



SOULPRENEUR SUCCESS CODE

The Group Program Success Blueprint

Day 1:

Design your Group Offering

Fundamentals of any offering:

Who is it for?

What's the topic?

What's the "Promise" (what will they get from it)?

Are you including anything else in addition to energy healing?

What's the structure? (how many calls, how long, and so forth)

What's it called? (name of your beta offering)

WHO

Who is your group offering for?

Please write down kinds of people you enjoy working with and would love to do group work with. Examples: Moms, pet owners, women struggling with chronic anxiety, veterans, other healers, teens, people struggling to lose weight, spiritual seekers, people with digestive issues, people with back pain, people struggling with OCD, singles looking for a life partner, etc

You may change this, but pick one for now for us to work with:

TOPIC:

This is what you will focus on in your group healing / experiential sessions

Examples: OCD, anxiety, weight issues, self doubt / self sabotage, fatigue / low energy, parenting, PTSD, removing relationship blocks, better communication

Please pick a topic / focus for the sessions that works for your “Who”

PROMISE / INTENDED OUTCOME:

What is your group offering designed to deliver, what’s the transformation / experience solution people can get from participating in it?

Example: “My program is designed to help moms struggling with severe anxiety to no longer be triggered into excessive anxiety by normal, everyday events. They will feel more grounded and centered, and be able to stay present and know they can handle whatever life throws their way, without losing their power.”

You will not use the word “promise” with them to promise specific results, but you can tell them that this is what your offering is designed to do for them – and over time you’ll be able to share testimonials from those who get exactly that, and more!

ADDITIONAL FEATURES

Do you want to include anything other than energy clearing / coaching / transformational processes?

Please take some time to write down here anything else you may want to include in your first group offering.

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An ongoing membership with a theme and target audience (moms, dads, other healers or coaches, people dealing with anxiety, singles, entrepreneurs)

Quick clearing (5 – 15 minutes) daily or several times a week, ongoing monthly membership

All of these structures can work very well! I think your choice is best based on:

- What you want (what would you enjoy, do you like the idea of ongoing offerings or short programs, etc)
- What you think is needed for the promise / result of the offering to be fulfilled for participants (e.g., it's unlikely people will get lasting results with weight issues from a single session)
- What people want – you may find your ideal clients love two hour long sessions with deep group discussion in addition to the clearing work, others may want quick ongoing “tune-ups” and not be so interested in community connection, or you may find that if you’re working with busy stressed out moms they love that community of others who “get it” but can only manage 30 minute calls!

You may well change this before you “go live” but for now pick the basic structure you think you will want to do for your first “beta” group offering”

My offering will include a total of _____ calls / sessions

My group calls will be _____ long

My group calls will happen _____ (weekly, twice a week, monthly, daily)

Now that you have you Who, your Topic, and your Promise, you can create the description of your offering. Use the template below as a guide if it's helpful, in the space below create your first draft of your Description of your group healing offering:

DESCRIPTION:

I have a group program / workshop / session / series for _____ (people you help) who _____ (struggle with / want /want a breakthrough with / are. In this group / program / session / series we use the power of energetic healing / coaching to permanently clear subconscious blocks / limiting beliefs / trapped emotional trauma / energetic imbalances stuck in the body/mind/spirit), so the participants _____ (experience more freedom with xyz, have breakthroughs in their energy / relationships /communication, leave behind blockages from the past that have been limiting them for years, experience hope and clarity they've never had before, report reduced overwhelm and greater empowerment in their lives).

NAME

Often finding a name is the hardest part! If you already have an idea for a name, great! If not:

- 1) Don't be discouraged if you can't find one you like right away
- 2) You don't need your first "beta" offering to have an amazing catchy name, go with something that makes sense and that you like, and you'll probably find that during the time you offer it for the first time, you'll get more clarity about the name
- 3) You may find your participants will say things that will spark ideas for you, and they may even name it for you!

Please write down some words or phrases that you think might work – don't try to "get it right" – just do more of a brain dump of words that resonate with you, related to Who it's for, the Topic, and/or the Promise:

This is to get you started, and you can return to this later, once your offering is more fully fleshed out!

The name / working name of my program is:

TECHNOLOGY

Payment options -- my notes:

Consent and Disclaimers:

- **Consent** – signed consent for you to do the energy healing for each group member
- **Disclaimer** – no results are promised, not a substitute for medical/psychological care, you are not a physician (unless you are!) and so forth
- *You can cover both in the same document*

My notes:

Delivery of calls / sessions:

Zoom

- Free version, up to 100 participants, meetings up to 40 minutes long, breakout rooms
- Pro version, \$150 per year, up to 100 participants, meetings up to 30 hours, 10 GB cloud recording. Can get 30GB more for \$10 per month

Google Meet

- Free version, up to 100 participants, meetings up to 60 minutes long, breakout rooms, whiteboard, can record but would need to have someplace to store the videos, very little storage

- \$8 – \$12 per month with Google Workspace, up to 300 participants, meeting up to 24 hours, can record and get 30GB -- 2T storage

My notes:

Ongoing access to recordings:

- Zoom Pro account only 10 G of storage, that's probably only 4 - 8 meetings
- Google Drive: Free account: 15GB, Google Workspace depends on level of account, see above in Google Meet
- Dropbox: Free – 2 GB. Plus 9.99/month 2 TB (2K GB)
- Vimeo: Pro – 20GB/week, 1 TB per year. \$20/month if billed annually
- Vimeo Plus: \$7/month billed annually, 5 GB per week, 250G per year
- YouTube free channel: unlimited as long as each video is less than 20 GB. There may be ads before your video. YouTube will direct people to watch something else at the end

My notes:
