

PLANNER

Map Out Your High-Ticket
Group Program
For Leveraged Delivery



INTRODUCTION

Are you ready to scale up your business by offering high-class group coaching?

Then you're in the right place!

Planning any kind of program for a high-end clientele involves time and creativity because you need to think about every little detail of the experience. These clients are investing a large amount of money for your program so you better overdeliver. Some mistakes, oversights, or glitches can be excused in a lower level program but not usually with this kind of price point. And this clientele doesn't want to hear excuses about why things didn't work properly; they just want it fixed so they can move on with the program.

This level of clientele is also used to exquisite customer service; they want to be catered to. Not handheld but they want to be treated almost like royalty. So, your program has to reach a completely different level of professionalism, both in the type of content delivered but also in the design of your resources. Free webinar accounts will make these clients question your pricing as will offering beginner level information.

Knowing your audience is a huge part of your program's success and if this is your first time scaling up, spend some extra time revisiting your Ideal Client Avatar (ICA). There's a whole exercise dedicated to that task. Learn about their problems and be sure your program offers their solution to set yourself up for success. As they say, "The devil's in the details," so pay extra attention to every detail.

Let's get started planning!

STEP 1 – Confidently Build Your Audience's Transformational Journey

STEP 2 – Building A Magnetic Program That They Can't Ignore

STEP 3 – Uplevel Your Program by Building a Killer Foundation

STEP 4 – Craft an Irresistible Program that Attracts Solid High-End Clients

STEP 5 – Cultivate Genuine Rapport and Excitement to Start Your Program

STEP 1 – Confidently Build Your Audience’s Transformational Journey

Focus on the END RESULTS you deliver for your clients – WHY should they invest in you. What will change after going through your program? And then work backwards ...

- What journey can your customer expect after they book and pay for your program?
- How can you make it tangible and compelling?
- How will you position yourself and your expert framework or system as the mechanism for them to achieve success?
- What reassurances can you give for how to handle challenges along the way?

In the light of the above, as you know, not everyone will be a suitable fit for your program. Even if they fit 4 out of 5 demographic boxes, you need to be clear and spell out EXACTLY who your ICA is and who it is not. And there’s nothing wrong with stating this as part of your FAQ or directly on your sales page. This way of pre-qualifying candidates can save you time if people read your list of qualifications and decide this isn’t the right program for them.

The more details your prospective clients have, the easier they can decide if your program is the right fit. Once they qualify themselves, taking that next step to join will be easier.

Here are a series of exercises to help you map out each piece of the puzzle to complete this step.

1A - Audience Analysis

1B - Promise Identification

1C - Your Laser-Focused Offer

Exercise 1A - Audience Analysis

Review your current avatar and make any shifts so that the clients you're targeting are a perfect fit and can easily pay the hefty price tag, so they stay committed to the program for the long haul.

Revisit Your Client Avatar	
Current Ideal Client Avatar:	What differences (if any) are there between your current ICA and your high-end ICA? Describe your high-end ICA.
Describe the person who will be successful with this program. Include specific personality traits, goals, etc.	

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Describe the person who will NOT be successful with this program.
Describe the Top 3 problems/pain points your high-end ICA is experiencing.
Problem #1
Problem #2
Problem #3

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Exercise 1B - Promise Identification

Lay out the actual transformation that your participant will receive by joining the program. Do NOT focus on the tactics, just the outcome. The best programs have a crystal-clear outcome that the coach is providing.

Transformation Journey	
What's your clients' state of mind when they join your program?	
What are their biggest struggles?	
How do they view themselves currently?	
Who do they want to "become"?	

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What will the beginning weeks of your program focus on?	
What type of changes do you expect to see in your clients?	
What will the central weeks of your program focus on?	
What type of changes do you expect to see in your clients?	
What will the last weeks of your program focus on?	

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What type of changes do you expect to see in your clients?	
How should clients view themselves by the end?	
What's the overall GOAL of your program?	

