



Welcome!

I'm so excited to share how we can weave your most powerful work into a high-touch, transformational group program -- while creating more free space on your calendar and increasing your *profit*. 🙌

Here's what's happening:

I'm bringing together a small group of high-achieving coaches-guides-experts for the very first ***Group Magic* Accelerator**, where you'll create (or re-design) an immersive 3-day to 3-month group experience that's simple to market, fill, and deliver.

...Without overgiving or overstuffing your program, exhausting yourself and your clients.

...Without under-charging for your brilliance, expertise and efforts.

...And without figuring out crazy webinar funnels, Facebook ads and long-ass fancy sales pages that make your head spin (and your profits disintegrate.)

The group you'll create will allow you to serve more people, reduce your client hours, and even double your income over time...

But the real beauty of it is that it weaves *your genius (and only your genius)* into a powerfully facilitated energetic container that can actually get BETTER results than your private work (and definitely better than quickie low-cost groups).

How does this happen?



► The vortex of energy created when you skillfully bring the right people together for a clear and shared purpose generates safety for vulnerability and super supportive community that has your clients achieving powerful results that simply do not happen 1-1.

✨ It's basically, well... MAGIC ;) ✨

And, PS, this same stuff is also amazing for your bottom line: when your clients fall in love with each other and make big shifts in their lives...

It makes it almost a no-brainer that they'll continue working with you.

(Truly, you can expect about half or even more of your clients to sign up to work more deeply with you at a higher price point -- which is where the real sustainability and ease kicks in.)

Oh, and because this program is designed around what you do best, you'll feel confident charging more, and can earn anywhere from \$8-25K or more every time you run the program.

In fact, picture this .--> your rates for your group are **higher** than what you're getting for your private work now (no \$97 courses here).

Here are some results my clients have created using the same strategies you'll learn in the **Group Magic Accelerator:**

... My ecotherapist client who earned over 15K enrolling 12 people in her first 8-week group program centered around a wilderness trip

... My career coach client who doubled the size and price of her longtime group program while maintaining intimacy and excellent results

... Or my play + leadership coach client who earned 25K with her new 3-month mastermind for women entrepreneurs

... And my yoga teacher client who filled 15 early bird spots for a social justice yoga retreat in Mexico the first time they ran it (and are still enrolling folks)

Cool, right?



Most coaches and guides dabbling in groups find themselves overwhelmed by just how much work it is to design, market and deliver a group program -- and then realize just how much they undercharged. 🙄

Scratch that.

Instead, let's take just a few weeks to channel your most powerful work into an immersive yet streamlined, powerfully facilitated, transformational group program designed to cultivate connection and community AND give your clients a real, tangible result in a relatively short amount of time.

And has them coming back for more 💖

(Oh and spoiler alert - it's that real, tangible result that makes it easy to sell.)

Imagine *fully* claiming your gifts, stepping into your role as leader, teacher and guide, and streamlining your business as you do it.

You'll also walk away knowing:

- **How to stand out in a noisy, saturated market** of look-alike coaches and healers by honing in on the actual result your most receptive clients want and will pay for
- **How to call forth **only** your MOST receptive and ideal clients** in your marketing copy, the people you can truly get the best results for (no more frustrating clients who don't quite fit)
- **How to draw out your wisdom into a simple teaching framework** so you can clearly outline the journey your clients will take (and trust me, it's already inside you!)
- **How to design your program with just the right amount of content and transformation** so that at least half your folks will sign up for your



next program (and no one gets overwhelmed in the process)

- **A simple Burnout-free Biz Model for group program leaders** and your personalized version of it - this is basically your map for taking Fridays (or whatever) off and doubling your revenues over time with two intimate group programs
- **The “Low Key Launch” method** for filling the first few spots in your program (and possibly all of them) *while you’re in this program*
- **How to structure your group program** for maximum connection and transformation

And what’s really awesome about this? You’ll really be able to take in the learning because you’ll be *experiencing first hand* what this type of container feels like. You’ll learn a ton JUST from being here with us (this program is super meta.)

But the deepest gift is that you’ll start to experience a model of working that is NOT based on hustling or working or giving more and more and more...

You’ll learn how prioritizing your genius and serving only the best clients, creating better time and energy boundaries, simplifying your business model, raising your rates, and prioritizing your self-care not only brings more space and satisfaction to your life, but also creates BETTER results for your clients.

So that’s what we’re up to in Group Magic!

