



Niches That Aren't Niches

A niche is your clients' problem, as they describe it. Niches aren't demographics. LGBTQIA+ & Black folks have the same problems as the alternatives. If they're coming to therapy specifically related to their identities and/or marginalization, say that.

Niches aren't your modality or way of working with people. Clients may be interested in a modality, but if you don't talk about what they're struggling with, you haven't earned their trust in choosing you.

Niches aren't the psychobabble version of what they're experiencing. No woman is ever like, "I think I need therapy because I'm in such transition." She says, "This divorce is killing me." "I don't know who I am now that my kids are out of the house." "I'm so deeply lonely in this new city."

No one is like, "It's time to finally seek some help for these childhood attachment wounds," unless they're a therapist, in which case you need to say that. But you'll be more effective in describing the adult manifestation of those wounds & the way it's impacting the client.

Remember: your clients' problem as they describe it.

Examples of non niches:

Women in Transition
EMDR
LGBTQIA+ Folks
Art Therapy
Black Women
Anxiety, Depression, Relationship
Issues, FOO Problems
Childhood Attachment Wounds
IFS
"The Under-Served"
Teenagers
People Struggling
People Who Want a Change
Nature Therapy