



Top 10 Group Coaching Success Secrets

by Wendy Y. Bailey – Master Business Coach, CEC, C.NLP • www.BusinessBeyondLimits.com

1. Know your ideal client intimately well.

Most small business owners just don't have deep enough pockets to reach the masses. Consequently, it's critical that you invest in research, identification and clarification to be sure you know your ideal client. Create a profile that reflects demographics and characteristics to describe what it's like for you to work with her. The more descriptive your ideal client – the more you'll attract, reach and connect with your ideal client with success.

2. Understand your ideal client's challenges.

It's equally important to be aware of your ideal client's unique challenges so you understand how you can serve her. List all of your ideal client's challenges as short simple phrases, focusing on the core issue rather than symptoms or by products of the problem.

3. Assemble your content to address your ideal client's challenge.

Take one challenge at a time and dig deep. Create your group coaching program content to offer a clear solution to ONE unique challenge. Remember, dig deep! You're infusing value in your service by addressing the issue that is relevant to her. **TIP:** The more your content connects to her unique challenge, the more powerful it is. Repeat this secret for each unique challenge.

4. Give your ideal client an opportunity to experience you.

Don't hold anything back in your group coaching program! Deliver your content fully so you inspire your ideal client and connect with her, deeply and authentically.

5. Communicate the service you're delivering to your ideal client.

You want your ideal client to know with certainty the service you provide that solves her unique problem. Deliver your program so you share the smallest components to the largest elements of your service offerings – now that's value! Deliver with poise and presence. She will know you're the group master for them!

6. Create compelling marketing messages.

Craft messages that speak to the unique profile you created for your ideal client. Use a conversational tone and words that appeal to every sense and emotion. Be sure to write like you're speaking to one person at a time!

7. Hone and master your group coaching skills.

Become an active resource for growing your skills as a group coach. Pay attention to the world around you and you'll see awesome opportunities to help your learners evolve. You will too!

8. Prepare and execute follow-up for next touch.

Each touch with your ideal client is a conversation. Plan your conversations to establish a relationship that you constantly nurture and honor. Invite your ideal client to speak freely and openly about how they feel about working with you. Do this continuously to generate ideas, questions and testimonials!

9. Master client conversion as a key ingredient.

Invite your ideal client to take the next step to continue working with you. Connect with your ideal client, help her to solve a single problem, challenge her commitment and watch your bottom line grow.

10. Practice long-term commitment for long-term results.

Your group coaching program is full with your ideal client! You know her challenges. You give her solutions. You coach her individually and collectively. **How?** You developed a time-honored connection with a lifelong client that's built to last.