

GROUP COACHING PROGRAM PLANNER



WHY GROUP COACHING MIGHT BE THE BEST THING TO EVER HAPPEN TO YOUR BUSINESS

No matter what kind of coach you are, sooner or later you're going to discover two things:

1. You have a limited number of hours to spend with clients
2. There are many more people in need of your help than you have time to work with

The first problem affects your income. The second, your spirit. And both are detrimental to your business growth.

Now it might seem obvious that your time is limited. After all, everyone is working with

to your business growth.

Now it might seem obvious that your time is limited. After all, everyone is working with the same 24-hour day. But what a lot of new coaches fail to consider is all the time you have to spend on things that aren't actually coaching.

- Unpaid discovery calls...sure, they often lead to a new client, but if you're spending 30 or 60 minutes on the phone with each potential client, that can eat up your day fast!
- Support...if you're like most solopreneurs, you're likely still handling a lot of support tasks yourself. Clients and potential clients call and email frequently, taking time away from those one-on-one calls.
- Marketing...without your blog, your email list, your Facebook groups, Pinterest, Instagram, LinkedIn and others, you soon won't have any clients to serve. But this is all "unpaid" time as well.

So let's be honest, when you take all of this (and the other endless tasks you perform as a small business owner) into consideration, your available time for one-on-one calls is really pretty limited. For most coaches, it's less than 3 hours per day—and that's if she's highly motivated and extremely organized.

But what if, for one hour each week, you were able to reach 20 or 40 or even 100 people? Now instead of filling your day with one-on-one calls, you can actually work fewer hours while reaching more people and earning more money.

That's the beauty of a group-coaching program.

Here's another benefit many new coaches fail to see: the upsell.

It can be difficult to fill a one-on-one coaching program without an entry-level product to act as the top of your funnel. A group-coaching program gives potential new clients a way to get to know you—and your coaching style—without a huge investment. And it gives you the opportunity to move those clients into higher end programs, such as your one-on-one coaching, a VIP day, or an exclusive mastermind retreat.

So not only can you server a larger audience, but you can fill your available high-end coaching slots with action taking clients who already know and love you, and who you know will find success.

Now, creating a group-coaching program might seem daunting. There are a lot of moving parts to coordinate, but trust me, you already know what you need to include. All that remains is the planning and implementation.

STEP 1: DEFINE YOUR PROGRAM FOCUS

Just like one-on-one coaching, the best group coaching programs all have one thing in common: they delve deeply into a single issue, systematically resolving all the pain points their target audience is experiencing.

Your goal is not to create a massive, all encompassing program that guides members from...

- Deciding on a business model
- Creating a website
- Setting up an affiliate program
- Recruiting IVs

- Setting up an affiliate program
- Recruiting JVs
- Hosting webinars
- Getting speaking engagements
- Writing a book
- Getting interviewed by Oprah

Yikes! That kind of overwhelming coaching program might sound awesome, but the reality is, you'll turn off more potential clients than you'll attract. They'll either be uninterested in most of the content (i.e. they want to write a book, but already have a website and a business model, and don't care about webinars), or they'll find the very thought of it to be far too much work.

Not only that, but when you try to create an all-inclusive program, you force yourself to simply skim the surface of the subject. You cannot possibly provide great value to your members on every single subject in this list. No one can.

Instead, choose the one (or maybe two) area's where you are:

- Endlessly curious—do you spend your free time studying the subject and testing theories?
- An expert—do you have proven success?
- Passionate—do you love the subject so much you bore your spouse and friends with endless details?

Now that's not to say that you can't be passionate about many subjects. You may be an expert at branding and love building websites, and also love helping overworked moms start a small business from home. These two things are definitely related, but they're better off as separate programs, even if they share the same ideal client (more on that in step 2).

By creating distinct programs that focus on a single subject, you'll be able to better serve your members with valuable insight, rather than encouraging them to rush through each section to get to the next. Plus, if you plan your group coaching programs well, you can easily position them in your funnel to lead logically from one to the next. After all, once that overworked mom finds her entrepreneurial spirit, she's going to need branding help, and a new website, too!

Exercise: Brainstorm Your Group Coaching Ideas

Create a list of at least 25 group coaching program ideas, being careful to narrow your focus so that you can dig deep into the content and answer all the questions/problems your audience faces.

Once you have your list, test each one against the three questions we asked earlier:

1. Are you passionate about the topic?
2. Are you an expert on the subject?
3. Are you endlessly curious about it?

If you can answer yes to all three questions, you've found your group coaching program winner!

