

Ep #40: Weird Business Niches Making People Tons of Money



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With Your Host

Brooke Keeling

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Want to have it all? Well, the best day to get started is TODAY. Welcome to *Love Your Living*, a podcast for ambitious women who want to take their life and business to a WHOLE new level of success. I'm Brooke Keeling, multiple six-figure business owner, passionate entrepreneur and your host.

Welcome to another episode of the *Love Your Living* podcast...

Hey everyone, and welcome to the *Love Your Living* podcast. I'm Brooke Keeling, and I am so excited to be here with all of you. Now, if you joined me earlier this week on the Made to Get Paid challenge, we talked a lot about business and niching and knowing your ideal client. And today, I am talking a bit more on these topics, but in such a fun way.

Now, for any of you who get stuck on this whole topic of who do you talk to, how do you talk to them, how do I come up with this brilliant idea that no one has ever thought about, how do I stand out in a sea of a billion other people doing the same things as me, how am I different, I'm here to tell you that getting creative and following some of the passions that you have within, following your heart, flying your freak flag, as they say, has come to be such a brilliant thing for many people in the online world and people in general creating businesses for themselves.

And I'm here to talk about all of it today, so weird business niches making people a ton of money. I feel like there is this perception in the online world that only coaching people on how to make money or build a business is the way to make money for yourself. And I'm here to tell you, that could not be further from the truth, okay.

For starters, my brick and mortar business, my real estate business wasn't a coaching business. It's a sales business, right? I went through hell in my real estate business to get it off the ground. And I truly feel that we all have to go through that mud, we have to go through those sticking points, those

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hard times, those times where we're tested, where we think to ourselves, am I going to make it?

Because those are those deciding factors, right, of whether or not you're going to stop and take the easy way out, or you're going to push through and you're going to create a better life for yourself. Those are the moments that push you through and help you build grit and growth in your own life and in your business. They absolutely are.

So my point is, there's literally nothing on earth that you can't do, and there is certainly nothing on earth that people are not willing for and wanting. So day one of our challenge that we did earlier this week, we had a homework assignment and it was all about getting really clear on who your ideal client is; living in their shoes, living in their world, understanding what their problems are, creating solutions around that, just getting crystal clear on what their life would look like if they didn't have that problem anymore.

Now, I don't care if you are selling a \$100,000 coaching package or if you are selling a dog-walking business, I don't care what it is, you can always find someone out there that is in need of whatever it is that you're selling. And that road might not be super simple and you may not find your ideal clients right off the bat, but I'm telling you, getting clarity on who it is that wants that product is going to help you move a lot further, a lot faster, than if you're just shooting in the dark and saying, "Hey, I have this great new product or I have this incredible clothing line for hens." That's a real thing, you guys.

That's a real business. Somebody is selling clothing for hens and making a shit ton of money off of it. So, a lot of the responses and the answers that I'm getting back in this group, and the feedback and what I'm learning from people is that we make up so many excuses around not just going out there and finding what it is that we need in order to create success in our business, talking about our business, asking for business, reaching out to

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people and saying, “Hey, look, this is what I’m doing. Would you be interested? Do you have five minutes for me to run some ideas by you? I just got into this new business. You may not be interested in it, but I’d love to just share with you and maybe you might know somebody that might be interested.”

It’s not that hard, but we overcomplicate it in our own world and we overcomplicate it because of fear. We’re scared to put ourselves out there, we’re scared to fail. I remember this in my real estate business. I was out to prove a mission.

I started, I was so excited. Life was going to be new and fresh and exciting and I had all these big goals and I was going to make it. I was going to make something of myself. And then I got my license and a few months later, crickets, right? And you start to second guess yourself. You start to second guess your worthiness, your capabilities.

That’s when you have to keep going and you have to keep doing the work. I’m seeing this more and more and more. And I’m realizing it more and more too, that you know what, not everybody is cut out for the entrepreneurial world. It’s not just an easy ride. You don’t just get to create a business or – you know what I love more than anything?

Here’s what I love. I hear this all the time in my real estate business; I decided to get into real estate because I wanted to create more flexibility in my life. I wanted to create a little bit more downtime, or I wanted to be able to stay at home with my kids where I also created a six-figure business. That doesn’t happen in the beginning. You’ve got to do the work first, right, even if it does happen.

I don’t even do that on my own right now. There’s a lot of moms out there, that I give them so much credit for creating and running a successful business while they have their kiddos at home for them, but I’m not that

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person. I'm fortunate enough that I have help and I need help with everything that I have going on.

