Client Attraction Code ACTION PLAN

How to Create an

IRRESISTIBLE GROUP COACHING PROGRAM

and End One-to-One Client Burnout!

Module 2: Finding Your Group Coaching Program's Place in Your Sales Funnel

Your Company Name/Title_____

Tagline: _____

Date: _____

Complete this action plan and the accompanying exercises to decide on its optimum place in your sales funnel—as well as preventing bottlenecks and making the most of controlled exits.

ACTION PLAN: POSITIONING YOUR GROUP COACHING PROGRAM

Make sure your group coaching program is slotted correctly for maximum effectiveness:

Your Group Coaching Program

Webinar intro - Paid group coaching program

Webinar intro - Free Mini-Challenge

Webinar intro - Boot Camp to give people specialized skills they need to make use of one-on-one and/or group coaching

Free Mini - Challenge to lead to High-Paying group, VIP event and/or one-on-one coaching

Which of these upsells to your group feels right? Are you ready to add a top-level upsell?

One-time Special Event
- Webinar
- Workshop Series Alumni

Exclusive top-level Group
- VIP Elite Group Coaching Club (exclusively for Workshop Series alumni)

One-on-one
- Longer-term, one-on-one coaching package

1. How will you price your top upsell?

   Why? _____

2. Have you created an evenly-paced progression to your upsell?

Select options you wish to include, starting from the bottom column (free) to the top (high price)	
☐ Elite Coaching group (advanced students)	$_____
☐ Big Ticket bi-annual or annual group event or Mastermind group	$_____
☐ XX-Day goal setting group or boot camp	$_____
☐ Mini-Challenge group ☐	$_____ or FREE
☐ Webinar	$_____ or FREE

3. Where will your group fit in with your one-on-one coaching?

   ☐ Replace it

   ☐ Reduce it

   ☐ Within a progression of group options, leading to one-on-one as a top-level upsell

   ☐ Single high-end Group leading to one-on-one as a top-level upsell

4. What is it worth to your participant? How stubborn is the obstacle you're tackling? How unique, specialized or secret is what you will be sharing? What will she happily pay?

   $_____

5. Will your group price match your one-on-one?

   $_____ (group) $_____ (one-on-one)

6. Will you raise your one-on-one fees because group coaching is now your preferred/main income-generating model?

   ☐ Yes ☐ No

7. Are you reducing the number of one-on-one clients or transferring them to small elite groups?

   _____

   _____

   _____

8. What do you think its perceived value will be to your client?

   $_____

9. How often will it repeat?

   ☐ Annually

   ☐ Semi-annually

EXERCISES: ELIMINATE OBSTACLES IN PROMOTION AND TARGETTING

Use the following as a checklist and work your way through each point:

☐ Make sure you only have one single major goal per group

☐ Don't allow distractions:

  ☐ On landing pages

  ☐ In group resources

☐ Make sure every item in your sales pages and promotional posts:

  ☐ Attracts the right participants

  ☐ Repels the wrong one

☐ How have you made it easy for the right people to join?

  ☐ Removing options that would attract the wrong people

  ☐ Being highly selective about who you are targeting

  ☐ Including options that will attract the right people

  ☐ Include "This group is not for you if…" statements to repel the wrong people

  ☐ Include "This group is for you if…" statements to attract the right ones

☐ Have you been **as specific as possible** in order to attract the right people and repel wrong ones? Have you narrowed your niche down to its most specific category?

☐ Have a beta tester or two read your sales copy. Ask them to look for mistakes in grammar, spelling and meaning

☐ Have you started a closed Facebook group for those with your passions?

☐ Are you writing clear guidelines for your social group?

☐ Are you posting share-able content? With Calls to Action?

☐ Are you hanging out regularly, every day, on your ideal audience's social platform of choice?

▢ Are you setting clear goals for your group?

▢ Does everyone feel included? Are you paying attention to the signs of those who aren't?

▢ Are you making sure everyone is being heard within the group? The problems are being addressed?

▢ Have you built in weekly accountability, check-ins, and progress markers?

▢ Are you being present and interactive? Authentic? Caring?

I hope you find this guide useful. Here are some other resources that might interest you:

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