear vision and
niche for my
business but I
don't want to limit
my options.



LEAP Learn, Experience and Proceed



Do I feel I have
the power to create
the business
I have been dreaming
about?



Action:

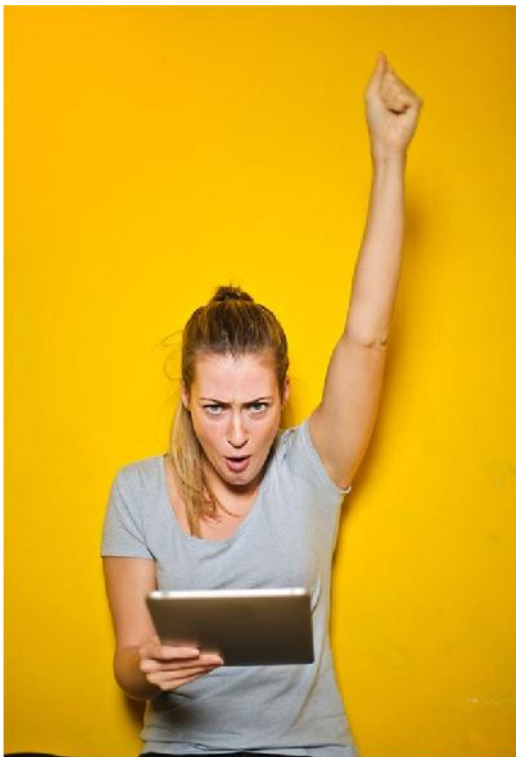
What environment do I want to create in my business?

What feeling do I want to feel in my business?

What do I want my clients and/or customers to experience and feel?



Yes (Affirmation):



I am confident in my ability to create exactly what I want in my business and have a clear path to get me there.

Resources:

Vision Board/Process

Journaling on the questions in this presentation

Desired End State Professional Coaching



SLAYR of Challenge #5



Next Steps:

FREE Path & Purpose Worksheet PDF

FB & IG: @pathandpurposementor

For Professional Coaching: karimanpierce.com



THANK YOU!!

What is your BIGGEST
Takeaway today?

Questions?

