



CLINICIAN
BUSINESS
LABS

30 PROFITABLE NICHE IN

the Health Space



Welcome!

After working with thousands of practitioners, one thing has become abundantly clear: those who have a solid niche are more successful and more satisfied in their career.

And yet, so many practitioners are terrified to pick their focused area of expertise! So let me just say this...

Establishing your niche allows you to help more people.

When you stop trying to be everything to everyone, you are able to reach those in need, streamline your marketing, establish yourself as an authority and get better outcomes for your patients. BOOM!

In the following pages, you will find my top picks for profitable niches in the healthcare space.

If you don't find your niche listed below, don't fret.

Just because your successful niche is not on the list, doesn't mean it isn't a good choice. A strong niche has a population that can afford care. A population who WANTS care. A population who is in the position to be able to do the work.

Check it out and happy niching!

Meghan

Chief Cheerleader - Clinician Business Labs

CONDITION-BASED

Niches



-  OSTEOPOROSIS
-  FERTILITY
-  AUTO-IMMUNE CONDITIONS
-  PCOS
-  ONCOLOGY/CANCER SUPPORT
-  ANXIETY
-  SPORTS MEDICINE
-  JUNIOR ATHLETES
-  ACNE
-  SKIN
-  WEIGHT LOSS
-  ANTI-AGING
-  MENOPAUSE
-  LONG-COVID
-  LYME
-  MALE PERFORMANCE (INCL LIBIDO)
-  CROHN'S AND COLITIS
-  PARASITIC INFECTIONS/BLOATING
-  BACK PAIN
-  METABOLIC SYNDROME

POPULATION-BASED *Niches*



FEMALE EXECUTIVES



ATHLETES



ENTREPRENEURS



VEGANS/VEGETARIANS



PICKY EATERS



ANY TYPE OF SPECIFIC DIET COHORT



MOMS



SPECIFIC TYPE OF SPORT (EG SOCCER PLAYERS)



EXECUTIVE AND ENTREPRENEURS



EMPTY NESTERS

5 CHALLENGING NICHEs

that are too generic and don't solve a specific problem.



BURNOUT – TOO GENERIC



ENERGY – TOO GENERIC



PAINFUL PERIODS – TOO COMMON IN A POPULATION THAT CAN'T AFFORD CARE



PREVENTION – THIS IS NOT A NICHE, IT IS A VALUE. IT SHOULD BE INFUSED IN ALL YOU DO, BUT IT WILL BE A HARD SELL.



GERIATRICS – COMPLIANCE AND LIFESTYLE CHANGE ARE CHALLENGING AND INEFFICIENT IN THIS POPULATION. YOU CAN GET AMAZING RESULTS, BUT SUCCESS IS PREDICATED ON SO MANY FACTORS THAT IT IS A REAL CHALLENGE TO SCALE IN THE ALLIED HEALTH SPACE.