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[Pro tip: You can fudge the “are you an expert” question just a bit with help from actual experts in the field. One way to do this is covered in Step 5. Another is to purchase pre-written coaching programs you can then rebrand, such as those at CoachGlue.com.]

Group Coaching Program Brainstorm

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25. _____

STEP 2: IDENTIFY YOUR IDEAL CLIENT

Want to know the biggest mistake new (and even established) coaches make with their

Want to know the biggest mistake new (and even established) coaches make with their group or one-on-one programs? It's thinking too broadly.

We've already covered why narrowing your program's focus will help you provide better value to your clients, but you also have to narrow your client list as well.

It sounds counterintuitive, doesn't it? After all, don't you want more clients? Of course you do.

But they have to be the right clients. If you fill your funnel with less-than-ideal clients, you'll:

- Sell fewer memberships. In fact, you might not sell any at all.
- Waste time on marketing and discovery sessions that don't work.
- Waste money on emails that don't get opened, blog posts that aren't read, and Facebook groups that aren't active.

And all that wasted time and money leads to frustration and a sense of despair, not only for you, but for those you're communicating with as well. Think about it. If you continually receive marketing messages from someone who is clearly not resonating with you, how does that make you feel? Don't do that to potential your potential clients.

Instead, concentrate on narrowing your focus to that one, ideal client who desperately needs your help, and with whom you have a clear connection. When you get this part right, you'll build a list of active, responsive prospects who eagerly seek out your newest products and programs, and who will happily buy everything in your funnel.

Now, how do you discover your ideal client? It's easy. In fact, you probably already know her.

First, think about your current clients.

- Who among them is your favorite? What is it about her that makes you happy to get on the phone with her?
- Who do you dislike? Maybe she fails to follow through with assignments, or pushes back on every suggestion you make, or maybe you simply aren't excited about her business model.

Next, think about what angers you in your niche. When you're passionate about a particular group of people, you'll often find yourself standing up for them when you see them being mistreated. For example, one long-time business coach has a heart for stay-at-home moms. She wants to see them succeed in business, and she's angered (maybe even enraged) by multi-level-marketing companies that take advantage of this market.

For her, an ideal client is a stay-at-home mom who wants to transition from pushing protein shakes on her unsuspecting family and friends to a real business she can create while still spending time with her kids.

This coach figured out that she loves to work with stay-at-home moms, then found her ideal client in a very small subset of this community—those who had tried and failed to build a business in the MLM world.

Exercise: Define Your Ideal Client

Describe—in as much detail as possible—who your ideal client is and why she needs your help. Consider:

Describe—in as much detail as possible—who your ideal client is and why she needs your help. Consider:

- Demographics
 - Age
 - Gender
 - Socio-economic status
 - Education
- Family status
- Experience/expertise
- Core values
- Personality traits
 - Sense of humor
 - Laid back or uptight?
 - Introvert or extrovert?

Use additional sheets if necessary.

STEP 3: OUTLINE YOUR TRAINING

Now that you know what you're going to teach, and to whom, it's time to actually outline your group coaching program. Don't worry about the format quite yet, we'll cover that in the next section. For now, we're going to focus on the content, starting with the pain points your ideal client is facing right now.

Not only is this a great way to ensure your program provides value for your clients, but it's also perfect when it comes time for marketing. Buying decisions are often made based on pain avoidance, so any time you can offer true relief from a problem that

Not only is this a great way to ensure your program provides value for your clients, but it's also perfect when it comes time for marketing. Buying decisions are often made based on pain avoidance, so any time you can offer true relief from a problem that plagues your audience, you'll have a much easier sell.

Finding those pain points is easy for anyone who surrounds herself with your ideal client, as all good coaches do. You'll see them in the form of questions in:

- Your help desk
- Private and public Facebook groups
- Forums
- Your email inbox
- Your blog comments
- Marketing emails from other coaches in your niche
- Comments on YouTube videos
- Inspirational memes on Facebook, Instagram and Pinterest
- Your private, one-on-one sessions
- Discovery sessions
- Webinar chat rooms (yours or a competitor's)

You've also likely been where your client is today, and worked through it successfully, so ask yourself:

- What drove me to success?
- What kept me awake at night during the process?
- What frustrated me nearly to the point of tears?

These are the same things your market is struggling with right now, and because you've been through it, you're the perfect person to address these issues and help your clients past them as well.

Once you know the pain points, it's time to create a logical, step-by-step training program. Begin by writing out your ideal client's biggest pain points, then—in one sentence each—develop three solutions.

For example, if you coach frazzled moms, a pain point might be to-do list overwhelm. She's got so much going on that she feels like her life is a never-ending list of priorities that never seem to get done.

