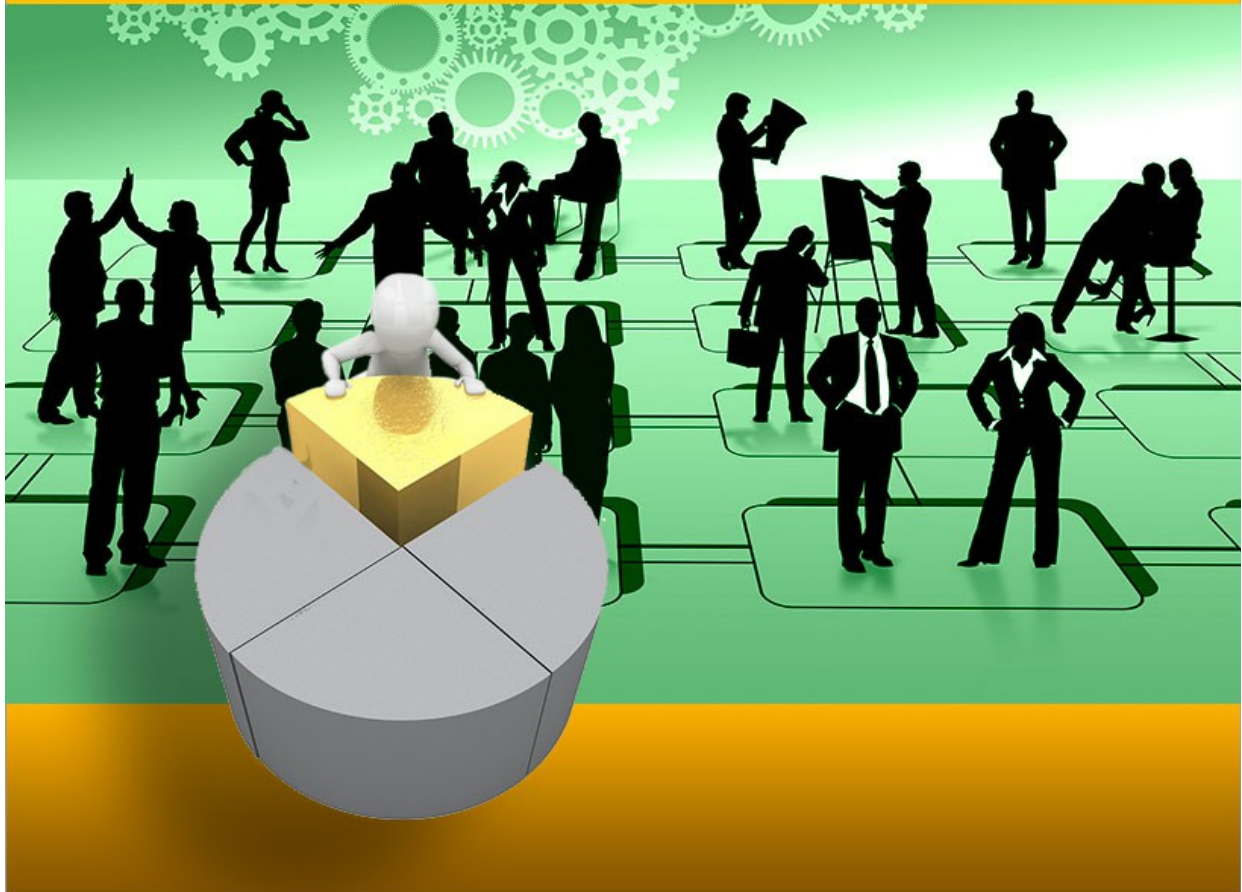


*High-Ticket Product  
with Low Ticket Effort*  
**How to Create a Profitable  
Group Coaching Program**



**High Ticket Product with Low Ticket Effort - How To Create A  
Profitable Group Coaching Program**

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## **High Ticket Product with Low Ticket Effort - How To Create A Profitable Group Coaching Program**

If you're a life or business coach, you've likely run into a serious problem to making your six plus figure dreams come true: Time. Even as a coach, you're often trading hours for dollars, and there are only so many hours in the day. But there are ways to create high ticket products with low ticket effort and boost your income exponentially.

