

Client Attraction CODE

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

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Before we delve into your own signature coaching program, become “the client” for a moment. Put yourself in the mindset of someone seeking to get past a block, transform her life, get to the next level or achieve a big goal—one she’s been knocking her head against plateaus for the last couple of years without seeing anything to show for her hard (and sometimes not-so-hard) work.

Think of any type of coach and they’re a dime a dozen. Most of them are excellent: You will get transformative results, ranging from a single-point breakthrough to wild success. Some will give you more significant results than others. With a few, you’ll realize quickly it’s a complete mismatch. (Chalk that one up to experience.) So how do you choose a coach that’s just perfect for you?

Here’s what people commonly do:

- Try a free consultation or strategy session
- Choose someone they have heard of from their social media feeds
- Google their big question and hit on coaches dealing with that issue by accident
- Attend a free webinar, hangout or teleseminar
- Join a short term group challenge or program

Of all these strategies, the free consultation is your biggest risk nowadays. You get less takers because people also know if the consultation is good, they’d better be prepared to commit serious money at the end of it. (And those who don’t realize this are just wasting your time—and theirs.)

If you’re looking for one-on-one clients, however, the free consultation is still a good choice: But if you want to hit all those other sweet spots—the ones where clients are looking to connect—then a group coaching program hits all the targets.

Offering a group program allows you to expand your visibility across social media—you have many clients talking about you; not just one or two.

And if you create a Signature Program—one that deals with a highly specific issue or area that you can become known for—you will feature in Google organic searches for those keywords (helped by your strong social media presence), offer webinars or hangouts and give people a real taste of your promise-keeping, results-getting strengths in your short-term, repeatable “Signature Program”.

Step One: Determining Whether or Not You are Really Ready—Regardless of What You May Feel

But how do you know if you’re ready to create a signature program? It boils down to looking for the signs:

1. You have hit the wall in what you can produce, income-wise, with one-on-one coaching
2. You are experiencing burnout with one-on-one client work
3. You are at your maximum client load—and people are clamoring for more
4. You wish you could share what you do best with the whole world
5. People have asked you if you have a group coaching program
6. You have a client waiting list!

But regardless of whether or not those signs apply, any coach can think about adding group coaching as a way to vary their services, make extra income, re-purpose materials they have already created and regularly use—and offer an alternative to those who are not yet ready to become one-on-one clients.

If all five signs do apply to you, it’s time to ask yourself “what’s stopping me from doing this?”

There are many answers people commonly give: From straight-out “fear” to “I don’t have time, I’m coaching too many clients!” (Seeing the latter in print, doesn’t that make you realize how perfect an energy-and-time saving solution group coaching could be?)

As for “fear”, you are already coaching clients one-on-one. Group coaching is much easier, because you will quickly find that your group members will support you and help each other right in the group sessions, if you run them right.

The final reason that stops many coaches from creating a group program is not having a signature program. Quite correctly, they don’t want to flood the market with yet another generic program. Creating a signature program can feel daunting if you don’t have a clear idea of what it should be. But there are only two simple steps to take...

- Identifying the specific part of coaching you love so much that time flies by and it energizes you—and transforms your clients (the thing you help with most)
- Putting a name on that process, and giving it a living, breathing identity

That “identity”—your brand—is what will make people remember your signature program. It’s not enough for people to say, “oh yes, Suzie Perfect: She’s all about financial coaching, isn’t she?” You want them to say “Suzie Perfect: Oh yes—The Incomator!” And think of your lean, mean process that has accelerated some of their friends to a whole new level of income and lifestyle.

Two more ingredients for your signature program:

- It has to be **visibly transformative** (everyone sees the results!)
- It has to be **repeatable**, with a finite time line

You want your clients, peers and colleagues to notice the difference in those who have joined your group program.

And you want to be able to graduate people so that they do talk about the results they experienced! You want to be able to sign up the next group... or add more groups of your highly organized, time-limited program. (E.g. “The 60-Day Create 6 Great New Habits Group”).

Step Two: Knowing What Your True Mission Is—and Selling it to Those Who Share it

If you have begun to think about the points raised in Step One, Step Two should feel a lot clearer. You do not have to be over-the-top passionate about your mission, however: You could also create a group program from some part of your coaching that is:

- Routine—and so easy you take it for granted
- A real block-remover for clients

That means something that brings your clients success. And when you multiply the success of one client by ten or twenty or even more clients, that type of success will automatically breed energization and excitement. In fact, it may well become your mission—a part of your business that builds your own confidence, establishes you as the go-to expert and brings you real joy.

It’s also easy enough to make sure there is an audience for it—and test that supposition. Choose something there is already a real buzz about, or that no one else is doing.