Your solutions might be:

- Use time blocking on your calendar to prioritize your to-do items and appointments.
- Practice saying “no” to invitations you really don't want to accept.
- Create a chore list for your kids, so you can stop spending time on laundry and dishes.

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Each of these solutions can then be a module in your coaching program. All that remains is putting them in order. In this case, saying “no” is the top priority, so that would be module 1. Getting help around the house is step 2, and organizing the calendar is a natural step three once those other two items are taken care of.

Exercise: Brainstorm Your Ideal Client’s Biggest Pain Points

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Exercise: Outline and Prioritize the Solutions

For each pain point, determine 3 solutions, then organize them in a logical, step-by-step training plan.

1. _____
 - a. _____
 - b. _____
 - c. _____
2. _____
 - a. _____
 - b. _____
 - c. _____
3. _____
 - a. _____
 - b. _____
 - c. _____
4. _____
 - a. _____

- a. _____
 - b. _____
 - c. _____
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- a. _____
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- a. _____
 - b. _____
 - c. _____
10. _____
- a. _____
 - b. _____
 - c. _____

STEP 4: DETERMINE YOUR FORMAT

There are three considerations when it comes to deciding on the format of your group coaching program:

- What your ideal client prefers
- What your content dictates

- What your content dictates
- What you are most comfortable with

First—obviously—is your client. She has very specific needs and preferences, and you'll want to ensure you offer her exactly what works best, rather than asking her to be flexible in her requirements. This is especially true with higher cost training, as those who pay \$2,000 or \$4,000 or more for a coaching program should feel absolutely at home with the process.

Looking back at your ideal client, what do you know about her learning style?

- Does she love audio she can download to her phone for listening on the go?
- Does she hate long videos but appreciate short, bite-sized training modules?
- Does she prefer to skim a long text document for tidbits she can use?
- Will she be active in a private forum, or more of a wallflower?
- Is she a “take action” type of person who wants to check things off a list?

What about your content? What type of format will work best to get your point across accurately and succinctly? If your program is all about creating and branding a YouTube channel, then video training is likely your best bet. If you're helping new authors finish their book, written guides and worksheets will probably be most welcome.

You can also use a combination of formats (we'll cover more on this in step 6) to help members achieve their goals. For example:

- Video training paired with transcripts so viewers can skim the content for the information they need right now.
- Live webinar training with downloadable worksheets and checklists to help members make use of the information.
- Audio interviews with a PDF guide that goes into greater detail.

Finally, what about you? Which formats are you most comfortable with? If you hate video, you're unlikely to finish creating a program that requires hours and hours of on-camera time, so it's important to recognize your personal preferences. Do keep in mind, though, that disliking a specific format doesn't necessarily have to prevent you from using it. You can:

- Purchase pre-written/recorded content
- Outsource the creation
- Crowd-source it (more on that in the next step)

Exercise: Decide On Your Program Format

My content lends itself best to:

- Video
- Written
- Audio

- Written
- Audio
- Checklists & Worksheets
- Live training
- Other _____

My ideal client most prefers:

- Video
- Written
- Audio
- Checklists & Worksheets
- Live training
- Other _____

My comfort zone is with:

- Video
- Written
- Audio
- Checklists & Worksheets
- Live training
- Other _____

STEP 5: BEEF IT UP WITH VALUABLE BONUS TRAINING

In step 1 you brainstormed your group coaching program ideas, and one of the requirements of a great program was your expert status. While it's important that you know a bit about your topic, you don't have to have a PhD to be successful. In fact, it pays to remember that to a middle-schooler, even a college freshman is an expert.

Beyond that, though, there are other ways to create highly valuable training, even if you don't consider yourself an expert. One of the best is to invite actual experts along for the ride.

For example, if your program helps new coaches find more clients, then a part of your overall plan might be using Facebook ads to drive traffic. Facebook ad creation is a huge subject all by itself, and chances are you aren't an expert in it (yet). But there are several people who are experts, who would be happy to provide supplemental training to your students.

The key is to include complementary training that enhances your coaching program rather than distracting your clients.

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Depending on the number of students you have and the potential for upsells into their programs, your guest instructors may ask for either a percentage of sales or a flat fee for their time, so be sure you budget for this when determining your pricing structure.

You can also find guest experts who aren't as well established, and who might be willing to step in for some training in exchange for the added exposure you can bring them.

Exercise: Decide on Supplemental Training and Potential Instructors

Complementary Training Instructor

STEP 6: CREATE DOWNLOADABLES

In step 4 we discussed how to determine the format of your coaching program, so you may have already decided to include worksheets and checklists in your training. These are extremely valuable to your students, so if you haven't planned them out yet, it's time to do that.