### **Coaching – What Is It Anyway?**

First, let's talk about what coaching is. Essentially, a coach helps a client with a specific problem within their expertise to clarify the issue, identify any blocks, and helps the client move forward toward reaching their goals by choosing a sequence of actions, helping them create a strategy and holding them accountable. They'll help lead the client to success.

As you can see by the definition, there are a lot of problems with coaching as a career in terms of finding a way to earn more money, since coaching is so time-consuming. It takes a lot of time, not only one-on-one with the client, but also time outside of working with the client to find the right solutions for the client.

**The issues that you may have as a coach are:**

- **Time Intensive** – Spending one-one-one time with clients is time intensive. It can also be draining. Most coaches find working one-on-one with too many clients difficult, if not impossible. They find that four to six clients a month is more than enough to keep them super busy and occupied but not enough to earn the kind of money they want.

- **Trading Hours for Dollars** – You have to charge enough per hour to make it worth it. You're not going to be able to book 40 hours a week for billable clients so you have to charge quite a lot to make a living. It can be difficult to find the right clients who will spend that type of money on a regular basis.
- **Finding Enough Clients** – Most coaching courses teach you to find about 10 clients a month. At \$500 a month per client you'll be earning \$5000 a month working. Even if you only provide one 1-hour session a week per client, then add in the time you work that's not billable, you'll easily be working 40 to 44 hours a month just talking to clients. Never mind the time you have to spend marketing and finding those clients.
- **Choosing a Niche** – Picking a niche is an important part of being an effective coach. You want to present a perspective client that you are focusing on a particular area of their life or business to help them, such as parenting or social media marketing. Picking the right niche is imperative if you want to be successful.
- **Getting Clients to Follow Through** – It can be really frustrating to know what's best for your clients but have them not follow through. These types of clients will often also drop out of your coaching program, which means you have to find yet another one to fill the spot.
- **Not Having One Main Thing** – This is like choosing a niche, but even stronger. You need one main thing that you're an expert in to differentiate you from the rest of the coaches out there. You can't be everything to everyone. This can be both empowering and limiting when it comes to being a coach.
- **Not Having Other Products & Services** – Many coaches think all they need is to talk to people on the phone once a week to be successful. But, if you don't have other products and services that relate to your coaching practice, it will be hard to fill your client roster.

If you can break through these issues, you can create a thriving coaching business that involves a lot more than one-on-one coaching, help more people and earn a lot more money in the process.

## **Group Coaching: The Answer to Increasing Your Income & the People You Can Help**

One of the more exciting parts of being a coach is helping other people. But, as mentioned above, the number of people you can help is shut down exponentially by only using one-on-one coaching methods. Thankfully, with the advent of amazing online technology, you can start another kind of coaching that can turn into a gold mine. That new type of coaching is online group coaching.

***In order to create a group coaching practice, you'll need:***

- **A Program to Fix One Problem** – Your program should be something that can be repeatable so that you can spend less one-on-one time with your group coaching clients and work on getting more people signed up for your group coaching program. Design it

so that you're fixing one problem for your audience in the program. Remember, you can eventually design more than one program solving other problems, but start with one.

- **Digital or Physical Materials** – You'll need to create materials for your group coaching clients to download or to purchase that are physical items. Like individual coaching clients, group clients like having some sort of documentation that helps lead them through the program. With group coaching you might send each week's information and homework via an email autoresponder.
- **Communication Method** – You'll need an email Autoresponder, perhaps a Facebook Group, or a complete coaching system like Jigsawbox.com, which offers a lot of features that you may need as a coach offering a group coaching program. However, you set it up, you'll need a way to communicate with them on a group basis.
- **Clients** – There are several ways to get clients from social media marketing, traditional marketing, a website, sales pages, an affiliate marketing program and more. This is all much easier to do with a group coaching program than individually. The main reason is that when you create your group coaching program it's essentially automated and requires a lot less of your personal time.