Here’s All the Deets... (where / when / what you get)

The Group Magic Accelerator is an action-oriented, 7-week, intimate group coaching container focused on:

1. **Creating or revamping a high-touch, immersive group program** (that likely involves a retreat of some kind) to help your most ideal clients



create/achieve/do something they really want, inside a super supportive container

2. **Launching that program to your existing community and enrolling the first few folks** using a *very* simple launch method (like you'll laugh at how simple it is -- but it's brilliant)

Here's how we do it:

As soon as you register, you'll receive a training module essential for honing in on your group program topic and attracting the most receptive clients to it.

You'll also watch an overview video on the Burnout-free Business Model we're working with and get to play with my revenue calculator to see what's possible in your business (Seriously, this simple spreadsheet blows people's minds.)

We'll open up our Facebook group on Wednesday, September 8 for introductions and for any questions you have about the material so far.

You'll aim to complete the pre-work before our September 15 Welcome Gathering, and definitely by the retreat.

The Welcome Gathering will get you each connected, oriented, and energetically READY for what we're embarking on.

Then, on Monday and Tuesday, September 20 and 21 you'll get to attend a delicious Virtual Offer Creation Retreat.

(You are highly encouraged to rent yourself an Airbnb or hotel room!)

There, we'll spend two full days together (10AM PT - 5PM PT) diving deep into creating your new group, starting by honing in on your Transformation Sweet Spot, weaving your genius into a powerful teaching framework, and clarifying your group program's clear deliverable.

The retreat includes...

- An opening ceremony in nature to guide your vision



JULIE WOLK

- A dynamic mix of learning, hot seat coaching, and honest discussion
- Co-working time to get shit done
- Plus plenty of dance breaks

And you'll get a super special retreat goodie bag **in the MAIL** to help create the energetic space for our time together.

****Our goal is to have your offer messaging complete and ready to test with your community by the end of the retreat.****

So the retreat will spring you into action, but it's only the beginning of the support you'll get to fully build out and launch your program.

In the 6 weeks following the retreat, we'll meet weekly for theme-based

Q&A calls (full schedule below) so you can design your program for maximum connection and transformation, create your enrollment assets and price your program, learn our Low-key Launch method, and sign your first few folks up!

In addition to the live group calls with me, you'll get:

- Support from me and your peers in our Facebook group
- Individual copy coaching each week on your marketing and sales assets as you create them (this is HUGE)
- Video trainings, workbooks, sample copy and templates to make all of this WAY faster and easier to do.

And a super special call at the midpoint of our program...

💰 A Breakthrough Money Mindset session with Actualization Agent, Leah Ardent. Because strategy's important, but your brain needs to be on board, too. You'll shift what's stopping you *internally* from stepping into your next level of leadership, whether it's raising your rates, imposter syndrome, over-giving and boundaries, visibility or scarcity issues. Leah combines the higher esoterics of reiki, seraphic wisdom and intuitive reading with the real world mindset shifts that support your expansion. 🌍



...ALL so you can get out there and actually DO this thing :)

Speaking of which... There are also two optional GET-SH**-DONE co-working sessions during the program during the afternoon following our group call.

Here's our meeting schedule (all Wednesday sessions take place at 10AM PT and run 90 minutes to 2 hours):

And yes, all calls will be recorded if you miss one or leave early. We gotcha.

- **Wednesday, September 8:** Facebook group opens for intros and any pre-game questions you have
- **Wednesday, September 15:** Welcome Gathering and Orientation (bring your favorite bevy)
- **Monday and Tuesday, September 20 and 21:** Virtual Offer Creation Retreat (10AM-5PM PT both days)
- **Wednesday, September 29:** The “Low-Key Launch” Method, Invitation Letters and Pricing
- **Wednesday, October 6:** Hand Raiser Posts & Messaging *plus Optional “Get Sh** Done” co-working session*
- **Wednesday, October 13:** Business Breakthrough & Money Mindset Session with Actualization Agent, Leah Ardent
- **Wednesday, October 20:** Support to Fill Your Program *plus Optional “Get Sh** Done” co-working session*
- **Wednesday, October 27:** Offer Structure & Design Lab
- **Wednesday, November 3:** Closing Q&A session and ceremony where we'll wrap up any unfinished business and clarify your exact next steps

The topics listed above are a guide and may shift... while we will follow a particular flow, calls are driven by your questions and where you're at.



And remember, we do a lot of coaching on Facebook via **short, personalized screencast videos** in between sessions, plus this is a SMALL group, so you'll get all the support you need, even if you miss a session.