But that's not what my business is for me, and when I hear people say – and I hear it every single day – I got into real estate because of this, I'm just thinking, what a joke. You make the rest of us look awful because you take this as a hobby – I'm going to do an open house on a Sunday and expect to make six figures.

If you're one of these people, regardless of whatever business that you're in, it's a newsflash, you guys. You're not going to create that much success in your life by just hoping and wishing. We have to have strategy. We have to do the work as well. And when you have that mentality – and you also have to know that it does not come easy.

I've had so many messages and so much love – I've loved this challenge because I get to hear from people. I get to hear their biggest struggles. I get to hear their biggest objections, and oftentimes, when we are so caught up in our own shit, we can't see our way out. But, on the outside, the answer is so simple, right?

We can see so much clearer, we can see with this eagle vision of what's really going on and the stories that you're making up around your problem. And they're not problems. They're not problems. We get to show up and we get to do this work. We get to create whatever life that we want to create for our self. But we do also have to do the work. You have to put in the time and the hard work. And you have to endure pain and you have to endure failure, you've got to keep going.

So, the biggest thing that I want you to know, whatever type of business you're selling, you just have to align with the people that need your service the most. There's so many crazy weird businesses out there, like I said before, that are making so much money, you guys, so much money.

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There's people that want all of these things. Well, maybe not anymore with Marie Kondo in the picture and she's purging and making, you know, your life into this minimalistic lifestyle, which I'm all about her concept in creating joy, I'm not knocking her, I think she's cute and all of that, but look at her in general. This is a great example. She's making a shit ton of money by telling people to clean up their shit. Pretty great, right?

She's just putting this extra spin on it and she does a little dance and a sparkle when she creates joy in your life. It's brilliant. Now everybody wants to clean their house. No one's ever wanted to clean their house. No one ever wants to clean their junk drawers or their basement, and now people are bursting at the seams to spend their weekend cleaning up their shit. It's crazy.

She put her own spin on it and she created it into something that people wanted and needed, feeling more joy in their life. That's how she put a spin on cleaning. Clean up your shit, make your bed, get rid of stuff in your closet, go through your junk drawers. That's never sounded fun. But when she puts it in a place of, I'm going to spark joy in your life and I want you to create more happiness and abundance and make space for the things that you want in your life and create more happiness, that sounds pretty amazing if all you have to do is go clean out some drawers.

So, whatever it is that you love to do, she's really great at cleaning and tidying, you can sell that type of service. I had someone in the group tell me – this is endless, okay, and I'm not saying this to put anybody down at all. What I want you guys to hear more than anything is that people want and need your services, but you have to believe in it first.

And you have to figure out whatever it is that you offer up with the product and the service that you are selling. So, whether that's just your own personal spin on it, your magic, your hot sauce, whatever your hot sauce is, you have to figure that out first. And then, you can literally sell anything and

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you don't have to come up with this creative juice that no one else is selling this particular thing.

You can be as weird and kooky – there's an incredible woman that I absolutely love. I follow her. She's a tarot reader and I get readings from her a couple times a year. The Tarot Lady is her feed on Instagram. You should check her out if you're into that because she pulls a card every single day.

And a lot of her content recently has been all about flying your freak flag. And this is a concept within social media as well, flying your freak flag. You're going to start to see – I've seen it already – people telling their stories, people getting more vulnerable, people flying their freak flags.

People like it weird. Everybody's getting weird and getting authentic. That's the new craze, right? Be authentic, be vulnerable. So these weird business niches, they're huge. There's someone making carved out fish out of driftwood making a crazy amount of money. The lady that is in sewing and knitting clothing for hens – for hens. I mean, in Wisconsin, we had negative 25-degree temperatures this week, so I could get why you'd want to put jackets on your hens.

But to make a killing selling something like that – dog-walking business, potty training for kids, dog classes, doll clothing, there's Potato Parcel, who writes custom message son potatoes and delivers them to anyone. I've seen this everywhere.

Go into Etsy and Amazon, like, all of these weird services, things that you can deliver to people, not so nice things that you can deliver to people that people actually make a living off of – posture fixing for entrepreneurs. There's so many weird and kooky things out there. And oftentimes, the weirder, the better.

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The people that are in this crazy craze about niche, niche, niche, niche, niche, which so many coaches and business mentors are – like, you have to niche, you have niche, you have to niche. You have to get so crystal clear and serve only this one person – which I have mixed feelings about it a little bit. However, oftentimes, you see these people really succeed and skyrocket.

I was in a mastermind group this last year with a woman who focuses her entire coaching practice on helping women not drink. I mean, when I first met her, I was like, what the fuck is this? Like, I want a glass of wine. People pay for that; helping women not to drink?