Marketing is a lot easier to do when you are offering a program to a group over individuals. The reason is that one-on-one coaching is so time intensive compared to group coaching. When you offer group coaching, you can market in a lot more ways and have more time to devote to marketing. Ironically, once you focus on group coaching, you'll have a waiting list of one-on-one clients to whom you can charge a much higher rate than you ever thought.

## Identifying Your One Thing

When you decide to create a high ticket group coaching program, the first thing you'll need to do is to identify one problem that your audience has in common that they need help solving. The program should solve that problem by giving them direction, encouragement and strategies to help themselves.

You'll never be all things to all people. Therefore, you have to narrow down the group coaching program that you create to help solve one thing. Pick one thing you know how to do for your clients and can lead them through the program expertly.

***In order to identify that one thing, you'll need to do a little work.***

- **Know Your Audience** – You've heard that before, but you really need to figure out who your audience is. Right now they may or may not be the same audience who would want your one-on-one coaching program, but they are people who need to solve a specific problem.
- **Identify Their Pain Points** – If you can identify at least three main pain points you can match them to your knowledge and skills and find a way to help them solve at least one. Ask yourself, what keeps them up at night? What will help them sleep better at night?

- **Match Their Pain Points to Your Skillset** – In the process of identifying pain points you may come across problems that you don't understand. Only try to tackle problems that you know how to solve easily and systematically.
- **Choose Your Passion** – There is a lot of talk about passion-based coaching, and there is something to it. If you're dealing with a group of people (or even one-on-one) individuals that you do not even like, it will be hard for you to keep going. Choose to help people that you are close to that you like and respect and that you are passionate about.
- **Check Your Competition** – Always remember once you've identified what you want to do with your audience and study up on your competition. Find out what kind of material they deliver to their audience and do better.
- **Help for Free** – The best thing you can do once you've identified your audience and your concentration or niche is to start helping people free. Answer questions on message boards, in podcasts, on blab.me sessions and more.

As you get to know your audience more, test out your ideas in other people's groups and on yourself. For example, if your specialty is social media marketing, try the things you want to teach to find out how well they work.

## Creating Your Materials

There are many different types of materials that you can create for your coaching clients. These materials should be professional, to the point, and easy to access and understand. Some materials you might want to create to help your clients.

- **Books** – This is a great way to first launch your group coaching high ticket program. When you become an author of a book, especially a printed book, you will increase your authority exponentially. Today, it's easier to publish a book than ever using [Create Space](#) via Amazon. This avenue does cost a little bit of money but it's a great way to have something tangible to give to your coaching clients.
- **Information Products** – Even if you don't have a book yet, you can create information products based on the problem you want to solve for your audience. It's like a book, but often a little shorter and more to the point.
- **Workbooks** – From the book, you can create workbooks that help lead your coaching clients through the different strategies you talk about in the book. Give your clients instructions and exercises to complete on their own using the book information as the basis.
- **Presentation Slides** – Create slides, that you can use in webinars, public speaking, and on YouTube videos about the information in the book, and on the worksheets. This will help your client get the most of the information without your having to personally hold their hand.

- **Webinars** – A great way to market your coaching program, as well as keep current customers interested, is to perform regular webinars. You can use all the information you create above in the webinar. For free webinars that market your information you want to give them only a small piece of the information. For coaching webinars, you want to include more information.
- **Podcasts** – Use the information above to create a podcast about the various subjects your book, workbooks and presentations cover but in audio format. You can create shorter podcasts that act as marketing to get people to sign up for the program, but you can also offer teleseminars that you record for your group coaching clients to use to help them understand the material more.
- **Checklists** – One thing that coaching clients really love is having a checklist to go through for each strategy so that they have a solid idea of the tactics that they need to use to achieve results.
- **Planners** – A good planner based on the entire program that your coaching clients can fill in as needed to schedule their days is an excellent piece of material to give to your coaching clients and one that will help them succeed.
- **Email Course** – Many group coaching programs include an email coaching or course component that is delivered on a drip basis. This means that each person who signs up will receive individual emails on a specific schedule to help lead them through your program.
- **Autoresponder Emails** – In addition to the email course, you will want to create autoresponder emails that eventually start promoting your other programs, continuity programs, forums, private groups, and one-on-one coaching.

