



~ Module 1 ~

*Design Your
Group Program*

WITH JESSICA CAVER LINDHOLM

Choosing the Topic for Your Group Program

Welcome to Module 1 of the Big Launch Mastermind!

Before you begin filling out your training guide for the week I highly recommend listening to the audio training that accompanies this guide. The audio will provide you with extra support in filling out the following questions and designing your own group program.

Either while listening to the audio training or after, use the following questions and exercises to help you get further clarity on exactly who your group program is for and how to create the overall outline for your program.

Let's begin by setting the intention for your group program!

You have the ability to create anything in your life when you are clear. What is your overall desire and intention for creating your group program?

Who is your group program for? This doesn't have to be your overall ideal client for your entire business, but who is this specific group program that you're currently creating and launching for?

What problem are you helping your clients in your group program overcome?

What words or phrases would your ideal client use to describe this problem or pain point?

What results can a client expect to receive from doing your group program?
How would your client describe these goals or desires in their own words?

Have you been your ideal client at some point in the past? What would you or what did you invest in to overcome pain points or obstacles at that point?

Why is your program clearly valuable to your ideal client? Is this program focusing on an area that the client wants support with or is it just an area you think they need support? Sell your clients what they want and give them what they need.

Do you know there's a market for your group program idea? If so, how? If not what market research could you do this week to get clear on if there's a market for your group program?

Breakdown Your Program into Mini-Goals to Help Your Clients Get Results Without Overwhelm

What's the overall goal of the clients who sign up for your group program?

Break this larger goal into 6-12 mini-goals that the client can focus on one at a time:

Will you be focusing on a mini-goal every week or every other week with your group program participants?

Choose the Length of Your Group Program

Have you hosted group programs before or is this your first time? If you've hosted programs before how long were they and did you enjoy the length? If this is your first time hosting a group program I recommend a 6-8 week, 12 weeks at the absolute longest.

Are you drawn to hosting a specific length of group program? How long and what excites you about this length?

How long will it take a client to overcome the problem or achieve the solution they're hiring you for support with? Of course this varies between clients, but from your experience (whether personal or from working with your own clients) how long do you think a client would need to start seeing results?

Design and Outline Your Group Program

Now that you know the focus of your group program, what problem you're helping clients overcome and how long the program needs to be, let's start to fill in the details to support you in creating your program, sales page and marketing. There's space below for up to a 12 week group program, if you're doing a shorter program just leave the additional spaces blank.

Working Title for Program:

Working Subtitle for Program:

Overall Goal of Program for Client:

Program Week-by-Week Breakdown

Week	Mini-Goal/Focus	Content Covered	Resources/Trainings/Bonuses
1			
2			
3			
4			

5			
6			
7			
8			
9			
10			
11			
12			

Great work! Now that you've reviewed the audio training and materials in this guide you have a clear idea of who your group program is for, how long the group program will be, and you've outlined the entire program week-by-week.

The work you've done here is the foundation for your group program. Everything else you'll do going forward whether you're creating your lead magnet, sales page or marketing material is all dependent on the work you've done here. So give yourself a hand for taking the time to create such a powerful start for yourself.

And be sure to bring any questions to your group coaching call or share them in our private Facebook group for additional support.

To Living Free!

Jessica