

THE MONEY CLUB

How to Do Group Programs

- **What are the types of group programs and how are they priced?**
 - Any program that has 4 or more people in it and lasts for more than 2 weeks
 - In person groups of all sizes
 - Online:
 - Continuity programs or clubs
 - Ongoing monthly programs (people pay for 1 month or 12 months)
 - \$27-\$97 a month
 - not suggested unless you have list size of at least 5,000
 - 4-5 week programs - \$195-\$495
 - 60-90 minute webinars
 - OR Pre-recorded videos (15-30 minute chunks)
 - 9-12 week programs - \$695 - \$1995
 - 60-90 minute webinars
 - OR Pre-recorded videos (15-30 minute chunks)
 - 3-6 month programs:
 - \$195 - \$1,000+ a month
 - 2-3 sessions a month
 - FB group
 - Private calls in the first and last month (optional)
 - use monthly payments and pay in full
 - If you are filling your program ahead of time, use a deposit and monthly payments
- **Which program should I choose first?**
 - This varies
 - The 4-6 month program requires sales conversations, but can really create an increase in your monthly income
 - The shorter 4 week programs are a great way for people to meet you – but they won't increase your income by much unless there is an upsell included with them
 - Usually you can only expect 10-20% upsell
 - If your price point for your 4 week program is low, like \$95 or \$197 – you may not get much upsell because you've attracted a client who can't pay

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- Ultimately what you choose first is up to you – remember you can do up to 3 launches a year.
 - So you could always try different types of programs
- A great way to create upsell opportunities and create a path to allow your clients to get to know you better is to include a ticket to a free live in person event with you when they purchase the program.
- **Filling Your Group Programs:**
 - **NUMBERS!!!!:**
 - **1 out of 5 = 5 people in the program = 25 sales conversations**
 - **These conversations can start as early as 3 months before the program starts!**
 - Online:
 - Webinar - Use a webinar style launch as we have explained in the Money Club under How to do a Webinar and Launches part 1 and part 2.
 - Social Media - Use social media, FB Posts and FB Live to encourage people to:
 - Sign up for your webinar
 - Sign up for your encores
 - Sign up for your program
 - **REMEMBER – IF YOUR PROGRAM IS MORE THEN \$500, YOU ARE SELLING SALES CONVERSATIONS ONLY!**
 - Offline:
 - Speaking Events – set these up in the months preceding your group program so you can start selling the program through sales conversations
 - Sponsorships - set these up in the months preceding your group program so you can start selling the program through sales conversations
 - Your Network:
 - Pick up the phone and send emails to everyone who you've engaged and connected with over the last 6-12 months
 - Old clients
 - Old sales conversations
 - Old connections
 - Encourage them to:
 - Sign up for the webinar
 - Set up a conversation with you

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- **Rules of Thumb:**
 - Upsell - Always have an upsell plan with every program you launch – what will they do next and what is your incentive to get them to stay with you?
 - Offline + Online - I suggest always creating an offline and online plan when you are planning your group program launches
 - Small is Good – in the beginning all you need is 4-6 people to start a group program – you can learn a lot that way
 - Live is Good in the Beginning - Doing group programs live is good in the beginning so that you can change and shift the program as you go along. Once you've launched it a few times – then you could create a recorded program
- **Running Group Programs:**
 - Platforms:
 - Teleseminar
 - Any teleseminar platform
 - Maestro
 - Free ones exist too!
 - Webinar
 - Zoom
 - Go To Webinar
 - Logistics:
 - Where do you put the content? (easiest to more complex)
 - A hidden page (s) of your website that is password protected
 - For Wordpress – Wishlist member
 - More expensive (and complex):
 - Member Mouse
 - Memberium
 - I-Member 360
 - Customer Hub
 - Kajabi
 - AccessAlly (need to use stripe – their payment system)
 - Here's an article that explains some of this:
 - <https://ambitionally.com/increase-online-sales/creating-membership-sites/customerhub-vs-imember360/>

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- **Leading Group Programs:**
 - Start with celebrations, questions, activities to engage
 - Include inspiration, mindset, dig deep stuff
 - Training – 20-40 minutes tops
 - Interaction at the end – check-in, questions, post on FB, what did you learn?
 - The smaller the group – the more interaction you can create
- **Learning From Each Group:**
 - Surveys (Google forms are quick and cheap!) on what they like/don't like are great periodically throughout the class, some send surveys after each call
 - What did you like about this class?
 - What were your top learning points?
 - What would you shift (if anything)?
 - Checking in with each participant – what was your takeaway?
 - Checking in by reading the FB comments and encouraging participation
 - Checking in during 1-1 calls – how's the group going? Anything that you would shift?
- **Creating a Safe and Happy Space for Your Group:**
 - Don't let share and questions go on too long
 - No rambling – polite, “what's the question?” or “For the sake of time, I'm going to ask you to get to the point.”
 - If someone is breaking your rules – be clear about talking to them or asking them to leave the group
 - No solicitations or selling on the FB Group
- **Don't do this alone!**
 - You need team members to support:
 - Creating the group pages
 - Sending out handouts and announcements for each class
 - Editing and designing handouts
 - Posting documents and recordings after each class
 - Managing multiple credit cards each month
 - Be on the class with you for technology issues (optional, but helpful)
 - Managing and helping with posts in the FB group (community managers)

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- A virtual assistant is a great option – but make sure she has some experience with online platforms