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Client Attraction System CHECKLIST

How to Create an IRRESISTIBLE GROUP COACHING PROGRAM

and End One-to-One Client Burnout!

Module 2: Making it Easy for Clients to Join

Making it Easy for Clients to Join

- I am planning a sales funnel that will ultimately have several group coaching models and levels, so clients can “graduate” from each and progress through the next one in my funnel
- I understand the need to have group members complete concrete goals and experience successes through multiple groups or levels, rather than sitting passively in an ongoing group with no clear goal
- I have thought out why I prefer a certain group coaching model over another type
- I am adjusting my pricing strategy into my group coaching program’s position in my funnel
- I have set up my group coaching program so my client exits on a “high”, ready to proceed to the next step or a new challenge
- I am aware of and committed to:
 - Creating groups with a purpose—and a beginning, middle and end
 - Fitting my group into a funnel at the right place for that group (and its participants)
 - Making sure I know where potential bottlenecks could occur, so I can prevent them occurring
 - Setting up something even more exciting for participants to progress to, on exit
- I am focusing on tackling one single significant, transformative goal per group
- I am limiting options to keep things simple and attract only the right participants
- I have strongly identified my ideal participant
- I am tailoring all my efforts—promotion, advertising, etc.—towards that ideal participant

Making it Easy for Clients to Join

- I am using both qualifying and disqualifying statements in participant attraction
- I am being highly specific in using words and graphics to attract the ideal participant
- I am making sure every piece of promotional content I share ends with a CTA—what to “do next”
- I have simplified and proofed every piece of content so that there is visually and mentally nothing for them to “trip” over
- I have discarded any piece of content that confuses, obscures or strays from the group’s passionate goal
- I have taken inventory of my assets as a coach, prior to approaching JV partners, including:
 - My skills
 - Experience
 - Credentials
 - Reputation
 - Content already created
 - Technical abilities
 - Staff or contractors who bring added value to the business
 - Previous and current clients
 - Previous and current JV partners
 - Other _____

Making it Easy for Clients to Join

- I have created a Facebook Group dedicated to my group coaching program's topic prior to the introductory webinar or mini-challenge
- I have posted clear guidelines
- I have sent personal invitations to select beta testers, subscribers, peers or others
- I have let members know what they can (and cannot) share outside the group
- I am creating content that has strong sharing potential, including:
 - Links
 - Infographics
 - Graphics
 - Cartoons
 - Motivational quotes
 - Tips
 - Links to resources
 - Other _____
- I am using apps and outsourcing for content and contest creation
- I am re-purposing high-value materials I have already created
- I am committed to visiting my Facebook Group at least three times a day (even if it's only for 5-10 minutes per visit)

Making it Easy for Clients to Join

- I am answering questions and acknowledging comments

- I have:
 - Promised the big benefits to joining my group coaching program or webinar on the landing pages

 - Delivered them in my webinar or group coaching program

- I have studied group dynamics and I am aware of different personality types one finds within any group

- I am committed to making my group a safe place where everyone is respected and heard—and I understand that, without that support, they won't leave their comfort zones

- I am using my authentic personality to tell my story as it relates to participants, to build trust

- I have completed this module's Action Plan and Exercises, and I am ready for Module 3!



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

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