



SOULPRENEUR SUCCESS CODE

The Group Program Success Blueprint

Day 2

Review: Fundamentals of any program 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

My group energy healing / coaching offering is for:

TOPIC:

This is what you will focus on in your group sessions

The topic of my offering / program is

PROMISE:

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

My program / offering is designed to:

Example: "My program is designed to help moms struggling with severe anxiety so that they will no longer be triggered into excessive anxiety by normal, every day events, that they will feel more grounded and centered, and that they will feel more 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

Are you including anything other than energy clearing / coaching?

In addition to energy healing or coaching, I will be including:

Examples:

Teaching, guided meditations, guided exercises, group discussion, assignments between calls, a helpful book for them to read, a private Facebook group for participants

It's important to see what else you may want to offer, as this will have a big impact on:

- how long your calls or sessions will be
- how many sessions you will include in your first offering
- what the promise / result will be for your participants

- the value people will see in your offering, which will influence what they're willing to pay
- the connection and value people will get from being part of a group

STRUCTURE:

What will the structure of your offering be?

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)

DESCRIPTION:

Please write down your description of your offering (you can use the template below as a guide if you find it helpful):

I have a group energy healing or coaching 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 (the work you do) 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:

The name / working name of my program is:

Facilitating Your Group Sessions

Creating a safe space with agreement to rules / guidelines at the beginning

Take the time beforehand to create the fundamental agreements and guidelines of your groups.

Examples could include:

- Information shared in the group setting is held as confidential by everyone
- Agreements to be on time, or to be on camera if at all possible for online events, or to communicate to the facilitator if you will be late or absent
- People are not required to share, but they are encouraged to do so
- Be generous in your listening and speaking
- Move the action forward, stay on topic

Please write down some notes on what you may want to include in your agreements:

Important:

Regardless of what your particular agreements are, it's important to state them at the beginning and ask everyone to agree to them, at least verbally. In some cases, you may also want to have a written agreement which participants have to sign before they can join.

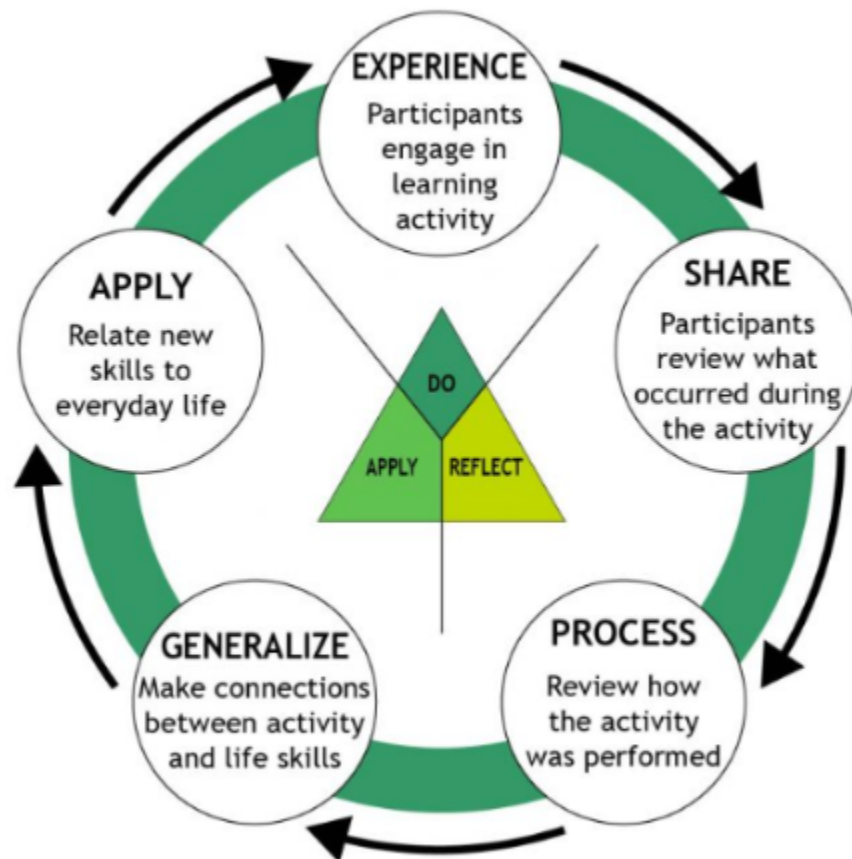
Tell them what's going to happen and what the point is.

Example: "Today we're going to explore together the internal limits and subconscious beliefs that hold us back from creating and maintaining healthy boundaries in our lives. We'll be engaging in several powerful exercises together, sharing what's present for each of us, and then

doing some energy healing to permanently clear away underlying imbalances and discordant energies.