And I'm not talking about alcoholics. I'm not talking about it's a disease. That's a serious thing. I'm not knocking that at all. I'm talking about just, you know, people that like to casually drink or go out and get drinks, that's her entire practice is around helping people not – well, once I learned a little bit more about it, I give her a lot more credit. But at first, I was like, you do what? She has an entire podcast on this and she does phenomenal.

She had her best year last year. She was pregnant, has her first child. She had her best year last year. I don't know what she ended her year at, but she does multiple six figures, and that's what she coaches people on. She has group coaching on helping women go out and socialize and not drink, which I actually think is a pretty brilliant little niche market, because as women, again, so many of us rely on outside validation of what people think about us.

And so oftentimes, we use a crutch of alcohol or some sort of stimulant to make us ease that emotion and those feelings inside of us. The same thing as you're winding down every night. This used to be me all of the time, and I've tried to become so much more conscious of it.

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You have a really stressful day, I'm going to have a glass of wine or share a bottle of wine with my husband, you know. It turns into something that is just kind of like a crutch. You use it to emotionally detox until you realize, if you ever do realize, that what you are using alcohol for, or food for, whatever it is that is your crutch, you're using it to mask the true feelings that you have. And in doing so, you're starving yourself of whatever it is that you really are craving.

If you're craving something like – for me now, I've turned to exercise. I've learned to make it into something a lot healthier than just drinking and then going through the next day; here we go again. It's the same thing. It's, like, on repeat. It's like a spin-cycle versus doing something where I can truly feel what my feelings are versus masking them or pushing them back down or using something to aid in that.

So anyway, regardless, on a different topic, on a totally different subject, I respect her business so much. And there was a massive need for it. Women were, like, lining up to come into her group program that she had. She really wasn't even like – she started this podcast, she wasn't even trying to sell or pitch anything. People were like knocking at her door saying, "How can I work with you?" Because there was such a big need for it.

Now, never in my lifetime would I ever think to create a business on helping women specifically not drink. And this is a woman that is in her early 30s and she lives in California, and that was just her lifestyle for a while, going out and socializing. And socializing was always drinking. And that's what her life was. And then she decided that she wanted something different.

So, anyway, whatever it is – maybe it's something that you really struggle with, maybe it's something that you've had to really overcome, maybe it's something that you're extremely passionate about or you find that there could be an incredible need for it.

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One of my girlfriends recently put a picture – any of you ladies that are out there and married, and especially once you have kids, I think that this gets way worse – bathroom time for men. I mean, come on. Is it a vacation to Europe or what? I don't get it. My husband spends more time in the bathroom – he'll kill me for even talking about this right now, so good thing he doesn't listen all of the time.

But for real, how many hours in the day can you spend in the bathroom? It's not a vacation. Get out. My girlfriend posted something one time about how it would be a brilliant invention to put a timer or a camera or something on the bathroom for our husbands, so it's like screen time for our kids. Like, you can only have so much bathroom time in one day. I think that's a great idea. I think it's brilliant.

But anyways, whatever it is that you're selling, whatever it is, you know – and going back too to the challenge and the conversations that I'm hearing every single day about no one needs this service – interior decorator, no one wants to pay for this service. No one wants to invest in making their home feel beautiful. Hello, Marie Kondo, are you kidding me? She has her own Netflix show on that exactly; having more beauty in someone's home.

And I know for me, like, home is a big deal for me. I'm all about decorating and designing and all of that. And if I couldn't do it on my own, absolutely I would hire someone to come in and do that for me. So it's not a matter of people don't want to spend the money on it. You just have to find the right people that have that value, and you have to be able to create and paint that picture of what it's going to create in their life, what is that feeling of creating their home, their house into a home into something that they walk into that they love, that they want to stay in, that makes them wake up every day and feel proud and feel abundant and feel joyful. What does that feel like?

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Hands down, you can sell that to people. You just have to have the right offering to them and be able to show whomever it is that you're selling it to, whoever it is that has a value of that, you have to be able to paint that picture for them of what it's going to create in their life.

Same thing with for a photographer in there – I'm new in an area, I don't know anybody, there's too many photographers in this space. There's too many people everywhere. We cannot have this thought that there's too many of one thing. We just cannot.

There is space and there is room for everyone. And everyone just needs to do it a little bit different, do it in your own unique way, create something that feels really great. But if we start thinking about there's too many photographers, there's too many real estate agents – there's over 4000 real estate agents in my marketplace. I could have easily said there's too many people to compete with.