Our Goal: Design your high-touch transformational group program and fill at least the first few spots during the program, with an ultimate minimum goal of 8K -25K or more in sales (this may not all happen during our time together, folks obviously move at different paces, but it's 100% possible).

Got Questions? We've Got Answers...

Q: Will this work for me?

This works best if you're an established coach, consultant, healer or mentor, with an almost-to-overly full practice, earning consistent, sustainable revenues, and have some sort of audience that you communicate with. Ideally, you have at least 500 peeps regularly seeing your stuff – i.e. a combo of your email list and folks who see your posts on social.

If you don't have that audience yet, it's NOT a deal breaker... you simply need to be willing to be bold and invite folks into your program - if you're willing to do this, it can absolutely still work for you. And, it could take a little longer to fill your program.

If you have experience teaching and leading groups, great! But it's not necessary. What's more important is that if you've done largely private work up until now, you're experienced enough that you're confident in your results, you can name those results, and you can envision teaching what you do privately to a larger group (even if it feels edgy).

In fact, there's a good chance you've already thought through the framework or curriculum you want to teach and/or have taught it or some version of it.

It also helps if you can also make decisions quickly and can handle the discomfort of putting things out there, perfect or not. Experimentation is ESSENTIAL to getting this done (and everything in business, frankly). There



will be no fancy sales pages or websites, our goal is to birth the first version of your program.

We're also going to work relatively quickly, so if you're the kind of person who needs to process before every move, this might drive you nuts.

But if you can do this? You will be psyched -- because having finally birthed a group program that creates a deep impact while actually leveraging your time and bringing in more money? Game changer.

If you're unclear about whether you're ready, just ask!

Q: I'm switching niches. Will this work for me?

Many of my clients are shifting or (more often) further narrowing in on their niche, and lo and behold, each time this happens, we find that there are ALREADY peeps in their audience ready to buy. When you really own your genius, claim your most ideal client and then dial in what they really want... they show up.

That said... if you're planning on doing something wildly different from your past work, let's make sure to chat before you sign up to make sure you have all the right things in place. We could add in a private session if it felt necessary for you to have some extra support in this realm.

Q: You mentioned longer-term, higher-ticket programs... Will we work on those too?

In this program we'll create your initial, shorter-term, high-end group offer, what we call a "Front Door" offer. The purpose of this offer is to help your clients get an initial, tangible result or shift -- something they really want.

In the forthcoming Group Magic Mastermind, we'll pick up where we left off, continuing to enroll folks in your Front Door program PLUS building out your Burnout-free Business Model to include a 6-12 month Flagship program where folks get to do the even deeper, longer-term work with you.



That longer, Flagship program is what you can invite people into directly from the program you create here in the Accelerator... which means you don't need to do a big launch of a 5-15K+ program, because enrollment happens organically from the first program.

That said, the process you'll go through to design your Front Door offer is essential to working through your Flagship offer. So you'll be moving forward on it, even though we won't cover it directly.

Full transparency: I WANT you to continue with us in the Group Magic Mastermind! 🙄

First, though, let's get that initial offer launched and filled with however many people YOU want to get into it. At least 3, and possibly up to 10 or 15.

Q: Tell me more about how you teach marketing and sales?

I'll walk you through the basics of a very simple marketing method I call the Low Key Launch. Our goal here is not to generate more leads, because you don't need more leads to sign folks up for this offer.

Our focus will be on attracting exactly the right folks who are already in your world to your new group through kick-ass messaging and an extremely simple post called a Hand Raiser, and then guiding them through a no-pressure sales process.

In the Group Magic Mastermind, you'll learn the full Low Key Launch method plus get training and practice on how to effectively message and write nurture emails and social posts that gently warm folks up to your offer over time, so they're ready to buy when you're ready to sell... *without* massive, complicated, or expensive launches.

As a bonus though, I'm including the template and training on the basics of writing this type of nurture post, which is a total game changer in terms of how you approach social media posting and cultivating your email list (i.e., you can stop wasting time wondering what kind of posts will actually sell your programs and post stuff that really works.)



Q: Does my program need to include a retreat? And can my program be all virtual?

Most of my clients create fully virtual programs often centered around an in-person OR virtual retreat.

That said, retreats can look all different ways, from 5 days at a retreat center to a half-day online. It totally depends on what you're teaching and how you love to deliver.