The purpose of this session is to powerfully shift your relationship to yourself and your place in the world, and support you in creating strong healthy boundaries and effective communication with the most important people in your life.”

Experiential Learning Model



Designing your course / class / session with ELM in mind means that you want the ratio of content to experience and processing to be about 1 : 3.

This means that for a 3 hour class, you would want to only present about one hour of content.

The majority of the time should be spent facilitating and helping the participants engage with the content:

... experience it

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... process it
... experiment with it
... explore how it is relevant to them
... extrapolate from it to other areas of their lives.

Methods to help participants learn experientially: Getting present:

Grounding exercises (there are many, these are a few simple ones):

- Cross hands to opposite knee
- Grounding meditations
- Both feet and on the floor, breathe deep into belly

Two Word Check In:

Powerful way to get the temperature of the room, and to help people get present to their own experience, and own where they are. Two word check in is two distinct experiences that you are having right now. It's not an evaluation of the event, it's what you are experiencing.

How to use ELM in your offerings:

You will create your essential teaching points / essential experiences for your participants.

- 1) Each teaching point begins with the **Activity / Experience**. This could be an exercise, a "lecturette," an illustrative story, a healing experience, or something else.
- 2) Next is the **Sharing** – this could be:
 - Asking people to share their experience / thoughts / feelings in the main group
 - Asking them to share in breakout rooms
 - Doing paired share with the person next to them (in person) or in small in person groups
 - Having them write down their thoughts / experiences – journaling
 - Some other exercise that has them engage with their experience of the Activity
- 3) Next is **Processing**. This is an opportunity for them examine and explore further or deeper, beyond their initial experience of the Activity. What else do they see, what does this mean to them, did this spark any kind of reaction, do they agree or disagree with something about this, etc
- 4) **Generalizing** is the stage where they can extrapolate from what they've experienced and thought so far regarding the Activity, how can this be applied elsewhere, what does

this mean in other areas of life, “if this is true, what does it mean about that?”, what might I have to be willing to see differently / let go of / be open to

- 5) **Application** is all about what can we do now that we couldn’t or didn’t do before, how can we apply this new knowledge / experience / understanding / perspective? What are we going to take on or commit to or explore doing now?

Note that **Application** then leads to a brand new **Activity**, and the whole cycle starts over again 😊

Questions to ask for the different parts of the ELM Cycle:

Activity/ Experience

What do you want?

Describe the issue in 1 sentence:

What is the worst thing that could happen?

What is the best thing that could happen?

Rate the quality of your _____ on a scale of 1 – 10

Sharing

What beliefs are operating?

What do you want?

What motivated that choice?

What do you feel when you react this way?

How do you feel about that?

If you knew, what would it be?

Are you open to some feedback?

Describe the issue in 1 sentence:

How will you feel if you do nothing?

Rate the quality of your _____ on a scale of 1 – 10

Are you telling the truth?

Is that what is really going on?

Who do you need to forgive/make amends with?

Processing

What is the cost of that behavior?

What beliefs are operating?

How does that protect you?

What motivated that choice?

What is your motivation?

What do you want?

How does that protect you?
What motivated that choice?
Based on results, what must you believe?
How do you feel about that?
Are you open to some feedback?
What is the worst thing that could happen?
What is the best thing that could happen?
Rate the quality of your _____ on a scale of 1 – 10
What is your payoff for that behavior?
What is the impact in/of _____?
Are you telling the truth?
Is that what is really going on?
If you don't take actions what will it cost?

Generalizing

What do you want?
How does that protect you?
Based on results, what must you believe?
How does that affect your results in ????
So what are some other options?
Are you open to some feedback?
What is the worst thing that could happen?
What is the best thing that could happen?
How will you feel if you do nothing?
What will it take for you to be happy?
What is your payoff for that behavior?
What is the impact in/of _____?
Is that what is really going on?
If you don't take actions what will it cost?
Do you want to be right or happy?
Who do you need to forgive/make amends with?
What steps could you take to move closer to acceptance?

Application

What do you want?
What are you willing to do?
So what are some other options?
Are you open to some feedback?
How will you feel if you do nothing?
If you don't take actions what will it cost?
Do you want to be right or happy?
Who do you need to forgive/make amends with?

What steps could you take to move closer to acceptance?

Notes and ideas:

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

PROMOTION

Pricing:

Benefits to my Client / Participant in my offering:

Benefits to Family:

Benefits to Friends:

Benefits to Work / Organizations:

Benefits to Community:

Benefits to The World:

My “beta” offering price will be: \$_____

Full price after the beta will be: \$_____

INVITING PEOPLE TO 1-1 CONVERSATIONS:

To be posted on social media or other group setting:

“I’m thinking of creating a group session/program/series for _____ (your target audience you want to help) who want _____ (promise/outcome). I wanted to see if there’d be any interest in that, please let me know if that’s something you might be interested in.”

