

A DJ with long curly hair is seen from behind, wearing a black t-shirt, performing at a nightclub. The DJ is positioned behind a DJ booth with two turntables. In the background, a large, diverse crowd of people is dancing and cheering, with many raising their hands and holding up smartphones to capture photos or videos. The scene is lit with vibrant blue and purple stage lights, creating a high-energy atmosphere.

Your Six Figure Group Coaching Checklist

Impact Business Solutions LLC

Your 6-Figure Group Coaching Checklist

HELLO!!

Thank you for downloading the 'Launch Your 6-Figure Group Coaching Checklist'.

This checklist will focus on 4 distinct areas you need to focus on to be successful with launching your group coaching program.

#1 - Designing your group

#2 - Marketing your group

#3 - Managing your group

#4 - Coaching your group

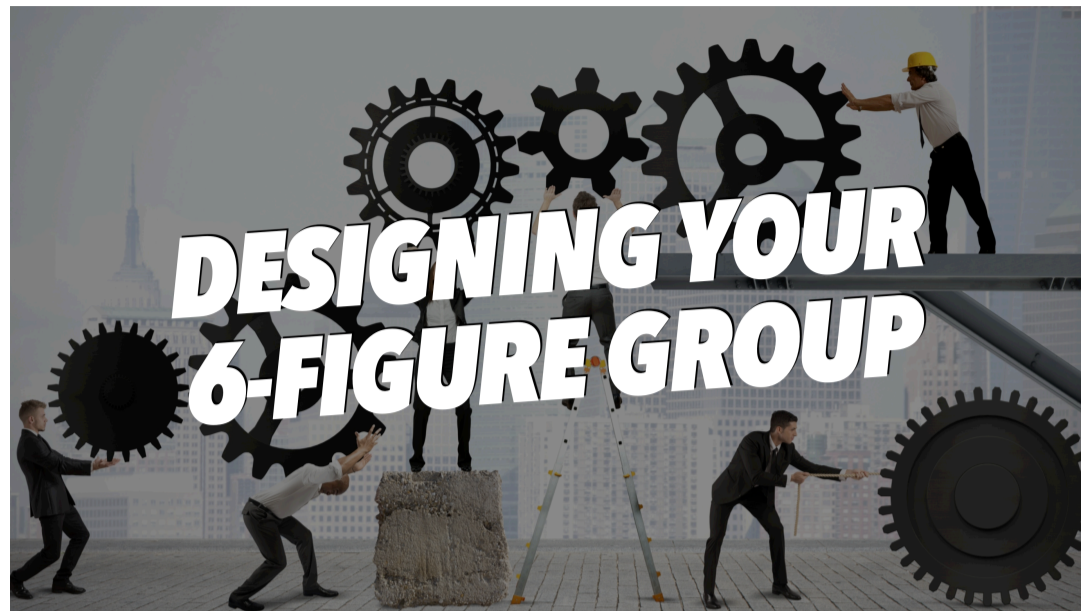
And while I may not know you personally right now, the fact that you have requested this checklist has me thinking that you're a gifted coach who is passionate about making a real difference in the lives of your clients.

I'm guessing that you want to scale your business and work with groups of clients so that your income - and ultimately the number of people you can impact - isn't determined by the number of hours you coach.

And as much as you love coaching individual clients, you also want to have more than enough time, freedom and energy to live your best life and focus on the things that are most important to you.

Am I close?

Well, you're in the right place!



- Your objective** - why do you want to coach groups?
- Your topic** - what is the group about?
- Your audience** - who is the group for?
- Your validation** - conduct your target market research?
- Your title** - what's your irresistible, result orientated name?
- Your content** - will you be providing content?
- Group duration** - how long will the group meet?
- Session frequency** - how often will the group meet?
- Session length** - 60 minutes? 90 minutes? Longer?
- Group size** - what's your ideal group size?
- Requirements** - who gets in and who doesn't?
- Bonus items** - what can you include to add value?
- Investment** - What's the total investment? Payment options?
- Enrollment** - will the group have a stop and start date?



- Identify groups to market** - Fill your group by marketing to groups
- Create your campaign** - To fill your group, you must campaign your group
- Determine your sign-up approach** - Sales page/Online Reg/Call
- Use the 'anchor people' strategy** - They are out there!
- Implement your plan** - Put your plan into action

Marketing Campaign Sample Components (Choose what works for you)

- Sales page** - Write copy, page layout
- Promo emails** - Write and send emails
- Education based marketing** - webinars, FB Live, Online Challenge, Virtual workshops, video trainings etc.
- Lead magnets** - Free gift, quiz etc
- Speaking engagements** - In-person and/or virtual
- Facebook** - Ongoing or pop-up FB group, Organic
- Podcast/Radio show guest** - With your ideal audience
- Other Social media outlets** - LI, IG, YouTube, etc



- Send email** - To prospects and customers
- Handle registration/sign-ups** - Verbal, email, online, shopping cart
- Collect Payment** - Merchant account, PayPal, Stripe
- Run the session** - In person and/or virtual
- Deliver content** - Member area, Dropbox, Google drive, FB Group
- Upload, Host & Share Recordings** - If you are making available
- Manage your group** - Accountability, monitoring progress
- Support outside of sessions** - FB group, online forum, other

Confidently Coach Your Group (Keys to supporting your clients in a group)

- Onboarding** - Identify how you will welcome participants
- Main session framework** - Create and customize for each session
- First session outline** - Set ground rules and guidelines to start strong
- Maximize engagement** - Consider learning styles, contests, gamification, prizes, exercises, state-change, breakout sessions etc
- Completion & next steps** - Celebration, feedback, testimonials, offer