



JULIE WOLK

# EFFECTIVE NURTURE CONTENT SAMPLES

## Sample 1:

**Sub: When that one person takes over your group program** (this one won)  
**Sub: You are the Keeper of the Vibe of your group program**

Hi XX,

So you're facilitating your group program, and there's that one person who's always taking up more space than everyone else.

They always give the 20-minute backstory, or get waaaay into the minutiae of the horrible thing that happened to them yesterday, or don't seem to remotely notice when they've spoken 5 minutes over their time limit (even though the bell was dinging or whatever.)

They also seem to have different needs from everyone else and expect you to accommodate all of them.

(Or maybe that's \*another\* person in the group.)

And the truth is, you're kiiiinda letting it happen.

You're hesitant to cut them off short during a share (I know, awkward), and your over-giving nature has you bending over backwards to make sure they're having an awesome experience, even though what they want is really not what you promised in the program.

I get it.

After an experience (or many) like this, it's easy to feel like there's always going to be that difficult person in the group, and it may even have you wary about running groups at all.

Look, I get it, and I've been there. Even as an experienced facilitator, I still have challenging moments in groups, it's just the nature of it.

**But there are things we can -- and must -- do to create the kind of group experience where one person can't hijack the experience, and instead create one where everyone feels seen, heard, and like they can accomplish the goal that's been set out.**

So how do we do this?

You can think of it in three layers:

**(1) One, you create systems to avoid accepting folks who have very different needs, desires or expectations from what you're providing.**

To a great extent, this is an ideal client question.

So we do this through getting clear on what's required to join the group and who's going to be most successful, and creating a good, multi-layered filtering process (that doesn't have to involve super lengthy phone calls).

And... there could still be a challenging person -- or simply challenging moments -- in your group.

(We cannot possibly know everything about everyone before they sign up for a program.)

**(2) So, second, and even more important than screening people, is knowing how to set up your energetic container to avoid these things once the group has started...**

This is stuff like creating clear boundaries, expectations, and agreements for the group and getting everyone's buy-in.

It's about establishing connection, orienting folks, giving them a lay of the land.

These things all help your clients know what's cool and what's not, how the group rolls, what the culture is like.

It gives you permission to call on an agreement when one is being broken, and not have it feel so personal.

It also helps you maintain good boundaries around what is and is not offered as part of the experience, what they get in between sessions, etc, etc.

This is HUGE for over-givers and people pleasers.

**(3) And finally, when someone does step over the boundaries...  
(because they will)**



It's about stepping into your role as group leader to manage situations as they arise.

To be able to say no to a request.

To be able to gently stop someone's share for the benefit of the whole group.

To have a hard conversation with someone who's not upholding the agreements or made a microaggression.

Because you have **a very important role** as group leader that folks don't always think about:

**You are the keeper of the vibe of your group.**

It's so important for you to define a space where folks feel safe, brave, like they know what's going on, they know what's included and what's not, they know what's acceptable and what isn't.

While they may not totally realize it, your clients rely on you for this. And it can make or break the success of your group.

The cool part is that it's not actually that hard to do with some intention and some solid tools.

And it's something I LOVE supporting folks on... it's so empowering, and allows you to grow your business beyond what you thought was possible - simply because you have truly stepped into LEADERSHIP of your group programs!

So if you are ready to create a powerful circle of your most ideal clients to achieve their biggest desires, reach out to me and find out more about the Group Magic Accelerator.

I'll ask you a few questions to make sure it's a good fit, then I'll send you all the info. If it feels right, we can hop on the phone and chat.

Our program starts in two weeks, and there are just a few spots left.

I look forward to your DM!

## Sample 2:

**Sub: Bigger impact \*and\* more free time?**

**Sub: Your powerful work minus the hustle** (this one won)

Hi XX,

When you're finally just **done** with the hustle, what's the *real* solution?

Well first, it's prolly not

- Trying to sell 50 spots in a \$197 program
- Loading up your schedule with even \*more\* 1-1 client sessions
- Figuring out a fancy Facebook ads to webinar funnel (gag)

It's not even "enroll a high-ticket private client."

Though most of the coaching industry would like you to believe otherwise.

Not to mention our crazy consumer culture that constantly tells us to do more, have more, and be more.

(Oh, and faster, to boot.)

So we internalize all this and think that the way to get our powerful work out into the world is by, well, doing all-the-things, especially the shiny object things you're told would get you to "multi-six figures in 3 easy steps in 7 days" but in reality end up having folks working way too hard for not nearly enough money.

