



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 TWO

Determine WHO is Qualified to Join Your Group Coaching Program, HOW to Qualify Them, and Curate an Exclusive Community of Clients

The Power of One Thing

Deliver One Program _____

That Solves One _____

For Only One _____

Who All Follow One _____

Distinguish the Differences of Readiness and Qualification Criteria Between Your Top Producing and Lowest Producing Clients

Top Half of Your Clients	Bottom Half of Your Clients

Establishing Client Criteria

1. What knowledge does a qualified client already need to possess upon entering into your program so that they can immediately take action and begin seeing results?

2. What skills does a qualified client already come equipped with upon entering into your program so that they can immediately take action and begin seeing results?

3. What is specific and unique about your process that a qualified client must be willing to do in order to get the result your program promises?

4. What must a qualified client already have in place so that the process you teach makes sense for them and will work for them at a high rate of success?

**Ways To Curate An Exclusive Community of Connection, Togetherness, and Belonging
Which Elevates Client Results, Increases Client Retention, Extends the Lifetime Value of
Your Client Creating More Profitability and Sustainability For You**



Your Turn

What are 3 - 5 pieces of criteria a client must meet in order to be a qualified fit for your high ticket group coaching program?

- 1.
- 2.
- 3.
- 4.
- 5.

What is ONE way you can strengthen your sales process to ensure the most qualified clients are joining your group program?

What is ONE community and connection building strategy you will implement immediately in your group program?