

# Program Purpose

## Group Program ACADEMY Level One

Guides experts who have a full service-based practice to create a high ticket curriculum based group program, launch it with a live video conversion event, and fill your group program with qualified clients.

## Rise To Legendary MASTERMIND

Guides 6 & multiple 6-figure service based business owners with an existing high ticket flagship group program to 2x-5x the lifetime value of a client and increase monthly profits with ease without compromising quality or client results.

# Profitable Group Method Success Pillars

## Group Program Mastery/Academy

PURPOSE	PEOPLE	PROCESS	PRICE	POWER	PRIORITIES
North Star	Qualify Clients	Program Model	Value + ROI	Leadership	Launch Cycling
Program Promise	Exclusive Community	Format	Cost of Delivery	Generous Authority	Critical Drivers
Positioning	Peer-to-peer Support	Program Delivery	Financial Goals	Client Dynamics	Client Retention
Fill A Gap	Client Success Team	Curriculum Development	Raising Rates	Communication	Marketing Content
Alignment	Brand Ambassadors	Support Systems	Profit First	Facilitation	Sales Process

## 6 Ultimate Group Program Profit Pillars

# **Group Program Academy Level One**

# Who Is a GREAT Fit?

## Level One: Group Program ACADEMY

- Skillful expert
- Proven process that yields results
- Stable monthly income from current offer(s)
- Experience with or willing to use video marketing
- Small audience/community
- Have either dabbled with offering a group OR already know that's what you're doing next
- Need for guidance in structure, how-to, dialing in curriculum, pricing, filling program through launching



## 3 Main Objectives

- Add an **additional revenue stream** with a high ticket flagship group coaching program to your already existing business
- Build a more sustainable business that allows you to double your current revenue with a high ticket curriculum based group coaching program **following a live launch marketing and sales model**
- Enrolling highly qualified clients at the **\$3k - \$15k price point in a 3 - 12 month group coaching program**



# Program Format

- Structured, comprehensive LIVE training, **teaching you what to do**
- Group coaching, **showing you how to do it**
- Peer co-working + personalized support, **ensuring you learn how to improve, including a launch performance review**

## Client Spotlight

*Jenna Volpe*



Jenna Volpe is a Holistic & Functional Dietitian-Nutritionist, Certified LEAP Therapist, and Clinical Herbalist. Jenna is fiercely committed to helping each of her clients resolve leaky gut, inflammation, fatigue, and immune imbalances naturally. Jenna came to MOMENTUM seeing hundreds of patients a month and recently launched her group program which was a mega-success!

# What to Expect

- **6 months access to Group Program Academy:** The Profitable Group Method + Curriculum, Training, and Support
  - a. This is intentionally designed to create your curriculum, launch your program, fill it with clients, and deliver your program in a powerful way
- **4 Group Coaching Calls Per Month:** We will discuss growth strategy, critical drivers, overcome challenges, peer mastermind, and receive personalized support
- **Launch Performance Review:** After you complete your launch, you will track your data and submit your performance for review. You will get actionable, expert guidance on what your next steps need to be to enhance marketing, sales, and launch process
- **Private Client Only Facebook Group**
- **Private Training Portal:** Follow our curriculum, guides, tracking spreadsheets, and templates inside our private portal. Plus, get access to call recordings and additional training videos as necessary.

## Investment

**Pay In Full**  
**\$7,500**

**6-Month  
Installment  
Plan**  
**\$1,500/mo.**



# Bonuses

## **First 3 People**

VIP ½ Day to map out  
your group program &  
launch strategy  
(\$5,000 value)

## **Pay In Full**

Group Launch Planning  
Session  
(\$1,000 value)



# **RISE TO LEGENDARY MASTERMIND**

# Who Is a GREAT Fit?

## Level Two: Group Program MASTERY

- Have an existing high ticket group program
- Proven process and curriculum with successful case studies
- Have at least 1 - 2 team members supporting you
- Solid foundation and know-how of marketing and sales
- Unable to scale sustainably and profitably the way group program is set up and running right now
- Evolving to next level of scale, growth, systems, team and leadership

### Client Spotlight

*Christine Williams*



Shining a very bright spotlight on Rise to Legendary member Christine Williams this week, as she surpassed the million dollar mark in her business, Shine Wellness.

Christine has built an amazing soul-first life and business over the past 3 years, honoring both her own dreams and the dreams of her clients.

We are beyond proud of you, Chris!

# 3 Main Objectives

- 2X or more your high ticket group coaching program **revenue stream** without compromising client results, program quality or your sanity
- Refine and innovate the curriculum and systems inside your group program so it is more sustainable and profitable and directly connected to **higher rates of client renewals, reactivations, resells, and ascensions into your next level program**
- Remove yourself from over-customization and parts of client delivery and **replace yourself with well trained team members**

## Client Spotlight

*Nicole Cramer*



Nicole Cramer, a sales coach for health & wellness professionals, has blossomed from solopreneur to ultimate leader of her company. She now has a rapidly growing team supporting her business, a flagship group program she has a waiting list for and has begun hosting in person retreats for groups of clients! In 2021, her business experienced a growth increase of over 100%!

# Program Format

- Structured, comprehensive training, **teaching you what to do**
- Face to face virtual group coaching, **showing you how to do it**
- Personalized support, **ensuring you learn how to do it better, including a Group Program Audit**
- **Co-Working Sessions with Peers**

## Client Spotlight

*Debbie White*



A huge congratulations to Rise to Legendary member Debbie White for having a ONE DAY gross revenue of over \$100K and a total gross of \$120K from her online masterclass. This was her 4th 6-figure launch in 13 months. Debbie has been building a powerhouse team and a powerful message for her business and is impacting women's lives in significant ways.

# What to Expect

- **12 months access to Rise To Legendary:** The Profitable Group Method + Curriculum, Training, and Support
- **5 Group Coaching, Training, and Mastermind Calls Per Month:** We will discuss strategy, overcome challenges, peer mastermind, and receive individualized support as you grow and scale your group coaching program in a more sustainable and profitable way; ONE CALL each month is on MINDSET.
- **ONE Private coaching session with Megan monthly + Voxer Access**
- **3 In Person Retreats**
- **Group Program Audit:** Megan and her team will conduct a full audit of your group program from curriculum to systems to team as well as review your client results data. You will get actionable, expert guidance on what your next steps need to be to enhance your program so that client results, retention, and renewals increase. There will be a significant focus on systems.
- **Private Client Only Facebook Group + Slack Channel**
- **Private Training Portal:** Follow our intentionally designed curriculum, downloads, workbooks, tracking spreadsheets, and "done for you" templates inside our private portal.

## Investment

**Pay In Full  
\$25,000**

**12-Month  
Installment  
Plan  
\$2,500/mo.**



# NEXT STEPS

**Complete Group Program  
Assessment + Schedule a  
Conversation with Megan**

<https://calendly.com/meganhuber/connect>