Some ideas:

- A completely new strategy for reaching a goal they want to achieve—this works best if it’s something you’ve already discovered for yourself and have already helped one or two clients master
- Coaching people through mastering a new tool that everyone is using – but put your own unique twist on it and make it about more than just “how to use the tool”. Teach them deeper concepts along the

way, such as how to apply the skills you're teaching them to mastering any tool or how to actually use the tool to further their dominant goal

- Studying a hot book that people are recommending—but lead your guided study group so that they mine the real gems out of the book. The ones that other readers and groups may not be “getting”
- Filling a true gap—for example, leading a video study in an area that no one has yet video-taped

Finally, listen to your gut and emotions. Which specific ideas produces a surge of excitement? A spark of enthusiasm? A joyful burst of energy when you think of it?

That's the topic you're most likely to succeed with.

Step Three: Research and Testing

You can easily choose from a wide variety of ways to research the viability of your idea. Your best bet? Choose as many ways as possible—and keep track of your results! Make notes, create a database in excel, or use a time management and scheduling program that allows you to include notes.

Speak to existing clients one on one. Send very short polls or surveys to your mailing list. Check authority magazines (online and off) in your niche, to see if a topic is hot. See what the common problems are—and what people are asking for. Visit forums and mastermind groups. Search with your keywords.

(Remember: It has to be a finite topic—one you can create a limited-time program for—but do make it as evergreen as possible, so you can rinse-and-repeat.)

Once you have decided what your group is going to deal with, test it out. Decide on the format that you think would work best for you and your group. Send private feelers out to selected key recipients—people who you

think would love your group and who are real action-takers. Leverage past and existing clients, as well as peers. Offer them a chance to form an elite beta-testing group for six weeks for free before inviting paid members to the group.

This is the best way to iron out any kinks or discover you need to narrow your group focus—or change it.

Finally, **offer a free webinar, teleseminar, hangout or video** to see if you can attract people into signing up! (This is the best way to introduce yourself, if you are new or not largely visible online.)

Being Proactive with Your Beta Testers:

Don't just leave it up to your testers to provide all the feedback you need. Actively ask them questions, ask them to take a poll or survey weekly (or at the end of the program) and ask them if you can use what they say in testimonials.

Questions you should ask:

- 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?

You have interested, committed beta testers, so do make sure you keep full track of comments they make, conversations that are happening, problems encountered, other resources wished for—and the chance to use them as affiliates.

Rewarding Your Beta Testers:

It's quite true that a chance to test out your new group coaching site for free can be enough of a reward for your beta testers—particularly if you have done your best to provide top content, continuity and flow. However, it's always a nice touch if you send at least a 'thank you' note: Something like this...

Hi, [YourName] here|

I really appreciate each and every one of you who took the time to take my new program for a test drive. Because of you, I have been able to add resources new members will love, get rid of the glitches and tweak this program so that it does exactly what you want it to. Thank you!

That's all you need—and I'll leave it to you to add your own bonuses or personal touches. Things like:

- A free copy of your new book
- Free or discounted access to the new launch
- "Founding member" status in a forum
- A lifetime membership
- A private strategy session

Do consider offering your beta testers a lifetime membership to things like your Facebook Group or closed forum if they were all involved, enthusiastic and helpful. It's a bonus for you, as well as for your beta testers—and your latest members.

Core members often love to help you answer new members questions, solve problems, provide resources and more.

Step Four: Coming Up with Your Perfect Coaching Program Structure and Plan

If you're still wondering what format to use for your group coaching program, let's start by taking a look at a few highly effective models. (All of the following models work well when introduced by a free one-time event such as a webinar.)

- 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—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

Step Five: Creating a Strong, Identifiable Brand

This is where presenting your program as an entity in its own right becomes a key branding factor. This involves identifying a unique role for your group—especially if you are operating within a popular area like weight loss.

Example: [Kindle in 30 Challenge](#)



Run by the “Book Ninja”, Kristen Joy, this program is always filled out, every time she runs it. Participants receive group coaching video tutorials, live webinars and specific Q&A webinars, with the chance to add or upgrade to other services—such as having the Book Ninja team format and publicize your book for you.

There is a private Facebook Group, which Kristen Joy visits to answer questions. It’s a strong community, with members actively helping other members and providing tips and resources.

Its unique position/advantage: Kristen Joy has published over 170 books and started 50 publishing companies. Her book series are all best-sellers—and she also promises unique surprises and deals, in addition to strong accountability and support—and promises to let her members in on real “insider” secrets, stating “THE SECRETS I’M ABOUT TO SHARE WITH YOU ARE HIGHLY UNUSUAL, BUT 100% SAFE AND LEGAL.”

So she has social credibility and results, a celebrity status within the self-publishing world, a highly active community—and a name for her program that:

- Promises what it's going to do (“Kindle in 30”)
- Shows it is aimed at action takers (the word “Challenge”)
- Includes in its graphic headline her name and main branding (the Book Ninja)

Complete this week's Action Plan and Exercises to move closer to creating your unique group coaching program, and in Module 2, we'll look at the next steps you need to take (including making it easy for clients to join)—and show you how to keep participants, once they've signed up!



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