Brainstorm Summary

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Exercise 1C - Your Laser-Focused Offer

Identify who this program is for and who it is not for. Identify words and key phrases that are going to attract the right people and repel the wrong ones.

Describe your ideal client for this program in one sentence.
List keywords and phrases that will ATTRACT your ideal client.
Describe the personality traits of your ideal client.
Where can you find or gain access to your ideal client?

STEP 2 – Building A Magnetic Program That They Can't Ignore

Creating a high-class group program that is actually scalable IS possible for you. But before you can generate the high-end clients, you need to get clarity on how this experience is going to massively shift their life (and yours!).

Once you decide on the basics of the program, it's time to dig into the details. You know which topic you'll cover but now it's time to decide on the HOW and WHEN. How many sessions? How many months? Are there key dates that you need to reserve or work around, such as holidays? How will you actually deliver the content to your participants?

Then, explore if you have the technology or outsourcing needed to put this program together. And as you finalize these details, don't forget about pricing and creating a name for this program.

The next set of exercises will help you map all this out, so you cover every element properly.

Keep the ideas open and fluid. You've got a lot of brainstorming going on here but hopefully that excites you. Your gut will tell you when you hit the jackpot.

Exercise 2A - Program Experience Checklist

Exercise 2B - Dig into the Details

Exercise 2C - Tech Identification

Exercise 2D - The Selling Staircase

Exercise 2E - Craft the Perfect Name

Exercise 2A - Program Experience Checklist

Brainstorm what features you want to include with this group coaching program. How do you want to build community with this group? Check off the ideas from the checklist that you like but then add in your own creative ideas. No idea is too big or too small.

Current Popular Ideas	Your Own Ideas
<ul style="list-style-type: none"> <input type="checkbox"/> Digital resources, like: <ul style="list-style-type: none"> o <i>Workbooks</i> o <i>Templates</i> o <i>Checklists</i> o <i>Training modules</i> <input type="checkbox"/> Zoom or webinar group calls <input type="checkbox"/> Audio lessons with transcripts <input type="checkbox"/> Video lessons with transcripts Client case studies <input type="checkbox"/> Telesupport <input type="checkbox"/> Office hours <input type="checkbox"/> Co-working sessions <input type="checkbox"/> In-person retreats <input type="checkbox"/> In-person meetups (if clients are local) <input type="checkbox"/> Hot seat sessions for each participant <input type="checkbox"/> 1:1 private strategy session for each participant <input type="checkbox"/> Private forum for asking questions and networking <input type="checkbox"/> Accountability partners 	

Exercise 2B - Dig into the Details

Brainstorm the details and logistics of your program.

Things to Think About	Brainstorm Notes
How long will your program run? Weeks? Months?	
List some ideal dates.	
List any holidays, vacations, school breaks, family events or other dates that you want to avoid.	
Virtual or in person?	
How will you deliver learning resources?	

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How will you hold your group sessions?	<i>Zoom, webinar, other?</i>
For in person, do you need to rent space?	List your options here:
For in person, do you need to book lodging?	List your options here:
For in person, do you need to order food or book a caterer?	List your options here

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Other Notes

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Exercise 2C - Tech Identification

Examine your technology. What programs do you already have that you can use for this program? What do you want/need to upgrade? What do you need to purchase new and learn how to use?

Purpose	I have	Need to upgrade	Need to purchase
Admin Tools (contracts, payments, scheduling, etc.)			
Communication Tools (audio, video, SMS, etc.)			
Content Delivery (coaching platforms, autoresponder, etc.)			
Lead Capture / Opt-in Capabilities			

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Internet security & firewall			
Password keeper			
Project Management Tools			

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Exercise 2D - The Selling Staircase

Research what similar programs and competitors are charging so you can evaluate what your market will accept. Also remember to focus on the sweet spot: The price your market can afford and is willing to pay and also feels in alignment with your own value.