I didn't. I said, I want to be at the top. I want to be in the top 1%. I don't want to be at the bottom. I want to be at the top. And guess what, within five years I was there. I'm at the top. I don't even know the people that are – I don't know, I don't even know the people that are like halfway down there. I don't even know that many more, but that's okay.

I don't mean to sound conceited. It is what it is. But whatever it is that you want, if you want something, you can go get it. It doesn't matter what it is. It doesn't matter if it makes sense. It doesn't matter what it is. I absolutely promise you, you can monetize it, whether it's a talent, a skill, or your personal and professional experiences. You can monetize it, you just need to have strategy behind it, okay.

And I also 100% promise you that people will laugh at your ideas. They will criticize you. They will sure as hell try to pull you back down. They won't take you seriously. And it's really interesting because I was just riding my

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Peloton – I am absolutely obsessed with my Peloton bike right now – and Miss Ally Love, she preaches, she brings it, she is phenomenal.

She is a host for the New York Nets, I believe. She is a TEDx speaker. She's an incredible Peloton trainer. She's a model I think too. She's freaking gorgeous. She brings it. She is amazing and her rides are amazing as well because she really does coach you through the rides and she coaches you on life.

And one of the things that she said today is, "You know, what's funny is that when you surpass someone's expectation of what they think you should be or do, watching their face is the biggest gift you can ever receive." Because people are going to tell you, you can't. And you can, and you will. And when you do it, when you see the look on their face, that's the gift, right?

You get out there and you do it, and do it and do it and do it. And we do it with grace. However someone wants to tell us what we can or cannot do in our life, we show up how we show up. We can do anything that we want to do.

And one of the other things that she says that I absolutely love is she said, "If you're at the bottom, if you're having a really shit day, be grateful." Be grateful for that because those are the days that build our strength, right? And when you're at the bottom, there's nowhere to go but to the top. And it's what life is all about, the peaks and the valleys, the peaks and the valleys.

But we get to show up every single day, and that's the gift. We get to show up and push ourselves and do it. And the thing is, you guys – a mentor of mine once told me this – who cares? Who cares what other people think of you? They're not sleeping in my bed. They're not paying my kid's college

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tuition. They're not paying my mortgage. They don't get to have an opinion. So remember that.

Your life is your life for living. No one else's opinion matters. Show up with grace. Know that anything and everything that you want to do – monetize it. Make money out of what your dreams are, what makes you feel good, what makes you want to show up. Believe in yourself, and I promise you, you can create whatever it is that you want to create in your life.

And make as much money as you want to create in your life, but you've got to let go of what people think about you. And you've got to let go of those naysayers because you will absolutely have them. And you know what – probably the first six months or a year into any business, no one's going to take you seriously. Everybody's going to be sitting there on the sidelines saying, watch them fail. And what you need to say is, "Watch me. Watch me win." And step up and get after it.

Now, look, if you have been in my challenge the last few days, you will know that we are just releasing a new program. It's a six-week program that I am offering for anyone out there looking to scale their business to the next level. I'm teaching online strategy, we're teaching growth, we're teaching all of the things in that business to get clear on your ideal client, to put systems and process in place to take your business and your life to the next level.

This program I am offering at a one-time only price point – it's going to be priced in the future at \$997. And I am offering it to you for \$297. \$297, you guys. It's a six-week program. You will have support. You will have my support. You'll be able to ask me questions as you're going through this six-week program. \$997 program, I'm offering it for \$297.

So if you're looking for more support, if you're looking for more clarity, if you don't quite know how to move forward and you want to move forward, I

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highly recommend that you invest \$297 into yourself this year. It's a small, small investment for what you are going to get back in return.

So, if you were in the challenge, you got a little bit of a taste of it. We are going to do a deep dive over the course of six weeks and I welcome you to join me in leveling up your business and playing big in 2019. So again, this is the only time I will offer this at this price-point, \$297. I am really excited to serve up this much goodness at this price and see how many people this is going to affect, because it's going to be big.

So, if you want to come along, you can check out all the details in the show notes. You can reach out to me if you have any questions, I'm happy to answer them for you. So, I hope you all have an incredible week. I hope you go and get after your goals, your dreams, your life, and I will see you next week.

Thanks for showing up and listening to this week's episode of the *Love Your Living* podcast. If you're ready to create a business and life you love or simply take your already-pretty incredible life to the next level, head on over to loveyourlivingonline.com or simply check out the link in this week's episode of show notes to instantly download my 6-Figure & Beyond Business Blueprint. You're going to absolutely love it.