Which honestly either sends people straight back to packing in so many private clients their brain is fried...

Or into complete frustration at why they are not filling enough spots in their damn group programs to make it worth the effort.

It's freaking exhausting right?

But ya know what? Spoiler alert -- it doesn't have to be this way ;)

As hard as it is sometimes for our big brains to grock, when we stop doing all the stuff that makes us so dizzy anyways, and we FOCUS...

...On the people you are TRULY here to serve (when you decide to fully show up and stand in your power, no excuses, no imposter syndrome BS)

...On a very specific outcome that your folks ACTUALLY REALLY FREAKING WANT and that you and ONLY you can deliver because it's straight out of your genius

...On a suuuuper simple, burnout-free business model that has you deep diving with intimate groups of clients for really GOOD money (more on this later)

Then... you'll get it.

You'll get the impact.

You'll get that flowy feeling of deeply purposeful work.

You'll get the free time.

You'll get the money.

And it will all feel So. Much. Easier.

You don't need a 57-step funnel running on Facebook ads, or a tiny offer overstuffed with all your best work to convince people to say yes.

You don't need to keep on creating endlessly (unless of course, you want to).

In fact, believe it or not, if you've been steeped in private client work and small group programs, **\*you already have everything you need to pull this off.\***

**We simply have to synthesize your powerful work into in-depth -- yet simple to deliver -- *transformational group programs* that are easy to sell, powerfully facilitated, and a joy for you to lead.**

→ Like you're *\*finally\** doing that work that little voice has been bugging you to do for YEARS.

Simplify. Focus. Serve from your genius.

That's how we create the impact + the time freedom we crave.

Oh, and the money (didn't think you forgot about that).

There is a systematic way to do this, and when you know how, then you really can double your revenues (no hype) and start taking Fridays off (and Thursdays if you want!) -- for real.

If you're ready to SIMPLIFY with group programs and a simple marketing system, send me an email back.

We'll chat to make sure it's a good fit, and get you registered so you can dive into the materials right away if you like!

Group Magic is halfway full, and I expect it to fill all the way up in the next week.

Much thanks!

julie

### Sample 3:

**Sub 1: Can groups get better results than 1-1 work?**

**Sub 2: Groups that get *\*better\** results than 1-1 work** (this won)

Hi xx,

A new client shared with me that as much as she loves what she does, she's pretty much exhausted from all her 1-1 client work.

The “draining” is starting to outweigh the “rewarding.”

Her calendar is full, and the money’s pretty good (though she’d like to earn more), but she’s really feeling limited by the whole time-for-money trade thing, and there’s this little voice bugging her whispering, “there’s so much more you could be doing!”

And it’s more than a 1-1 container can hold.

So she wants to start a group program.

Buuuuut... she’s been too tired and busy to find the creative energy to figure out how to really DO that genius-level, soul-level work she is here to do.

And to somehow weave all that into this yet-to-be-created group program.

➡ And not to mention create some more damn time in her schedule.

So even though she didn’t know exactly how it was all going to happen, she decided it was TIME, so despite her fears, she’s jumping in.

The thing is, most people (including her) think it’s this SUPER complicated thing to transition from 1-1 work to group programs.

...That groups are hard to sell, that you’ll have to build a massive email list and learn icky things like funnels and Facebook ads.

And perhaps the scariest part?

👉 The fear that you won’t get the kind of results in groups that they get with private clients.

This was a big one for this particular client. Maybe you too?

So let’s focus on that for a moment (I’ll get back to the funnels and ads).

It’s a reasonable fear, but you know what I’ve found (and I bet you have had this experience too because you’ve been IN one)...

**A well-held group container that is powerfully facilitated, brings together the right people, and is based on a clear, transformation-invoking framework...**

**Is possibly THE most effective way to help your clients get results.**

I've essentially stopped doing private coaching (except in very short-term containers) because I've found group programs to be SO MUCH MORE effective (not to mention FUN) than private coaching.

➡ **The vortex of support and energy that is created when you bring the right people together for a shared purpose is simply magical... Supportive community, village, vulnerability, deep connection, learning from other's experiences...**

\*\*\*None of this occurs in a 1-1 setting\*\*\*

Now look, for this to work, you have to be super clear about the audience you are most here to serve, no wavering on this anymore (just claim it!).

