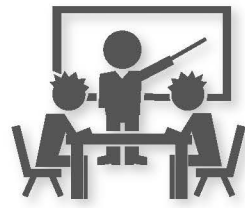


THE GROUP COACHING SUCCESS ROAD MAP

FOLLOW THIS PROVEN PATH
TO MAXIMIZE YOUR
IMPACT, INCOME AND FREE
TIME BY COACHING GROUPS.

GroupCoachingSuccess.com



1

DESIGN YOUR IRRESISTIBLE GROUP

- Who is your group for?
- What is your group about?
- How long will your group run?
- How frequently will your group meet?
- Will you meet in-person or by phone?
- How much content will be included?
- What is the fee to join your group?



Conduct Target Market Research.
This is the fastest and easiest way
to discover what your ideal clients
really want and will pay for!



If you're running a big ticket, high
commitment group have an
application or interview process.

SHORT CUT

Create a Marketing Campaign - A
series of coordinated activities
designed to give value, build
trust, create excitement and
funnel people into your group!

- Implement at least one proven marketing strategy.
- Provide value with education-based marketing.
- Create an emotional connection with your audience.
- Make a compelling verbal offer.
- Use calls-to-action, bonuses and limiters.
- Develop an enticing sales page.
- Utilize effective email marketing.

2

MARKET AND FILL YOUR GROUP

3

MANAGE AND ADMINISTER YOUR GROUP



- Choose an in-person or virtual meeting location.
- Decide how you will sign clients up.
- Figure out how to accept payments.
- Determine how you will deliver content and materials.
- Identify how you will communicate with your participants.
- Determine how participants will connect and communicate with each other.
- Put systems in place so the people who sign up, show up.



Know in advance if you're on a
shoe-string budget or you're
willing to invest in the best. Both
routes will get you to the
destination. You just need to
pick the right one for you!



Don't reinvent the wheel. Tap into
today's most proven tools,
technology and resources.



- Utilize your current coaching skills and develop any necessary new ones.
- Properly establish group ground rules and guidelines.
- Get buy-in and allow the group to influence the agenda.
- Create strategies for handling challenging participants.
- Know how to reign in talkative participants and get quiet ones to speak up.
- Ensure your participants are getting value and are moving forward.



Start your group off strong!
How you conduct the first
session sets the stage and
determines how coachable
your group will be.

4

CONFIDENTLY COACH YOUR GROUP



Make sure to establish group ground
rules. Without these in place it's
impossible to have a well-run group.

GROUP COACHING SUCCESS

GROUP COACHING SUCCESS

Hello and Thank You for downloading the Group Coaching Success Road Map!

Be sure to watch the accompanying training video where I walk you through the 4 steps of the Group Coaching Success Road Map:

- Design Your Irresistible Group
- Market and Fill Your Group
- Manage and Administer Your Group
- Confidently Coach Your Group

You'll also discover...

- The #1 critical action you can take to design an irresistible coaching group that people are excited to join. (Too many coaches forget to do this!)
- A simple strategy you can quickly implement to maximize group sign-ups, even if you hate marketing.
- How group coaching can be even easier than individual coaching and what you need to have in place to confidently coach your group.
- Plus much more!

Watch the video that goes with Group Coaching Success Road Map here:

<http://www.groupcoachingsuccess.com/roadmap-video>

And if you haven't already, be sure to reserve your seat in my free training class...

Fill Your Groups With Ease...

Avoid The 3 Mega Mistakes Most Coaches Make That Keep Their Group Programs Empty!

The fact is, the #1 thing that keeps coaches from being successful with groups is not being able to fill them. So be sure to get in on this training so you can discover the big mistakes to avoid and what you can do differently so that you can fill your groups with ease every time.

Reserve your spot in the free group coaching training class here:

www.groupcoachingsuccess.com/webinar

Here's to your group coaching success!



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