Downloadable content comes in many forms, such as:

Downloadable content comes in many forms, such as:

- Checklists
- Worksheets
- Calculators (Microsoft Excel spreadsheets, as an example)
- Slide decks
- Templates
- Swipe files

One easy way to create downloadables for your clients is to simply look at the tools you use in your own business. Chances are you make good use of checklists and templates as you go through your day, and these can easily be repurposed for use by your clients.

One thing you should always do is maintain your branding. Clients will very likely download their printables and store them in a folder on their computer or in the cloud. Days or weeks or months from now, when they re-open the document, it should be absolutely clear where it came from. Consistent branding is the key, and should include:

- Your logo in the header of a document, or on the first page of a slide deck
- Your brand colors and fonts
- Your copyright information in the footer or on the first page of a slide deck
- Your unique brand style, such as your preferred headshot, signature block or tagline

You can be sure your downloadable content is always on brand by creating templates in Microsoft Word, Excel, and PowerPoint, then making a point to always use your template for new content. If you're not familiar with creating templates, consider hiring an expert to help you with this step. It's an investment that will pay for itself quickly, as you'll use your templates over and over again.

Exercise: Decide on Downloadable Content

With your coaching program content in mind, create a list of printables that your clients will need to make the best use of your training. And don't forget to include the actual checklists, worksheets and templates you use in your business. Some or all of them can be repurposed into valuable resources for your clients.

Checklists Worksheets Templates Other

STEP 7: ADD AN INTERACTIVE FACEBOOK GROUP

One way to really up the value of your group-coaching program is to add interactive features. We've already talked about including workbooks and checklists to help your clients make the most of the training, but another critical element is YOU!

Remember, this isn't a hands-off membership program you're building. This is group coaching, and that means that there must be some conversation. Your clients will have questions about the training. They'll want to touch base so you can review their progress. And they'll want to connect with other members as well.

A Facebook group makes it easy to do all that and more, plus it's:

- Free to use (no costly forum software to install)
- Maintenance free (unlike that forum software)
- Easy (nearly everyone uses Facebook)

The one drawback is that it's not yours. Facebook owns the site. They grant you access, but if they decide—for whatever reason—that they don't like your content, they can remove your group (and even you) from the site.

For this reason, it's never a good idea to build your group coaching program exclusively on Facebook. You should always host your actual content elsewhere—either on a website you own, or in a membership platform you pay for, such as Kajabi.

Facebook is a bonus for your members, not the entirety of your program.

With that said, though, it's an important element that your members will likely expect.

Active, helpful Facebook groups all have a few things in common:

- The owner leads the discussion. This means you will need to make the effort to be present daily in the group.
- Rules. Failing to implement and enforce rules of conduct will quickly lead to chaos—even in a paid, exclusive group.
- Themes. Easy to do when your group is a part of a coaching program.

Exercise: Draft Your Group Rules

Exercise: Create Your Group “Themes”

Monday: _____

Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Saturday: _____

Sunday: _____

STEP 8: PLAN YOUR LAUNCH

Even the most amazing group coaching program won't sell itself. You will need to put in a little planning here, to get the biggest impact. The good news is, once you get the pieces in place, you can rinse and repeat for ongoing profits.

First stop is your existing list. Whether it's a mailing list, Twitter followers, Facebook fans, or podcast listeners, you'll want to start getting them excited about your upcoming launch. Take the opportunity to “tease” about your new program in the days and weeks leading up to the big launch by posting about it on social media and mailing your list. If you're feeling stuck, ask for opinions on what they'd like to see inside a group-coaching program.

In addition, consider creating a VIP waiting list for those who are interested. A simple landing page with an opt-in will work. Send the link out on your social networks and via email, and ask people to register to receive a VIP invitation. You can send out an early announcement to those who register, and perhaps offer them a discount for taking action

email, and ask people to register to receive a VIP invitation. You can send out an early announcement to those who register, and perhaps offer them a discount for taking action before you open the doors to the public.

Once you have your waitlist page complete, you can let your JV partners/affiliates know, so they can add promotions to their marketing calendar as well. If you have a VIP list of JVs, reach out to them personally with the details, including:

- Launch dates
- Swipe files
- Graphics
- Who the coaching program is designed for
- Commission details
- Links

Exercise: Create Your VIP Waitlist

Landing Page Link: _____

Thank You Page Link: _____

List Name: _____

- Welcome Email Loaded?
- Invitation Email Created?
- Social graphic created?
- Affiliate link created?
- Coupon Code _____

Exercise: Reach Out to JV Partners

Partner Name Emailed On Follow Up On Response