Scope Out the Competition
Competitor #1 >> List program details, pricing, and features here:
Competitor #2 >> List program details, pricing, and features here:
Competitor #3 >> List program details, pricing, and features here:

Exercise 2E - Craft the Perfect Name

Identify keywords that pack a punch based on the solution you're providing with the program.

What solution are you providing with this program?
What keywords and adjectives describe your program?
What keywords and adjectives describe your Ideal Client?

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Naming Tips	Brainstorm Ideas
<ul style="list-style-type: none"><input type="checkbox"/> Use alliteration<input type="checkbox"/> Use rhyming or repetitive sounds<input type="checkbox"/> Express the benefits, results, or solutions of your program<input type="checkbox"/> Make it easy to say and spell<input type="checkbox"/> Express who you are and who you help <p>DO NOT USE:</p> <ul style="list-style-type: none"><input type="checkbox"/> Cute or funny names<input type="checkbox"/> Names that are difficult to say/pronounce <p>CHECK FOR:</p> <ul style="list-style-type: none"><input type="checkbox"/> Trademarks<input type="checkbox"/> Available domain	

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STEP 3 – Uplevel Your Program by Building a Killer Foundation

If you want your group coaching program to be successful, you need to build a strong foundation. In these next exercises, you're going to build the foundation for your group program. Consider these the building blocks of the program. What steps do your clients need to take – and in what particular order – so they can reach their goal and claim victory?

Have you heard the phrase 'pillar content' in the internet marketing world or in regard to content marketing? Basically, the pillars of your business are the primary topics that you're teaching. Those are the reasons your clients seek you out: To learn more about these topics from YOU, their go-to expert.

The pillars in the next exercise serve a similar purpose: They are the basis of your coaching program and should convey EXACTLY what your clients will learn and put into practice.

Whereas your business pillars might be broad, your program pillars should be narrow and focused on exactly what your program will tackle. You're aiming for a particular outcome with this program and your pillars serve as the roadmap to achieve that outcome.

When you are clear on what you are offering, then your clients are clear in the transformational change they will experience alongside you. This is the foundational stage that will create alignment in the overall curriculum and offer your clients a widely successful transformation.

After you outline your pillars, you need to develop your signature framework. Basically, do a brain dump of everything you need to teach your clients and then label them in chronological order. Outlining your program this way allows you to notice if there are missing pieces and you'll also get a feel for the flow. A smooth flow gently glides your clients to their goal. A jumpy back and forth will only confuse and frustrate them.

Exercise 3A - Program Pillars

Exercise 3B - Develop Your Signature Framework

Exercise 3A - Program Pillars

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Exercise 3A - Program Pillars

Create the pillars of what you teach in this program. The goal should be five to ten pillars that are the foundation of your participants' success. Copy / paste the table to add more pillars.

Pillar Titles	Description
1.	
2.	
3.	
4.	
5.	

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Task Title	Number Order	Notes

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Now decide if any of these tasks can be grouped together and discussed at the same time.

Can you eliminate any because they don't fit with the overall theme of the program?

What topics can be combined?
What topics should be eliminated?
Brainstorm Notes

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Use THIS chart as your final draft of your signature foundation for your course.

Pillar Title	Module #

STEP 4 – Craft an Irresistible Program that Attracts Solid High-End Clients

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Now we're at the hub of your program and what you'll need to proceed with each lesson. This outline will help you get massively clear and intentional to craft a curriculum that is inspired and delivers on your promise.

We're not creating any of it yet. We're simply outlining, making plans, and then you'll check your current inventory of content to see what can be repurposed. Outsourcing is also an option if your final list seems too overwhelming.

Make this more of a reality by scheduling your lessons on a master calendar.

First, take your Pillar List and jot down some notes about the resources you want to use. Some topics are better suited for certain types of media.

Next, think about how many types of resources will you need to produce for each pillar lesson. And don't forget to take a look at your current content inventory to see if anything can be reused.