And you gotta weave your genius into a 💎 clear 💎 process that powerfully guides folks toward the results they really, truly want.

(When you're leading a group, you have to be much more specific about this stuff than in your 1-1 work or the group gets all wonky with everyone working on different stuff - that's also a serious energy drain for you.)

But when you have all this...

THEN you can lead a KICK-ASS powerful group where people fall in love with each other and never want to leave.

A group that gets even better results than your 1-1 work.

I'm not saying 1-1 doesn't have its place. It TOTALLY does.

I'm not telling you that you should never do 1-1 programs and I'm also not saying your group programs don't need a 1-1 element to them (I weave private sessions into most of my group programs - there is a way to do this strategically without turning it into a 1-1 program).

But what I AM saying is...

It's a myth that 1-1 is inevitably how you get the most impact and results for your clients.

And similarly, it's a myth that because groups are somehow less effective, you should charge less for them than you do for your private work.

It's just not true.

**You can get out of the 1-1 hustle and create incredible group programs without compromising the quality of client results.**

And not only can groups be more impactful, when you create in-depth, transformational, groups (instead of lightweight \$97 groups or info products), they don't require the funnels and ads and the massive email list (it does require SOME email list/audience of course).

And this is where the time and money leverage starts happening. Because you can (and must) charge a good rate for this type of deep, powerful group work.

And THAT is what frees up your time and actually earns you more money with fewer awesome clients. (As opposed to selling 75 x \$197 products to hit your monthly revenue goal).

If you'd like to learn how to synthesize your signature body of work into a powerfully facilitated, in-depth, transformational group program - without having to sell a zillion info products, I want to hear from you.

Just drop me a DM or comment here, and I can give you the details of the program to see if it's a good fit for you. We'll jump on the phone if needed.

This is a completely no-pressure sales process - I truly want this to be a great fit for us both.

Much thanks and love,

julie

## Sample 4:

**Sub 1: How to feel creative, not chaotic in your work**

**Sub 2: Just two group programs creating ALL your income?** (this won)

*(This is a long one. My intention was to explain a bit more about the business model I teach.)*

Hi XX,

So you created a group program or workshop or retreat in your biz. You enrolled some folks, ran it (it rocked, of course) and...

Now you don't know what to offer them next.

And they're *\*asking\** for it. 🙄

So either you offer them nothing, and dang that was some money left on the table...

Or, you scramble to create something and it's not quite the right thing - possibly because you had a mixture of target audiences in there and they don't all need the same thing -- and folks don't sign up.

Or, you folks do sign up but it feels a bit random, like it doesn't quite belong with the rest of your business because you tailored it to a group of people who may not actually be your ideal clients.

And so then you're kind of at square one, scrambling to conjure up something new to create and sell (which can be fun, sure, but also a bit exhausting), and go through this process again.

Look, I know you're not new to this game, you know about sales funnels or client pathways or offer ladders or whatever the hell they're called these days, but *\*yours\** still isn't totally clear.

No shame -- this is a very common pattern.

Often the pattern of nose down, working hard moment to moment and not taking the time to slow the F down to vision or strategize or map things out arises from a capitalistic, patriarchal, white supremacist sense of *\*urgency\** in which we never feel like we have "enough time," and where we're constantly prioritizing urgent things over important things.

► And sometimes, it stems from a habit of, or even an addiction or *\*desire\** to "ride the waves," "follow the inspiration," or "wing it."

(Usually it's a combo of both.)

Now look... I am not saying that you shouldn't listen for what feels right.

Always and forever let's please do that instead of ignoring our gut and our intuition and ending up feeling like "shit I didn't listen to myself." #beenthere

✨ What I'm saying is let's do this thoughtfully. Let's understand that creating on the fly and acting on our creative impulse in every moment is NOT the only way to tap into our creativity and enjoy our lives. ✨

In fact, let's face it, it can be incredibly draining.

Now look, I get it! I am also a very creative person - I'm a Capricorn, a crafter and a producer. And I literally have an addiction to planning parties, gatherings, retreats, and other communal experiences.

(Currently planning a 3-year old birthday party and thoroughly enjoying it.)

And, I just gotta be real with where I'm at: toddler, chronic illness... and what I want: family, friends, adventure, fun and doubling my income over the next year or so.

This requires focus.

Not to mention, with the extra time that focus gives me, I can learn to paint rocks or do pottery or plan campouts or decorate my house or whatever.

