



Client Attraction CODE

How to Create an
Irresistible Group Coaching Program

ACTION PLAN

How to Create an

**IRRESISTIBLE GROUP
COACHING PROGRAM**

and End One-to-One Client Burnout!

Module 1: Brainstorm Your Signature Group Program

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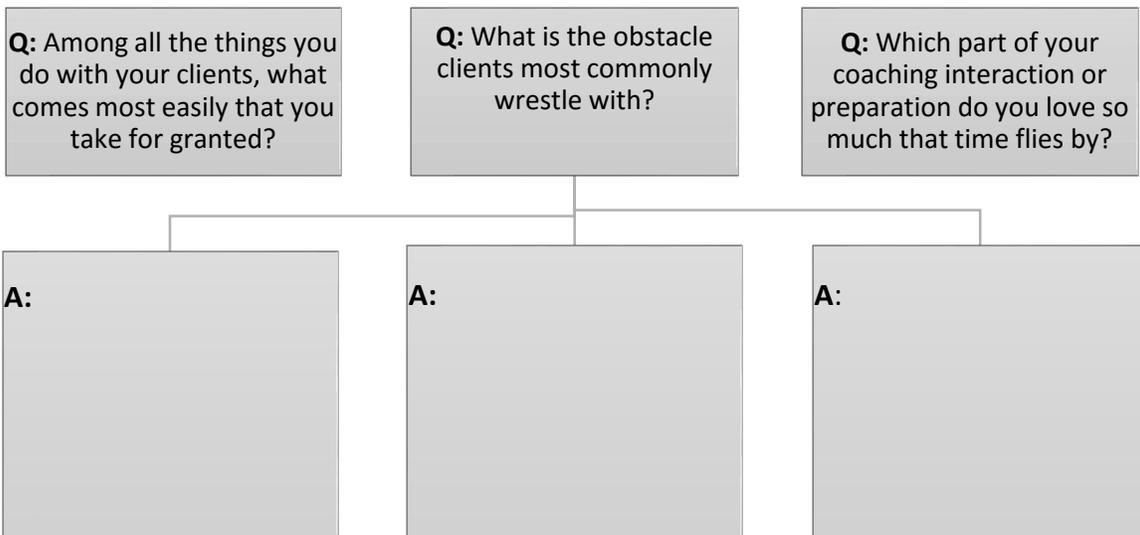
Your Company Name/Title _____

Tagline: _____

Date: _____

Complete this action plan and the accompanying exercises to brainstorm a compelling and powerful Signature Group Program.

ACTION PLAN: GIVING YOUR SIGNATURE GROUP COACHING PROGRAM A STRONG IDENTITY



1. What do they want to achieve most urgently? What is hurting them right now? (**GOAL**)

Module 1: Brainstorm Your Signature Group Program

2. How will what you help them learn allow them to reach the goal? What will this group coaching program do for them?

3. What can you—better than anyone else—help your client do?

4. How will this transform your client? What unnamed, intrinsic benefit will she take away from this group coaching experience?

5. Is this something you can do in 90 days or less?

Yes

No

6. If the answer was “no”, how can you split this into two or more group concepts?

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Module 1: Brainstorm Your Signature Group Program

7. Which of these new ideas feels right? (Pay attention to your bodily reactions and emotions!)
8. What type of group coaching program do you want it to be? What would your clients like most?
 - A “Challenge” with a weekly coaching session—usually 30-60 day
 - A “Boot Camp” to get them firmly grounded in something
 - A group concentrating on a specific goal—such as finding your purpose, creating a brand plan, finishing your book, becoming assertive, etc.
 - Team coaching—where you coach a group of people all in the same company or specific community (outside of the corporate world, most often seen with sports or specific weight loss communities)
 - VIP Mastermind group—for real action takers who are ready to succeed (not for newbies or intermediates)
 - Workshops—local weekend workshops are a great type of group coaching offering to add to your coaching services
 - Your Unique Group Type!

9. DO THE EXERCISE; Then return here to enter the Group Program name you have chosen in the box below:



EXERCISE: NAMING YOUR GROUP COACHING PROGRAM

1. **Put a name on this process** and give it a **living, breathing identity**. (Brainstorm as many names as you like!)

Make sure this name:

- Promises clearly what it is going to do
- Show it is aimed at action takers
- Contains your name and main brand, if that would be an asset and is in alignment with your new group program.