As you continue making these outlines, look for any gaps, either in the types of resources you're providing or in the subject matter. Make adjustments as needed. But also take notes about the types of content and the amount you'll have to create from scratch. Schedule enough time to do it yourself or start looking for independent contractors who can assist.

Lastly, since you're aiming for a high-end clientele, consider any high-end bonuses you'd like to include as part of this program package.

Let's go ...

Exercise 4A - Curriculum Overview

Exercise 4B - Inventory Your Assets

Exercise 4C - Gap Identifier

Exercise 4 D - Fresh Bonuses

Exercise 4A - Curriculum Overview

Exercise 4A - Curriculum Overview

Identify your program structure. Fill in these worksheets that break down your program by month and then fill in what you will provide for content.

If your program runs longer than 3 months, simply copy the pages into a new file or print out extra worksheets.

MONTH 1			
Module / Topic	Resources to Create	Events/Calls to Schedule	Notes

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MONTH 2			
Module / Topic	Resources to Create	Events/Calls to Schedule	Notes

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MONTH 3			
Module / Topic	Resources to Create	Events/Calls to Schedule	Notes

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Exercise 4B - Inventory Your Assets

Identify what content you already have that can be repurposed into the program structure. Go through your inventory and pull out all the content that matches the program structure you've just identified and add it to this exercise.

Content Inventory			
Blog Posts	Videos	Audios	Other

Exercise 4C - Gap Identifier

Brainstorm what you still need to create to fill in any gaps where they don't have repurposed content. Take note of the format and if you'll need to outsource. If you need more space, simply copy/paste/print extra worksheets.

Gap Identifier			
Lesson Number/Topic	Resource List	Content to Reuse	Content to Create

Gap Identifier			
Lesson Number/Topic	Resource List	Content to Reuse	Content to Create

Exercise 4 D - Fresh Bonuses

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Let's map out the "bonuses" you will offer so that people jump into this program easily. Use the brainstorm list to dump any and all ideas, then sort through them and map out details of the ones that interest you the most.

Brainstorm Bonus Ideas

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*Which of these brainstorm ideas will appeal the most to your prospects?
Make notes about your next steps to create this bonus.*

Your Bonus Idea: _____	
At what part of the program will clients receive this bonus?	
Virtual or in person?	
For in person, choose a location.	List your options here:
For in person, research travel prices.	List your options here:
For in person, do you need to rent space?	List your options here:

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For in person, do you need to book lodging?	List your options here:
For in person, do you need to order food or book a caterer?	List your options here
For in person, will an event planner or meeting organizer be more equipped to help or find better pricing?	List your options here:
Will the price be included in the program price or extra?	

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Other Notes, Ideas or Questions

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STEP 5 – Cultivate Genuine Rapport and Excitement to Start Your Program

Once your client says yes and is signs / pays – yay - you need to ensure they are quickly set up for success.

Your welcome and onboarding process should pinpoint the exact ways you will embrace your new client with open arms, get them set up on any systems, keep them warm (if the program date is a while off), all of which helps begin to build the relationship.

Remember that onboarding a new client isn't just about filling out paperwork. It's about the WHOLE process and experience from the moment you speak to them until the moment they leave your service.

Again, it may seem like a small thing, but your high-end clients expect high-end service so plan out your welcome strategy and put it into action.

Right, now it's time to create a customized workflow!

