



## PROGRAM DESIGN CONSULTING

**Synthesize your most powerful work into a highly effective transformational group coaching program or retreat** -- without over-giving, under-charging, or sacrificing client results. 🙌

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Hi there,

I'm excited to share my 12-week *done-with-you* service for expert coaches and healers to **design or level-up a high-touch group experience** you can confidently and ethically charge a premium for...

... And that keeps folks coming back for more. 🥰

🌊 In other words – in a literal sea of meh group coaching programs...

I'll help you structure and deliver a high-caliber program that's worth the higher fees you're ready to charge, sets you apart as the trusted expert in your area, and **creates more consistent results, repeat clients, and referrals.**

👉 *PS: this means less marketing+launching and more money in the long run.*

**And – we'll do all of this...**

...*Without* watering down the amazing results you get with your 1-1 clients

...*Without* under-charging for your brilliance, expertise, efforts, time + results.

...*Without* creating 47 content modules (that overwhelm your clients anyway)

...*Without* a big team, a huge list, or being an educational design expert



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...*Without* your group program somehow taking up MORE of your time than your packed schedule of 1-1 clients

...*And without* missing out on easy repeat client business because people didn't complete your group program. 🙄

## This... is Group Magic

An intentionally crafted, intimate, higher-fee group program that leverages your genius to offer **even better results for your clients than your 1-1 work.**

➡ Because the dynamism and synergy created when you skillfully bring the right people together for a clear and shared purpose generates a super supportive, connected, and courageous community that empowers your clients to achieve powerful results – many that simply *cannot* happen 1-to-1.

✨🌍✨ **It's basically, well... MAGIC ;)** ✨🌍✨

...Imagine watching more and more clients supporting each other in their breakthroughs in your powerfully-held space

...Imagine those satisfied clients happily signing up to work more deeply with you (this is where the real sustainability and ease kicks in).

And imagine feeling confident charging more because your program is amazing + designed around what you do best (and you've let go of the need to be an expert in *anything* that doesn't fully light you up).

## Specifically, you'll walk away having:

- **Translated your brilliant-but-possibly-disorganized ideas, notes-to-self, and multiple modalities into an organized teaching framework with a clear outcome** so your unique wisdom can be seen,



heard, understood + codified tangibly so you can impact more people.

- **Created / leveled up a signature program, a valuable asset** you'll lead again and again, honing it until it's a masterpiece reflection of your greatest gifts, is fun, easeful and profitable to lead, and is so effective you get regular referrals + repeat clients. (Full disclosure, this takes a few iterations!)
- **Mapped out a detailed curriculum outline (modules, lessons, and key teaching points)** that has *just* enough content, in the right order, with clear milestones, to get folks to the result without overwhelm or ghosting – plus the right session type and structure, and plenty of space for coaching, discussion, integration... and of course, the \*Group Magic.\*
- **Woven multiple layers of learning, exercises, journaling prompts, and rituals into your curriculum so your clients can truly embody deep shifts:** *Head* (learning, cognitive, strategic), *Heart* (emotional connection, tapping into desires, feelings), *Hands* (somatic, artistic, nature-based), and *Spirit* (accessing higher wisdom).
- **Defined a well-organized, simple, supportive and motivating onboarding process and Opening Ceremony** that sets the tone and provides clarity on the results pathway, how to interface with you and the program, and how to get support when they're stuck or in resistance – helping to keep folks on track 'til the end.
- **Designed your group structure and exercises to catalyze relationships between group members and cultivate authentic and inclusive community** (beyond Zoom or an FB group) where folks can open up and receive as much (or more!) from each other as they do from you.
- **Prepared a powerful Closing Ceremony** that encapsulates the learning, offers clear next steps, and supports client re-enrollment.



- **A clear understanding of what support roles you'll need for your group program to run smoothly**, whether that's simply a VA, or assistant coaches or teachers.
- **A high-level, aligned strategy for how your program fits naturally and efficiently into your Offer Ecosystem** using my well-loved "vision-to-strategy" nature-based ritual and a deep-dive opening session to map out your Burnout-free Business model.
- **Made marketing + filling your program much easier** by having a crystal clear outcome + specific client qualifications, pride in your program and confidence in your ability to deliver it (since it's totally in your genius zone), plus content galore springing from your curriculum as posts, emails, and the perfect outline for your masterclass.
- **More fully stepped into the *current and deepest* iteration of your gifts** and role as leader, teacher and guide.

*And you know what might be the deepest gift of all?*

Fulfilling the basic and ancient human desire to grow, heal, and transform **by gathering in kindred community** – an imperative at this time of great change and unknown. Plus, most folks simply don't have time to waste on surface-level stuff that doesn't move the needle... Instead, let's create a truly life-changing experience for your people that connects them to themselves and each other in service of individual + collective transformation.

