



~ Module 2 ~

*Set Your Launch
Income Goal*

WITH JESSICA CAVER LINDHOLM

Review:

Have you accomplished the Training Guide from Week 1?

If not, what do you need to do to be able to complete the Training Guide from Week 1 and feel clear on designing your group program before Module 4 of this mastermind?

Are you planning on creating all the content and trainings for your group program ahead of time or will you be creating this material at the end of your launch/once your program has begun?

How Many People to Enroll in Your Group Program:

How much would you love to make with this launch?

Do you have a specific reason for this income? Is there a purpose for the money that's coming in that you feel very passionate about?

Do you have an email list? If not please set up your email system this week using Aweber, Mailchimp, Infusionsoft, Ontraport or the system that works best for you.

If you already have an email system, how many people are currently on your email list?

How many sign-ups can you expect in your group program if 1% of your list enrolls? 2%? 3%?

Did you already have a certain number of sign-ups in mind that you'd love to have in your group program? If so what is that number and does it match the 1-3% you worked out above?

If not, how much do you need to grow your list by?

Decide How Much to Charge for Your Group Program

Is there a specific number that you already had in your mind to charge for your group program? If so, what is that number?

How much do you feel your group program is worth? And why is this program worth this price? What value will you be providing your clients or what problem will you be helping them overcome?

Does this pricing make sense with how many people you want in the group program and your overall launch income goals? Ex. You want 10 people in the program at \$1,000 each for a \$10,000 launch.

If you didn't have a specific price already in mind, take your launch income goal divided by how many people you'd love to have in your group program, to get the per person price. Does this number feel good to you? Too high? Too low?

What's the minimum that you're available to be paid for your group program and still feel you're well compensated for your work? This is the number you can use as an early bird pricing or as an incentive while in a sales conversation to inspire someone to take action and sign up today.

How Big Your List Needs to be to Hit Your Income Goal

When are you planning on launching your group program?

How many people do you want in your group program to sell it out? Why do you want this many people? For example, maybe you want a smaller group so that you can give everyone personalized support or maybe you want a larger group so that there'll be a very active community.

How many weeks until you launch your group program?

How many new leads do you need to get on your list a week so that your list is big enough to sell out your group program?

Next Steps to Take to Grow Your List

What's the main way that you've grown your email list up to this point?

Are you currently consistently building your email list? If so, how?

Do you have an audience or following in other areas such as YouTube, Facebook, Instagram, etc?

How can you drive traffic from the following you have in other platforms, like your YouTube, Instagram or your Facebook audience, to your email list?

Do you currently have a free resource for your ideal clients to sign up for in exchange for their email address? If so, what is it and is it effectively growing your list?

If you don't currently have a free resource what could you create that your ideal clients would find valuable? An ebook, live training call, video, etc.

What's your favorite social media platform where your ideal clients hang out and you could share and promote your free resource to build your list? Start promoting your free resource here immediately.

Great work! Now you have clarity on how much you'd love to earn from your group program, what you'd like to charge, how many people you'd like to have in your program, how big your list needs to be to sell out your group program and the next steps to take to start growing your list.

These are steps that I take before I launch any group program to make sure I'm completely clear on how big my list needs to be in order to reach my launch goals and the next steps I need to take to reach these goals.

Definitely take the time to work through the audio training and this training guide and take note of any questions that come up as you work through this material. Then bring your questions to our live group coaching calls so you can receive personalized support and continue to move forward powerfully in creating and launching your own group program.

To Living Free!

Jessica