

Client Attraction System CHECKLIST

How to Create an
**IRRESISTIBLE
GROUP COACHING
PROGRAM**

and End One-to-One Client Burnout!

Module 1: Transforming Your Business with a
Signature Group Coaching Program



Transforming Your Business with a Signature Group Coaching Program

- My situation fits one or more of the following criteria:
 - I have hit the wall in what I can produce, income-wise, with one-on-one coaching
 - I am experiencing burnout with one-on-one client work
 - I am at maximum client load—and people are clamoring for more
 - I wish I could share what I do best with the whole world
 - People have asked I if I have a group coaching program
 - I have a client waiting list—and it's full!
- I am prepared to:
 - Identify the specific part of coaching I love so much that time flies by and it energizes me—and transforms my clients (the thing I help with most)
 - Put a name on that process, giving it a living, breathing identity
- I will ensure that my signature group coaching program:
 - Is visibly transformative
 - Is repeatable, with a finite beginning, middle and end
 - Does not run for more than ninety days
- I have identified my group coaching mission:

- I have identified the particular coaching skill I have that is:
 - Routine—and so easy I take it for granted

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- A real block-remover for clients
- I am listening to my gut and emotions for what gets me excited in coaching
- I am researching the need for my idea (or a new one) by:
 - Speaking to existing clients, one on one
 - Asking my email list
 - Sending short polls or surveys
 - Searching magazines
 - Visiting forums
 - Studying relevant forums and mastermind groups
 - Looking for and searching with keywords
 - Other _____
- I am tracking and keeping notes/a database with my research results
- I have made a list of people I would like to invite to be beta testers
- I have determined the best type of free introduction/incentive for my new group coaching program:
 - A webinar or teleseminar
 - A Google Hangout
 - A video or podcast
 - Other _____

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- I am actively keeping in touch with my beta testers on a daily basis
- In addition to viewing passive, voluntary feedback among my beta testers, I am actively questioning them about my product
- I plan to send at least one questionnaire, including questions such as:
 - What did you like best about this program?
 - Was there anything you struggled with or tripped over?
 - Did you feel there was enough time between sessions to take effective action?
 - What was:
 - Your big takeaway?
 - Your best result?
 - Did the program do what it promised?
 - If you had to talk to a friend about this group coaching program, what would you say?
 - Is there anything you wish we had added?
 - Is there any other observation you'd like to make?
- I have thought of the best ways to thank my beta-testers and first affiliates
- I have considered offering beta testers a free lifetime membership because of their valuable and active presence

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- I have researched different type of group coaching systems I can offer, including:
 - A “Challenge” with a weekly coaching session—usually 30-60 day
 - A group concentrating on a specific goal—such as finding your purpose, creating a brand plan, finishing your book, etc.
 - Team coaching—(for a group of people all in the same company or specific community)
 - VIP Mastermind group—for real action takers who are ready to succeed (not for newbies or intermediates)
 - Workshops—local weekend workshops as a preliminary research method for higher-ticket, online groups
 - Other _____
- I have created a strong name for my group coaching program that:
 - Promises what it’s going to do
 - Shows it is aimed at action takers (e.g. the word “Challenge”)
 - Includes my name and main branding in any cover photo or graphic headline, if I have status enough
 - Attracts the right people—and repels the wrong ones
- I have completed this module’s Action Plan and Exercises, and I am ready for Module 2!