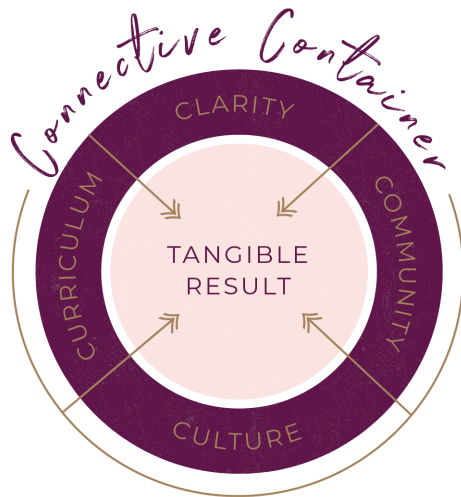
## So how exactly does this *happen*?

Our goal for your group program or retreat is to create what we call a **CONNECTIVE CONTAINER** for transformation.



This container fosters both the **tangible results** and **authentic community** that happen to be two of the *key* factors in increasing client retention.

The Connective Container is composed of **4 elements**:



**Core Purpose Clarity:** Claiming *the* most aligned and qualified client for your program, a specific outcome that's a true game-changer for them, and messaging that's been tested to make sure your favorite clients say YES.

**Culture:** Establishing the norms, agreements, clarity of process, shared purpose, and values that empower people to share and receive support, tie your group together, and give it its own special vibe and sense of belonging.

**Community:** Celebrating the humanity of each group member, allowing them to

show up with all their identities, experiences, messiness, and celebrations, and weaving a web that supports exponential synergies to arise in service of deeper transformation.

**Curriculum:** Designing a high-touch learning journey that doesn't stress you OR your clients out because it's simple, clear, spacious, anticipates where folks get stuck, and moves your clients in a unique and supportive way toward a result they care about.

## Sounds cool. So what's included?

Over 12 weeks, you'll receive high-level thought partnership, design sessions, and "alignment-based" strategy consulting (*i.e., we make sure what we design aligns with your purpose, goals, gifts, and preferred way of working*).

I'll offer you customized assignments after each session, and a high level of access to me in between. We'll sometimes go back and forth multiple times on your work. (This is the "done-with-you" part!)

**In summary, you'll get:**



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- An optional, self-guided nature-based mini-retreat to do before we start to align your vision for our work together (a super powerful two hours!)
- One 90-minute initial session to deep dive into your aligned business model and overall group program strategy
- Eight additional private design sessions (50-min)
- Lifetime access to the Group Magic course modules (videos, templates, and workbooks)
- Customized assignments after each session
- In-depth feedback on your assignments via Google Docs + Loom videos
- Voxer (voice) and email access Monday-Thursday (allow 24-hour response time)

## And there's a couple sweet bonuses:

**Bonus 1: Our super simple “Low Key Launch” training** to help you enroll the first few folks (or more) into your program from your existing community with zero pressure, using short or no sales calls, and no salesy script or “objection-busting.” You'll get/learn:

- Customizable message templates (and examples) to post/send to get your folks raising their hands to learn more about your new program
- How to respond to interested folks and move them toward joining your group without pressure
- A training + template to create a powerful and transparent PDF Invitation Letter (like this one) that shortens your long-ass sales calls and increases your yeses with less effort
- Simple ways to fill your first round without a big launch (you need an email list for this to work!)

**Bonus 2:** A powerful and eye-opening 90-minute recorded training with diversity consultant, Lekeshia Angelique, where you'll learn **how to create inclusive, equitable and diverse group programs while dismantling hustle culture** (*we cover scholarship programs, inclusive marketing, group safety, and letting go of perfection and obsessive productivity*)



## What's the investment?

The 12-week, 1-1 program is **\$5400**.

You can also make **three payments of \$1850**.

*The programs people design in this container are generally sold for \$1500-\$5000/client, so it's pretty likely you'll make this money back and more the first time you lead your program. (And the sky's the limit after that.)*

## But here's the real bottom line...

While marketing and sales trainings are \*most\* of what's sold out there in the wild west of the biz coaching industry – they're maybe half of what makes a sustainably successful business.

Because it's just *not* in integrity to throw up a group, sell the heck out of it, and then wing it once people enroll. In fact, it can be straight up harmful.

➡ You've gotta design and deliver your groups intentionally.

*Even if you're an expert coach/therapist/healer who's led multiple group programs...*

...**There are unseen structures and methods** you'll need to learn and develop in order to lead and hold a group that's in high integrity and truly delivers on its promises – and cultivates an experience that has folks deepening their work with you, and telling all their friends.

(Remember – the best marketing strategy ever? **Deliver results.** ;)



## Phew, that was a lot. Wanna jump in? Have questions?

If you know you're ready to be *\*fully supported\** in bringing your transformational group program or retreat to life, **send me a reply to reserve your spot.** I work with only three clients at a time in this way.

You can contact me via [email](#) or on [Facebook Messenger](#).

If you have questions, I'm happy to set up a chat to make sure it's a great fit for us both. (Take a peek at the FAQs below first.)