To be sent or said to specific individuals:

“I’m thinking of creating a group session/program/series for _____ (your target audience you want to help) who want _____ (promise/outcome). I thought of you because _____ and I wanted to see if you might be interested. It’s going to be a beta program since I’ve never offered it this way before, so it will be at a really low “beta” price just this one time, and so I wanted to make sure to invite you now so you don’t miss out on that, if you decide this is for you.”

Please make a list of clients / friends / colleagues, etc you know who YOU would LOVE to be in your group offering:

Where and how else can you promote your offering?

Examples:

1. Do a bring-a-friend offer – they and friend get a bonus, bonus session with you, extra month of membership, etc
2. Post it on your website if you have one with link to enroll
3. Make it a visible offering in your online scheduler (be sure to change it to “waiting list” after it starts) – this also gives you link to share with people to sign up and pay
4. Banner on Facebook page or group, or even your own profile
5. Let all your clients know you are offering this and ask for referrals even if it’s not for them
6. Posts on your profile/page/group
7. Do Facebook Live in your group, on your page, on your profile
8. Local – research local groups or events in your area that would attract your target audience, see if you can post or speak or be included in a newsletter or email
9. Interviews – see if there are people you know who have a following of potential participants and ask them to interview you about it, this can be done through zoom and Facebook Live – you can support each other this way
10. If you have permission from the admin, post about it in other groups on social media (don’t do this without permission)

11. Put it in your email signature with a link to join or invitation to talk with you
12. Pinterest, Instagram, Twitter
13. Networking – online, or face to face

Please look and write down at least 3 or 4 other ways (or more!) that you will choose to promote your beta offering:

YOUR 1-1 CONVERSATIONS:

1) Ask why they responded (to your post, your message, your email, or what you told them about it when you first called them)
Find out more -- What are they dealing with that had them think this might be of interest?

- 2) Ask them what they would want to get from this, what result / experience / solution they are looking for?

THEN

As long as your offering IS designed to address that and give them that result, simply let them know:

- 3) "Great, that's exactly what I've designed this for" or "that's exactly the kinds of results people have gotten working with me" or "Great, that's what this program / session / series is for"
- 4) "Let me tell you a little about it..." Give a very succinct summary of the program – is it a one day workshop, a 5 week program, for example, and a little about what will be included and WHY that will help to give them the result they just told you they want
- 5) Let them know it's a special beta price this time only:
 - a. "It sounds perfect for you from what you've told me. I want to let you know that this is a beta / pilot program since it's the first time I'm offering this way of

working with me, so because of that, it's a special really discounted price of only \$_____.

- b. This is the only time it will be this price, so because I thought of you / it seems like such a good fit for you, I want to give you the opportunity to be in the program / course / group for that special low price."

6) Directly invite them -- examples:

- a. "Is this something you'd be interested in?"
- b. "If those are the results you want, do you want to sign up so we ca work together to get you there?"
- c. "Would you be interested in joining in?"
- d. "I thought you might be really interested in results like that, and wanted to give you the opportunity to join in the beta program – would you like to join in?"
- e. "You've been dealing with that a long time, are you ready to let that go / solve it for good / really make a change?"
- f. "What do you think, are you in?"

7) Be quiet and listen. Answer questions, invite them again to participate if this is for them.

Keep it simple!

BEST PRACTICES:, List, Group, and 1-1 for testimonials!

My notes:

PLAN OF ACTION

By when do you want to start your offering? Date: _____

Work backwards from that date, allowing about two weeks to promote and invite.

I will start inviting people to talk with me and find out about my offering on
_____ (date, about two weeks before you start)

What I need to have in place before then:

Who:

Topic:

Promise:

Additional Features:

Structure:

Description:

Name:

Price (beta):

General invitation to find out about offering:

One to one invitation to find out about offering:

Decide where and how you will make these invitations – social media, email, text, phone calls to individuals.

I will make invitations to talk with me to find out more using: _____

One to one conversation to invite them to participate – in a nutshell:

- 1) Why did you respond / what got your attention
- 2) What would you want to get from participating
- 3) “That’s exactly what this is for” (only if true, of course!)
- 4) This is special pricing of only \$_____ for the beta offering
- 5) Would you like to join?

Take these 5 basic components and write your own version of questions / statements for each – this is your written GUIDE to use during these 1-1 conversations.

Technology:

Get set with what you need for

- Payment – I will use _____
- Consent / disclaimers – I will use _____
- Delivery of calls/sessions – I will use _____
- Ongoing access to recordings (optional but recommended) – I will use _____

(See Day 1 training for review of technology needed and options recommended)

Get out your calendar and make your plan

YOU CAN DO THIS!