➡ Bottom line - I'll find my creative outlets elsewhere. I don't have to execute on every business idea I come up with.

I get it... some folks - god bless you - will create and create and create and the benefit to you will outweigh the challenge of it. And you will make a conscious decision to keep doing this, and you will find success.

And I salute you... there are so many ways to do this business and life thing.

And, I might not be the best biz coach for ya, since I'm kind of a minimalist.

I am SUPER committed to the simplest business model possible. The one that will leave me the most time to do other things in my life besides work.

🙊 Now SHHHHH... Don't tell anyone, but I might not be the most ambitious business coach.

I love love love my work, but I love my family, friends, nature, music, adventuring, art and playing even more.

So I am super motivated by having more time and flexibility in my schedule.

And, what this requires is:

👉 Knowing when to say no (or "later") to creative ideas -- and knowing when you absolutely \*must\* act on an idea.

👉 And, getting off the urgency train so you can make a plan: a simple business model with just a couple offers that flow together in a way that makes sense to you and your clients...

And makes it EASY for people to say Yes! to the next thing (like you don't have to do any hard selling or complicated email funnels.)

The burnout-free business model I use is simple, and once you've designed yours, it becomes a filter to see if a creative idea you dream up fits in someplace -- or if it does not.

Here it is:

① A super powerful, immersive, transformational group experience to start off with (this is usually a shorter program, from a few days to a couple months - and it's very clearly designed to help people make a really big shift).

Which has people primed to step into...

② An in-depth, longer flagship program where people go even deeper and make the big, lasting changes in their life (that you don't need to do a lot of selling for, because your first program was so awesome).

(And PS you get to be super creative within the context of these programs!)

And then you use a very low key launch method to fill your initial program, so you are not drowning in Facebook ads, webinars, super long sales pages, techy stuff, etc. (It's basically just writing in a particular way.)

And when you do this... woo hoo!

You get to really hone in on your clear genius, your signature work, the s\*\$# you're here to do, so you're on purpose and enjoying your work.

You can start signing up fewer, more committed, \*awesome\* clients at higher price points.

Your clients get better results because of the container and focus you're creating.

And you can get to those 10-20K+ months just with GROUPS (if that's what you want).

No stand-alone rando programs sucking up your time and energy.

And definitely not 5 or 7 or ten programs, because I promise you, you don't need that many programs to hit your financial goals (in fact it will almost for sure hinder you from hitting them.)

Now yes, this requires taking the time to be more methodical in how you work... but once you do it, you will start putting out considerably less effort than in the situation I described in the beginning of this post.

That's the whole point. This system saves you time, in addition to everything above (and you know that's what I'm all about.)

This is what we're up to in Group Magic.

If you feel called to synthesize your most powerful work and channel it into powerfully facilitated, transformational group programs -- without over giving or undercharging...

Registration is open. We have limited spots available and start next month.

**Just respond to this email if you're intrigued, I'll ask you a few questions and send you the details if it feels like a good fit.**

You can look over these details on your own time, and then we can set up a chat, and get you enrolled if that's what's in alignment.

Much thanks and love,

julie

## Sample 5:

**Sub 1: Is it *\*finally\** time for your soul-purpose work?** (tie)

**Sub 2: Are you *\*waiting\** to offer your deepest work?**

Hi XX,

*"I'm not getting any younger, you know?"*

That's what a potential client said to me on the phone the other day (yeah we phoned it cuz we're sick of Zoom).

She's been doing really deep, powerful 1-on-1 healing work for about 12 years now.

She has a full docket of private clients, and while she's busier than she'd like and honestly feeling pretty drained by all the sessions, she feels good about the results she gets and is making decent money.

She's grateful.

But she *\*also\** has this little-but-growing-louder-voice telling her that this isn't IT.

It's good work, absolutely. She is making a huge difference in people's lives.

And... it's not quiiiiite what she's here to do.

She likes her clients, they're great folks, but there are only a few that she deeply resonates with and who she gets to do her very best, most purposeful, soul-aligned kind of work with.

But what's happening most of the time is that vastly different types of clients are receiving different pieces of her work, and she's not able to fully bring all of her genius (her gifts, skills, experience, modalities, etc) to the clients she is MOST meant to work with.

She squeezes a lot of teaching into her sessions and private programs, and has taught a few workshops (which she really enjoyed doing) but it's mostly on the side and feels a little random because she doesn't have an actual course or framework to bring all this wisdom to her people.

Let alone bring it to GROUPS of people.

💖 Which in her heart is what she really wants. 💖

She's sat in many powerful circles herself and senses that doing her work with intimate groups would be so powerful, but because she hasn't figured out \*exactly\* what she would teach and the logistics of how it would all work (even though she knows deep down it's all in there)...

...she's stalled on actually bringing it out to the world.

So she hides behind her 1-1 work, because well, it's easier than doing the new thing... knowing there is something more she's meant to offer.

But this bubbling up body of work is so close to the surface now that she is actually uncomfortable not acting on it, and she's no longer willing to fall back on the same 1-on-1 healing sessions she's been doing for 12 plus years.

🌱 It's time. 🌱

Time to step up into the next level of her leadership, her gifts, and the highest level work that will be most impactful for the people that are truly meant to receive it.

And time to let go of the rest:

The clients that don't align.

The programs she doesn't love.

The types of work that feel ho-hum or even painfully mismatched for her gifts.

Perhaps even giving up private healing sessions completely to step into this next iteration of herself and her work.

(Not cold turkey, don't worry, love... there are ways to shift your business model toward groups while staying financially sustainable and growing from there.)

So she made the decision to step into more purpose and more impact.

And she would definitely be the first to say she's also psyched about making more money with less effort. Cuz 20 private sessions in a week? That's a freaking LOT for most people.

I've had numerous clients cut down or even eliminate 1-on-1 work to start successful and lucrative groups. (I've also also done it myself 😁)

So if you are ready to join her to weave your signature body of work into powerfully facilitated, transformational group programs -- without all the hustling, overgiving and undercharging...

...email me back to get on the notification list for the next round of Group Magic!

Much thanks and love,

julie

## Sample 6:

**Sub 1: But I don't want to give up 1-1 work** (this won)

**Sub 2: Groups \*can\* suck**

Hi XX,

While the \*idea\* of leveraging your time and your genius into group programs can be super alluring...

(I mean, who doesn't want to feel more on purpose, have a bigger impact, make more money and work less?)

...You may also really relish your 1-1 work and love going super deep with your clients.

And you may not want to give that up.

You may also believe that “going super deep 1-1” is what’s getting people the amazing results.

And you may even have had the experience of leading a group where folks did NOT get the best results.

Or you were in a group where YOU didn’t get the best results.

I’m sure most of us have had the experience of being lost at sea in a big online program and just kinda falling off into the virtual abyss and nobody notices.

So yes, let’s be clear. Groups can suck. And, 1-1 work can be super powerful.

*\*AND\**... there are ways for you to still experience the depth and intimacy of 1-1 work, while actually getting your clients BETTER results...

...Through running high-touch group programs.

But this requires a few key things...

→ First, we are talking about INTIMATE groups here, like 4-20 people. Keeping groups small all but guarantees both deep connection with your clients and that folks don’t fall through the cracks. And it may require hiring more team as your group size grows... Whether that’s an additional coach/trainer/apprentice or a community manager.

→ Second, it requires fostering intentional connection opportunities and then TRUSTING in the magic of groups. There are SO many ways for folks to transform and grow that don’t come DIRECTLY from you. (I’ll do a whole other post about how groups can do so much of the work FOR the coach/leader if they can create and then trust the container.) But for example, offering retreats (even short ones and virtual ones), creating buddy systems, co-working sessions, and simply giving SPACE for connection and magic to happen.

→ Third, you have to be on top of the *logistics* of support, for example, I have ways of tracking participants as well as answering questions in between our group sessions that are very supportive and personalized for my clients.

→ And finally, you can definitely weave private sessions into your groups. You do have to be careful that it doesn't get so 1-1 heavy that you're basically running 8 private coaching programs PLUS group calls. This means getting strategic about when and why you have 1-1 calls with folks.

But all of this together?

Not only does this continue to give YOU an experience of depth with your clients, it also makes your group programs as or even MORE effective than your 1-1.

I am living proof of this. I barely do 1-1 work anymore because I find the results to be better in almost all cases in groups, and I personally enjoy it so much more.

Of course YOU get to choose if you still want to have private clients. Most of my clients do.

Either way, if you want to be part of an intimate group of established coaches, healers and experts to synthesize your most powerful work into a high-touch, transformational group program -- without over-giving or undercharging...

Please message me back, and I'll send you the details about our upcoming Group Magic Accelerator, and we'll chat about whether it's a good fit for you.

Much thanks and love,

julie

## Sample 7:

**Sub 1: On burritos and group programs**

**Sub 2: Overstuffed burritos** (this won)

Hi XX,

So we were making homemade paleo style burritos the other night.

All the yummy fillings were lined up on the counter in bowls, and the homemade almond flour tortilla shells were warm off the griddle.

Avocado, fish, sweet potato, fresh corn, lettuce, salsa, garlic creamy sauce...

And I started *\*eagerly\** loading up my wrap.

Granted, I'd probably waited a little too long to eat that day, and mama was hungry.

I start layering on all the goodies... and just a dollop more sauce...

And then I go to roll it up.

Tried folding the bottom up first how the pros do.

It kinda worked, but there wasn't quite enough room for a full fold.

Wrapped the sides in, then the top. It looked kinda funky but it was closed (barely). I could've used some toothpicks. (But who does that!?)

I go and sit down to eat it, pick it up, and of course, within the first bite, the whole thing falls apart, cascading down my arms onto the plate... and a bit on my lap.

(Now keep in mind, paleo almond flour tortillas are *not* even as pliable as the wheat ones, so we're talking both tortilla breakage AND the food all just falling out of the bottom.)

Burrito innards flopped on my plate, I sigh and pick up my fork, cursing myself for *\*always\** doing this... thinking I'm putting just the right amount in, and then overstuffing it and making a mess.

{FIRST NAME}, I'm talking about dinner here, but this also applies to the way you might be approaching your intro courses.

If that's you don't be embarrassed, I see so many coaches and healers stuffing an introductory course with 14 modules and 7 bonuses and three guest expert calls.

But when you stuff a course like this, just like the burrito, it's literally too much for people to handle...

They sign up because all those ingredients look SO good (I mean, they are marketed to make people feel that) but *maybe* they don't need like **all** 14 toppings.

And even when we THINK we're not over-stuffing a program, we probably are.

And I have totally been guilty of this.

Just like I *\*always\** overstuff the burrito, I *\*always\** tend toward overstuffing the course. I really have to check myself to make sure I don't do it.

Not like any of this overstuffing is in bad faith, quite the opposite...

You are here to give, you are here to help your clients succeed, and so you want to provide as much support as possible.

So you add more.

But just like that burrito... it doesn't hold together if there's just too much packed inside.

Folks get overwhelmed by the stacks of workbooks and videos and extra things to do on their plate -- and walk away.

They don't continue working with you in your next program because they still have so much on their plate left to finish, and they don't want to invest again until they've finished their first serving.

And that's probably where the analogy ends, because at least with the burrito, you still get to just pick up the pieces and enjoy your dinner.

Damn that was a good burrito!

But with an overstuffed online course, that food usually gets left behind and goes to waste.

And then you feel guilty about being a food/online course waster. (And money waster too.)

It's really tempting to over-stuff the burrito.

But it's not supportive for you or your clients.

Instead, just like when making a burrito properly, you actually have to learn to put a bit less in there than you actually think it needs, because it always seems to magically expand.

If you wanna learn how to weave your wisdom into an intimate transformational group program that's \*just\* the right size... (and learn the biz model that will have them working with you in-depth for the long term)...

**Pre-registration (aka save a bunch of money) is OPEN for the Group Magic Accelerator.**

Just email me and I'll send you the next steps.

Much thanks and love,

Julie

PS - Registration is OPEN and spaces are very limited for the Group Magic Accelerator. Get in touch today if you're interested! Plus, you'll save a few hundred bucks and get a free burrito. (Just kidding. About the burrito part.)

Sample 9:

Sub: How do I know what to teach?

Sub: You can coach, but what will you teach?

Hi XX,

Many of the coaches/healers/experts I know are already skilled and facilitators of transformation one-on-one, and even in a group format.

The depth of wisdom and knowledge is totally there, and your clients make big shifts...

Yet it feels like the work you do is very fluid and intuitive, and you're customizing the process in the moment...

Versus delivering a consistent experience over and over again.

You're so used to pulling various tools from the toolkit and personalizing the journey, that it feels like there's no one defined pathway...

So what would you even teach in a group program?

Now first of all, your intuitive guidance and leadership is essential -- please don't stop doing this!

But the assumption that there's no defined pathway to the results your clients are getting... is simply not true.

Now... it may not be obvious in this moment, but once you start zeroing in on the similar clients who are getting the best results, you start to see the patterns.

There's something in common they all want, and there is a general way they get there (which becomes more and more obvious and clear the longer you do the work with \*just\* them.)

So even if you feel resistant to creating a system for your work, or believe it's just not possible, **trust that you have this inside of you**, and that you can map out at least a basic version to get started and get a group program out there -- knowing that it will iterate and evolve over time as you do the work with groups of clients.

Because when you go to sell your program to folks outside of the people who already know and love you and will sign up for literally anything you offer...

...You'll need to have identified a clear result you're helping them achieve, and at least the basics of your totally unique method of getting them there.

Or it's going to be suuuuper difficult to get them on board.

Do you need a super detailed 20-step program in a symmetrical illustrated diagram?

NO!

In fact, people tend to make these signature systems way too complicated.

But do ya need something? Yes. And do you have it? Also yes. It just needs to be drawn out of you and brought into the world for everyone to see your brilliance.

🔥 (I know, edgy. This work also involves claiming your role as teacher and guide.) 🔥

One of the first things we do in the Group Magic Accelerator is identify or refine your client's transformational journey -- in other words, the basic method you use to help your clients get results.

So they get what you do, how you do it, feel confident it can work for them - and say YES to your program.

If you want to weave your magic into clearly focused, high-touch group programs (without hustling your butt off), please get in touch, and I'll send you the next steps.

The program's almost full, so make sure to connect if your interest is piqued.

Thanks and love,

Julie

## Sample 8:

**Sub: Group programs that \*actually\* free up your time** (tie)

**Sub: Real talk about how much time groups take**

Hi XX,

There's soooo much talk about "leveraging your time" with online group programs in this industry, that one \*might\* think that simply offering a group program will immediately remove the 10 hour block of 1-:1 sessions from your calendar.

Groups are less work, right? I mean, it's one session a week vs 20 sessions on your calendar.

But what anyone who's run a group before knows is that while you're not spending solo time with each person -- so you ARE saving time in that way -- there are myriad other things that need to be done that can quickly eat away at all that "extra" time you just gained back.

Getting a whole bunch of folks to sign up for the same thing at the same time, for starters (aka, marketing and sales) -- especially if you're always trying out the latest marketing gimmick or social platform.

Then there's all those modules and curriculum you create.

The time setting up the modules and the back-end like email reminders for the sessions, adding bonus sessions, private sessions, answering Q's in the Facebook group...

When you actually add up the hours for all of it, it can be MORE time consuming than private work.

So what's happening here? How do you create groups that *actually* provide you more time?

We have two distinct but related issues here:

One is related to TIME.

How much do you *give*? What's included, what's not? Are you over-stuffing your program and creating more work for yourself, (while simultaneously overwhelming your clients?). Are you being a perfectionist or trying to create everything in advance?

And two, there's a MONEY problem. Are you charging enough so that you don't have to run 5 other programs to hit your money goal on top of the work of running a group?

This is KEY obviously.

Because if we're being paid more for something, it can suddenly seem like that extra time is worth it (as long as it's not too overboard).

Because if you're charging enough for your group that you can *actually* let go of some of your 1-1 clients, or ditch your lower-priced program...

...Wouldn't that make things easier!?

So there is a lot we can do to streamline group programs so they are less work to create and run, and where you're getting paid more for the work you put in.

\*\*\*AND, I want to be totally clear here... more time in your schedule IS A LONG GAME.

It is actually work to create and deliver a group program (especially for the first time).

You will work in this program.

(Not like a crazy person because I don't believe in that.)

But it takes time and effort to create something new.

You are not likely to experience a miraculous 20 new hours of free time per week *during* this program.

But what you will do is start to set up the business model that can lead to you having 20 miraculous new hours of free time per week. You will create a program that you can run again and again, add more people to, and charge more for as it gets better and better.

You can then start a longer-term deep dive program for your most committed clients that they sign up for directly from your shorter program without any additional marketing.

It could take a year or two (or more!).

But it is ONE HUNDRED PERCENT POSSIBLE.

And it's so worth it. Because I know you want that time...

For your family, your health, your vacations, to stare at the ceiling once in a while for crying out loud.

Life is short.

So let's get started!

There are 2 spots left in the Group Magic Accelerator.

We'll weave your most powerful work into a high-leverage group program - without over-giving or undercharging.

Just email me back for all the details, and we can hop on the phone for a no-pressure chat to see if it's a fit for you.

Much thanks and love,

Julie