



JULIE WOLK

HAND RAISER EXAMPLES

Start by writing a super simple hand raiser per the template. Those can work really well because they are so brief.

But, you're not gonna keep sending the same thing over and over again to your email list and on social, so you'll want to get creative and beef some of them up.

Obviously, there are ENDLESS ways to do this, still following the basic format from the template.

You'll find below a sampling of Hand Raisers I've used in my own business.

I've also recorded a [video](#) of posts like this, and used them on Instagram live or simply as short videos to my list.

You'll notice I have a couple subject lines. I do A/B split tests in Mailchimp to see what messages are most resonant and what kinds of subject lines my folks tend to open (it's different for everyone!).

Hand Raiser #1

(This is the simple one, but with more words to more fully explain the benefits.)

Sub/Lead 1: A unique opportunity to work with me

Sub/Lead 2: Want help creating a transformational group program for your clients?

Hi XX,

It's happening!

I'm bringing together a small group of established coaches and healers to show you how to channel your most powerful work into in-depth,

higher-ticket, *transformational group programs* (i.e. – not \$97 online courses – not that there’s anything wrong with ‘em).

I know there’s a *lot of* talk about how to leverage just about everything with groups – but it rarely happens, because people can’t seem to figure out how to do it without all the hustling, over-giving and undercharging that I see happening all. the. freaking. time.

So instead think: Super effective, intimate, retreat-based group programs that bring all your genius to the table and free up your sardine-packed schedule, while giving you the potential to earn as much of your revenues as you like from groups alone – if that’s the way you want it.

Want to join us?

Get on the notification list now for when registration opens.

Send me an email back or just give a shout in the comments, and I’ll add you!

Much thanks and love,

julie

Hand Raiser #2

(In this one, I add in a few more juicy benefits of the program.)

Sub/Lead 1: Lead powerful groups without overgiving and undercharging

Sub/Lead 2: Group programs that are more powerful than private work

Sub/Lead 3: Channel your body of work into a transformational group program

Hi XX,

I’m bringing together an intimate group of high-achieving, established coaches-healers-mentors who are ready to weave their wisdom into in-depth, higher-ticket, transformational group programs...

...without packing your entire life’s work into a low-cost program...

...without over-giving, over-delivering or exhausting yourself...

...without undercharging for your transformative work...

...and without hustling to get enough people signed up to make it “worth it”

The way you’ll do this is by tapping into the magic and power of high-touch transformational groups – to deliver the work you’re truly here to do.

You’ll learn a business model that can double your profits or more (I don’t say this lightly), while you take Fridays off -- or heck, even Mondays too like I do -- because you’ve reduced the time it takes to both FILL and DELIVER your group programs.

All with a super supportive crew of high-achieving yet down-to-earth women (I am known for pulling together awesome people) committed to delivering their best work – while FULLY living their lives (aka, QT with the kiddos, getting the best massage ever, and plenty of time in nature).

Wanna be considered for this group?

Hit REPLY and tell me what interests you about this, and we’ll follow up with next steps.

Much thanks and love,

Julie

Hand Raiser #3

(In this one, I add a little bit about what is required to join the program. This helps to start screen folks, so that the people reaching out to you are actually ideal clients. Play around with this, and move toward being more and more clear in your marketing about who it’s for and who it’s not.)

Sub/Lead 1: Step into your role as teacher & leader

Sub/Lead 2: Launch and fill your group in 7 weeks

Hi xx,

If you'd like to fill a highly effective, transformational group program this fall, (and finally charge what your powerful work is worth)...

And you want to launch it and actually enroll some folks within weeks, instead of months or years 😊...

...then you might be interested in a new group I'm leading in September.

:)

I'm bringing together a small group of high-achieving coaches-healers-experts and showing them exactly how to channel their signature body of work into a powerfully-facilitated, easy-to-fill group program...

→ Without over-giving and undercharging.

→ Without having a BIG list or FB group.

→ Without webinar funnels, a massive launch, or posting on social 24/7.

...and all in about 7 weeks.

Would you like to join us?

You do have to have some things in place to make this work. You need to have a solid track record of results, whether you've done it with private clients or groups, You need to be at or close to a consistent 60-90K annually in revenue... and a couple other things we'll talk about when you get in touch.

If you've got all that going on, and you're finally ready to create room in your schedule for that dream group program you've been talkin' about for years now...

And if you're ready to step into your role as teacher and leader -- and let go of the parts of your work that just don't light you up anymore...

And not to mention, if you wanna set yourself up to earn the majority of your income from groups (and doubling your income in the process)...

... then hit REPLY to let me know you want to be considered.

Much thanks and love,

Julie

Hand Raiser #4

(This is another version of the super short one.)

SUB: Launch an intimate group program in ~7 weeks

I'm bringing together a small group of established coaches-healers-experts who want to channel their signature body of work into an in-depth, higher-ticket, *transformational group program*...

...WITHOUT: hustling, over-giving or undercharging.

Wanna join us?

Send me a message and we'll follow up with a few questions and the details.

Hand Raiser #5

(This one brings in an underlying point of view that I have about why groups are so important. It's part of my deeper why around this work.)

Sub: Design a group program that's MORE effective than your 1-1 work

Sub: We are village creatures at heart

This fall, I'm bringing together a group of 8 experienced coaches-healers-experts to show them how to weave their powerful work into an in-depth, higher-ticket, *transformational group program*...

...Without over-giving or undercharging.

(Yep, I see you.)

Why this? Why now?

Because while our whacked out patriarchal society would have us believe otherwise, **we are village creatures who rely on each other to thrive.**

In fact, after facilitating hundreds of group programs, events, retreats, festivals, workshops, you-name-it for 20+ years, I am convinced that group coaching and healing programs are very often more effective than one-on-one work.

Well-facilitated groups with a clear and inspiring shared purpose have the power to connect, transform and heal in a way that individual work simply cannot.

Simply put -- Groups are Magic.

So I'm super excited to finally bring this soul work o' mine to the world.

Want to join our crew?

Send me a PM and we'll connect.

Hand Raiser #6

(In this one, I add a testimonial story as a PS. These can be super helpful!)

Sub: Sound like you?

Sub: Ready to do the DEEP work with your clients?

Hi XX,

In just a week, I'll be guiding a small group of rock star coaches and healers to weave their wisdom into a high-touch, higher-ticket transformational group program -- without overgiving and undercharging.

Together, we're going to design a 3-day to 3-month experience that not only helps your clients make a massive shift, but also serves as a stepping stone to the longer term, even deeper work you do with them.

And - get this - we're doing this without a big fancy launch, ads, webinars, or any of that stuff that makes you wanna tear your hair out.

Woo hoo!

Would you like to join us?

You do need a few things in place to make this work in the amount of time we've allotted.

You'll need to be earning between 50-100K in your business already, have at least a small audience or a super awesome network, and feel very confident in the results you get with your clients (whether that's 1-1 or group work).

So if that's you -- and you're ready to expand your impact while deepening into your own genius and purpose (and letting go of that stuff you are NOT here to do)...

We have only two spots left.

If you want to grab one, you just need to respond to this email. I'll ask you a few QUICK questions (no lengthy application) to make sure it's a fit, then I'll send you all the details.

Happy to hop on the phone, and ZERO pressure as always.

Much thanks and love,

Julie

PS - We're going to get some things DONE in this program.

One recent client launched her DREAM group program - which culminated in a guided river trip -- filled it with 12 amazing folks -- and earned more than 15K (and realized part way through she shoulda charged a lot more.)