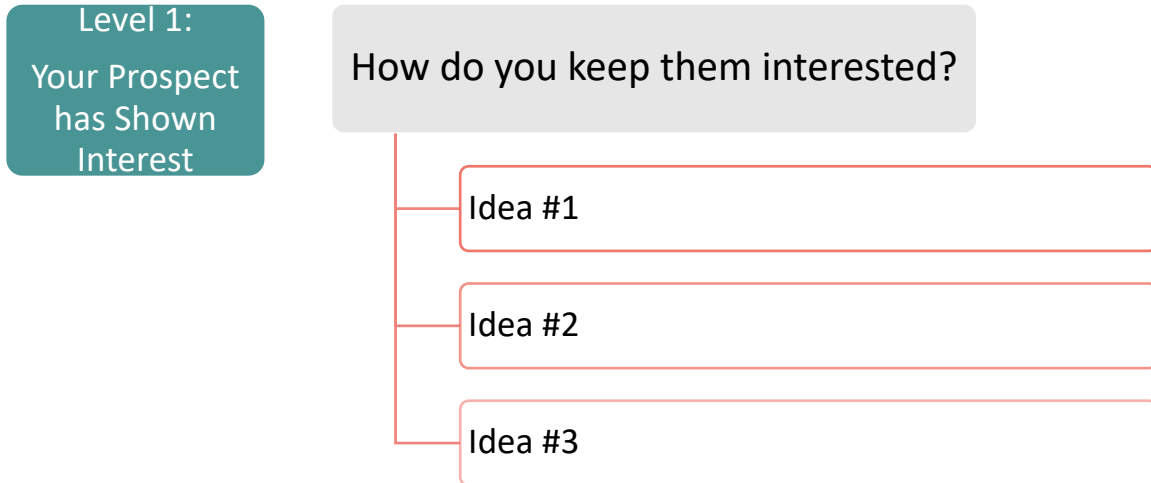
Exercise 5A - Client Journey Framework

Exercise 5B - Administrative Checklist

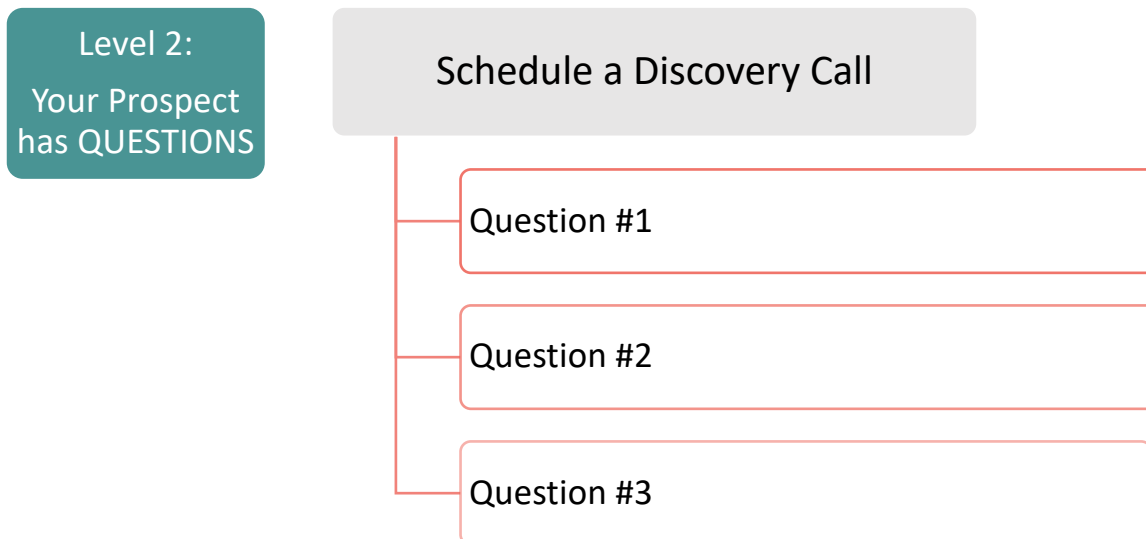
Exercise 5C - Welcome Them with Open Arms

Exercise 5A - Client Journey Framework

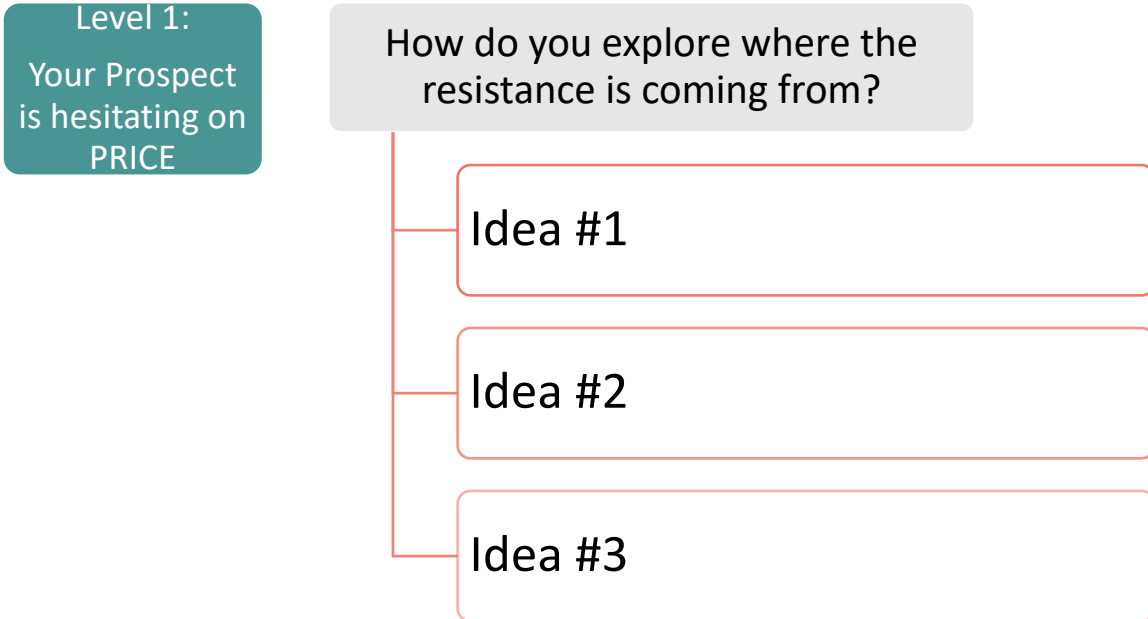
Identify the client journey from the moment they show interest to the moment they send payment.



Your prospect has questions and you want to qualify them. What questions do you want to be sure to ask in the discovery call? How can you counter their objections?



Your prospect is on the verge of committing. How can you reassure them this is a great investment?



Exercise 5B - Administrative Checklist

Look at your workflow and identify any tweaks that need to be made to ensure the client journey is set up for success and it's super simple. Add your own ideas, customize it to your program, then hand over to a team member to fulfill.

Admin Checklist	Brainstorm Notes
<p>Level 1: Interest</p> <ul style="list-style-type: none">■ Share free content ■ Host a webinar<ul style="list-style-type: none">○ Next steps: ■ Share case studies<ul style="list-style-type: none">○ Next steps: ■ Other Ideas:	

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Admin Checklist	Brainstorm Notes
<p>Level 2: Discovery Call</p> <ul style="list-style-type: none">■ Learn about the prospect's background ■ Learn about the prospect's needs ■ Ask qualifying questions ■ Other Ideas	

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Admin Checklist	Brainstorm Notes
<p>Level 3: Hesitation before Paying</p> <ul style="list-style-type: none">■ What more can you offer the prospect? ■ What objections do you need to address? ■ Share case studies & testimonials ■ Other Ideas:	

Exercise 5C - Welcome Them with Open Arms

Create a welcome process and designate a team member to follow through with each client.

Welcome Process	Brainstorm Notes
<p>Your prospect paid! Now what?</p> <ul style="list-style-type: none">■ Immediate personal acknowledgment<ul style="list-style-type: none">○ Letter/email?○ Audio message?○ Personal phone call?○○■ Personal Gift<ul style="list-style-type: none">○ Branded for YOUR business○ Relevant to a personal hobby○ Relevant to THEIR business○○○■ Regular emails leading up to program start<ul style="list-style-type: none">○ Topics:○○○■ Other Ideas:<ul style="list-style-type: none">○○	

Final Reflections