



GROUP

COACHING MASTERY

April 26-29

Group Coaching Mastery Bootcamp Playbook

Design and Deliver Your High Ticket Flagship Group Program That Leads to Higher Rates of Client Retention and an Increase in the Lifetime Value Of Your Client

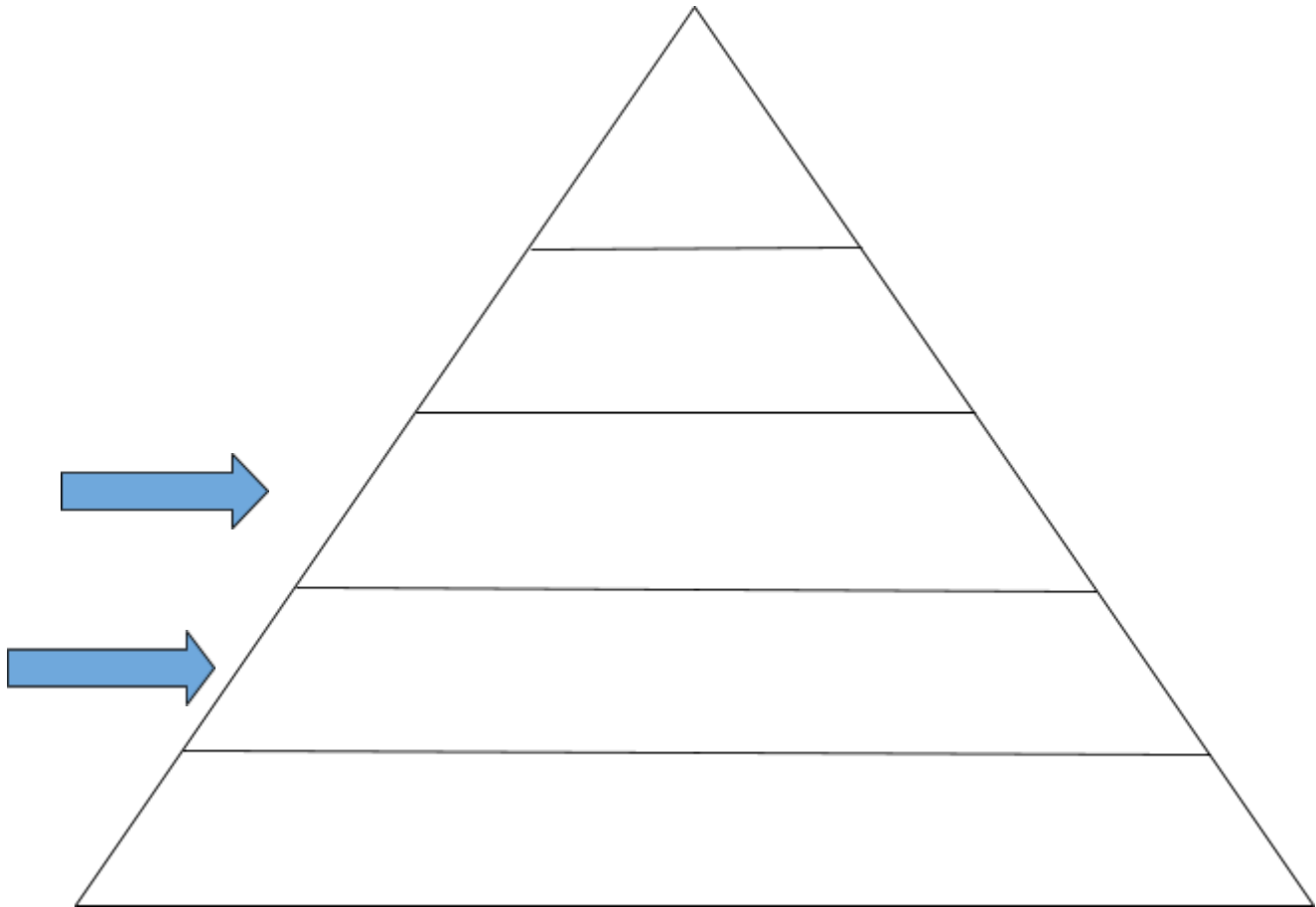
DAY ONE

Decide Why You're Really Gathering and Commit to a Bold, Sharp Program Purpose

Shift Your Focus and Positioning Around These 3 Areas

THE PROFITABLE GROUP METHOD	
From THIS	To THAT
1:	1:
2:	2:
3:	3:

Build Your Purpose-Driven Empire



Phase ONE: \$0 - \$100K

Focus on One-On-One

Phase TWO: \$100K - \$1M

Focus on Group Coaching

Lean Team

Keep Some One-On-One

Phase THREE: \$1M - \$10M

Group Hybrid

Expand Team For Delivery

Ascension, Downsell, Alternate Services

The Promised Outcome of Your High Ticket Flagship Group Program

Why You Need A One

1: Clarity and confidence to _____ in a way the client can understand

2: The market is saturated and competitive, your program outcome can quickly and easily _____

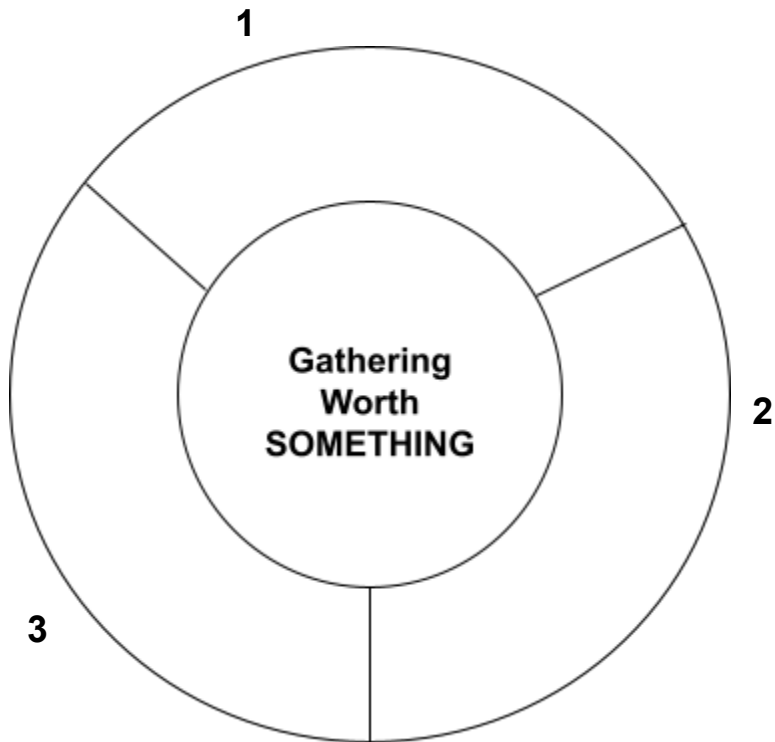
3: Increases the pace and rate at which your clients get results because the outcome is _____

4: Client results boosts your _____ and increases the _____ while also increasing referrals

5: Create better marketing content that ensures your message is _____ of a client who needs to be enrolled

6: Attract more _____ leads which increases the quality of your _____ which elevates the _____ of the program

Ingredients for a Sharp, Bold High Ticket Group Program Outcome



1: _____

People want something exciting that fits them so they _____!

2: _____

ASK YOURSELF:

A. Why is this group program different from my other groups?

B. Why is my group different from other people's groups of the same general type?

C. What is this group that others aren't?

3: _____

Helps create a _____ group and it becomes your _____

Example of Program Purpose

Current Purpose: Graphic Designer Specializing in Websites

Ask: What platform do you specialize on? Wordpress, Squarespace, Shopify?

Ask: Is this their first website or a rebrand?

Ask: What is the outcome people want to achieve by having a website?

Revised Purpose: Rebranding Wordpress websites for established real estate agents who want to capture more qualified luxury home buyers

Another Example, Same Category: Website designer for professional speakers who want to book more international paid speaking engagements

YOUR TURN

Solve One Problem: Client Retention (too much time & money on client acquisition)

For One Person: 6-Figure High Ticket Flagship Group Program Coaches/Consultants

Following One Process: Profitable Group Method

One Outcome: Build a sustainable & profitable group coaching based business