I encourage retreats (even short ones) because the program you'll design here is meant to be an intensive of sorts, meaning, you want folks to get a result in a relatively short period of time (they can always go on to do deeper work with you in your next program).

Retreats not only speed things up in terms of results, they cultivate the type of community that then goes on to *support each other* in fulfilling their goals.

(PS, this also makes it easier for you, the facilitator, because the transformation isn't all dependent on YOU!)

And don't worry, I'll show you how to design a retreat simply and so it feels supportive for you too.

Q: What if I want to have private sessions as part of my group, is that cool?

For sure! I will show you how to strategically use 1-1 work in your group programs so that it's effective and you don't end up turning it into as much work as your 1-1 programs ;)

And, most of my clients continue doing 1-1 programs in addition to their group programs. (Though if you prefer to do groups only, that's possible too!)

Q: How do you define "intimate" and how many people are in this group?



JULIE WOLK

For the purpose of the program you will create, I define “intimate” as anywhere from 3-25 or even 30 people (and honestly, we can definitely create intimacy with bigger numbers than that if you want).

For the Group Magic Accelerator, you’ll be one of only about 8-10 or so because I want to give everyone the attention they need to really clarify a program that will sell easily.

Q: What if I can’t make the Virtual Retreat?

Of course we’d love to have you live and hope you can clear the space in your schedule; however, the retreat will be recorded and made available to all participants. You’ll be able to catch up on what you missed or re-watch whenever you like.

Q: How inclusive is this group? Who’s welcome?

This group is intended for women, trans, and nonbinary people who are comfortable in a women-centered space.

We welcome Brown, Black, Indigenous and all other People of Color, everyone in the LGBTQIA community and do provide a limited amount of no-questions-asked, need-based, partial scholarships for BBIPOC (please inquire). We can also accommodate alternate payment schedules.

You’ll sign an anti-racism agreement as part of your entry into the program, and as a business we are constantly striving to become more diverse, equitable and inclusive.

I’m a white, Ashkenazi Jew doing my work to dismantle whiteness internally, in my business, and in our society.

Q: What’s the Investment?



A transformational group program that channels your deepest wisdom, that you can run again and again, and that actually sells *without* expensive Facebook ads, webinars, sales pages, and complicated funnels?

Well, that's honestly worth tens of thousands of dollars (trust me, I've spent it and am thrilled I never need to again).

But because this program is brand spankin' new, and I want to make it super easy for you to say YES, **you get to join us for \$2850 paid in full, or 2 payments of \$1500.** (This price will go up at the end of this pre-registration period).

So considering that our goal is you earning between 8K and 25K through your new group program, this is a silly deal. Like you'll triple your investment at a minimum.

Or look at it this way, my clients generally price these groups at somewhere between \$1200 and \$2500 per spot, so two or three spots sold is basically your investment.

And, if you sign up in the next 3 business days, in addition to the early registration discount, you get the BONUS TRAININGS I've alluded to:

- **Bonus 1:** One powerfully simple yet flexible template to write super effective **nurture emails and social media posts** to fill your programs anytime (you'll get a video training and lots of sample posts too)
- **Bonus 2:** A **no-pressure sales call guide** that doesn't require you to answer objections or convince anyone of anything in awkward, dragged out conversations
- **Bonus 3:** A training on **designing your closing ceremony** to amplify group program results AND *naturally* guide people into investing in your next program

Q: Sounds great - so how do I get one of the spots?



JULIE WOLK

I'm all about keeping it simple. To confirm your spot just reply to the email or PM thread we've been communicating on to let me know YOU'RE IN. Then my team will get you set up by sending over your agreement, invoice and welcome details.

And of course if you have further questions, please ask.

One last thing...

Your results are really important to me. Otherwise, I wouldn't be so fanatical about high-touch groups.

So for this reason, there's only space for ~8-10 people in this inaugural round of the Group Magic Accelerator.

This allows me to give you the level of attention you need and deserve. You will not be sitting on calls with dozens of other clients hoping to get your questions answered... that's not what we're up to here -- and so, space is limited.

So if you're ready to be FULLY SUPPORTED, **send me a reply ASAP to grab your spot before they're scooped up.**

I can't wait to help you create Group Magic!

Much thanks and love,
Julie

PS: I use cut-off dates/deadlines not to create false urgency but to know exactly how many spots are available for other clients and to keep energetic loopholes closed. And — if you need an extra day, please let me know. Otherwise, get back to me within 3 business days and get your bonuses!