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

Much thanks and love,

*Julie*







## Got Q's? We've got A's:

### **What style of group program are we designing here anyway?**

There are some key characteristics of a Group Magic group or retreat that differentiate it from the lower-end \$97 info product type courses that require a big audience and funnels, and the 25K+, yearlong coaching programs that you may not feel ready yet to sell or simply don't want to. Here are some basic approximations of how we do it:

- ~5-18 people, high-touch, everyone's questions get answered (if not on calls, in some other way), leader is very present
- ~3 days to 3 months long, and you might lead it 2-3x/year
- Typically a ~\$1200 to \$5000 investment
- Designed to naturally flow into a specific, next level offering (private or group) where people make even deeper transformations
- Structured so it's both high impact for clients + easy & fun for you to deliver (especially over time)
- Requires a relatively small list, as long as you're maintaining + nurturing it (500-1000 people can be plenty)
- No need for a big team to pull this off (you and an assistant is fine)
- And, if you *want* to create a larger program, you'll still need to dial it in before you scale, so this is the perfect place to start (or restart)

I can also help you design the NEXT LEVEL program (often an ongoing/evergreen group program) that folks flow into after they've finished the initial program, though that would extend beyond our initial agreement.

### **Q: Who does this work best for?**

First of all - You're a lover of group synergy, see the deep value of communal experiences, and it's important to you to offer high-quality/integrity programs.

Specifically, this program is designed for expert coaches, healers, guides and mentor-types earning approximately 5-10K+/month. You have an audience



you communicate with (small is ok), or a super solid network. You've got experience and comfort marketing and selling programs (private or group).

My clients are generally either:

**1)** bursting at the seams with 1-1 clients and want to start groups to grow their business and/or maintain their sanity,

**2)** already offering group programs, but not seeing the client results and/or financial + free time returns they were hoping for,

**or 3)** have led lots of successful group programs and want to elevate their programs to transformational quality.

In *all* cases, they feel a call to bring their \*most\* purposeful work into being and step more fully into their role of teacher, leader, and guide.

*(If you felt butterflies in your belly when you read that, it's probably for you.)*

It also helps if you can also make decisions relatively 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). **Our goal is to birth or rebirth the first version of your program, so you can test it out and evolve it over time.** #dismantleperfectionism

### **How easy will it be to fill my program?**

Whether or how fast you fill your program is dependent on many things including (but not limited to) what stage your business is currently at, your audience size and quality, and whether you already have a marketing strategy in place that works for you.

That said, there are some key things we focus on in the program that *inherently* make marketing and selling your groups easier (no matter WHAT marketing strategy you ultimately choose, from webinars to networking):

- A **well-positioned/messaged offer** with a clear result makes it much more likely that your favorite clients will say YES (no more vague offers!)



- Your **framework + curriculum is fodder for endless** marketing content (from free/intro classes to sales pages to social posts)
- Your **internal alignment** with the program and its focus on your genius makes you proud + excited to shout it from the rooftops (woo hoo!)
- And most important, amazing group programs mean more **repeat clients + referrals** (i.e., fewer \*new\* clients needed + less marketing)

You may have noticed that we offer a marketing + sales bonus as icing on the cake. That's because I have a lot of experience in this realm. But let's be real – there are a million ways to market. The bonus training may be enough for you to fill the first round of the group we design or augment what you're already doing, but there's a good chance you'll need to use other methods as well.

Other than the simple process outlined in Bonus 1 and the points above, we don't work directly on marketing in this program. I AM available to help you find out *your* most aligned marketing strategy and support team.

(I know many amazing marketing and sales folks to introduce you to.)

***Q: Do I need to know already what group program I want to lead?***

No. That's why you're here! That said, you do need to have some good ideas and be familiar enough with your audience and client results that we'll be able to draw the right program out of you.

And, it's also cool if you come in knowing the basics of the program but need help organizing all your wisdom and ideas into a masterpiece.

***Q: Will I launch my group program while we're working together?***

This is completely up to you. The program is designed so that you CAN "Low-key Launch" your group during our time together and get your first few signups (or more). You can also decide to pre-sell a few spots and launch later.

The important thing is that even if you're not launching NOW, you're pretty darn ready to get this out into the world. Cuz what's the point of investing if your program's just going to sit on your virtual shelf?



**Q: Is this for virtual or in-person programs?**

I can help you create/redesign either. Most of my clients create fully virtual group programs often centered around an in-person or virtual retreat. OR, they design a fully in-person retreat. I have lots of experience with both.

→ And if you want to do *this work* in person, I offer 1-1 design retreats in my beautiful hometown of Bend, Oregon. Just ask!

**Q: How much money can I make using this model?**

Well, gosh, that depends on a few things, doesn't it ;)

And for that reason, I don't make money promises or guarantee results (especially instant ones). Business growth takes time.

That said, here are a few objective things I can share:

- Based on what you can charge for this type of program, it's absolutely possible to make your investment back after leading your group once
- That said, you're not signing up for this to *just* make your money back, so it's also important to note that you are creating an asset you can hone and sell over and over again, earning anywhere from 10K-50K or more each time you lead it
- In the big picture, this model is one that can take you to 100K-200K/year and beyond IF you're willing to price appropriately, tend to your marketing, and continue refining and re-running your program until you have half or more of your clients continue working with you.

*And if you're already at that revenue level, this model can make your business more easeful and less time-consuming to run, and increase your revenues even more.*

**Thank you, and if you have more questions or want to sign up, just send me a message!**