In order to create the materials, just start with one thing, and as you finish each thing start on the next one. Start with creating outlines, so that each of your materials match the next. You want everything you produce to add value and be easily updated over time so that you can use the materials for a long time.

## Using the Materials You Create

A really great fact about creating materials for your group coaching program is that each of them can be used individually as products in their own right. For example, the book can be sold on Kindle, or as an eBook on your website. It can also be sold at speaking engagements or used as a free give away.

The same thing can be said for every last product that you create for your group coaching program. Each can be another product within your product funnel and then added as part of your overall group coaching program too. This allows you to get multiple uses from your hard work.

You can also repurpose any of your products into information products, private label products, combine into books and more. Even if you decide to create a whole new program based on

another pain point, you can use the current information as a guide. But, when using these materials in a coaching program, you'll need to understand how to deliver everything to your group coaching members.

You can use several ways to deliver such as an autoresponder or a website with download pages.

## **Setting up the Technology**

There is a lot of technology that you can use to perform your group coaching program. This is not a comprehensive list, but this technology will help you a lot.

### **Membership Software**

There is a plethora of membership software that you can use to help set up your group coaching program and other continuity programs for your coaching business. Software like [Amember.com](http://Amember.com), [Jigsawbox.com](http://Jigsawbox.com), [Memberful.com](http://Memberful.com), [Memberpress.com](http://Memberpress.com), [Insta-Member.com](http://Insta-Member.com) and others are needed to help you put things on automatic to build the best hands-off group coaching program possible. Evaluate them by figuring out which features you need and your budget.

### **Affiliate Program Software**

An affiliate program works very well for a group coaching program. It's hard to start an affiliate program for one-on-one coaching programs because you can't price them well enough that you'll still earn enough money for your one-on-one time compared to how you can a group coaching program. Affiliate software you may like include [JVZOO.com](http://JVZOO.com), [Amember.com](http://Amember.com), and [Post Affiliate Pro](http://Post Affiliate Pro). Plus there are shopping carts and other programs that have an affiliate program mixed in.

### **Shopping Cart**

Some of your affiliate software is really a shopping cart. For example, [Amember.com](http://Amember.com) also acts as a shopping cart. [Shopify.com](http://Shopify.com) acts as a shopping cart, plus an affiliate program and more if you get the right add-on apps. Check out different shopping cart choices to see if they have the solutions you need before you cobble together various solutions.

### **Private Forums**

There are many ways to have a private forum today. You can use Private [Google Groups](http://Google Groups), install a members' only PHP forum, use [Delphi Forums](http://Delphi Forums) or others. Many membership solutions come with forums, but sometimes you'll have to install different software programs to get the type of forum you like. It's up to you how you do it.

### **Landing Page Software**

One of the best ways to convert leads to customers is to provide a well-made landing page to help inform and educate your audience. You can certainly use your basic [WordPress theme](http://WordPress theme) to create landing pages yourself but there are other ways. [InstaPage.com](http://InstaPage.com), [LeadPages.net](http://LeadPages.net), and others offer amazing solutions that are known to get results due to using themes and templates that have proven to get results.

## Website Software

The best website software is of course, self-hosted [WordPress](#), but there are other options that come with some of the membership and shopping card options. For example with [Shopify.com](#) you can host a website, blog, shopping cart with digital downloads, connect it with [MailChimp](#) in order to deliver information automatically and more.

The best thing you can do for your coaching business is to find ways to automate as much as possible in your business. If your website handles sign ups automatically, delivers the products and information seamlessly and handles follow up, once you set everything it'll mostly be hands off other than doing updates on occasion and perhaps hosting webinars and marketing.

## Structuring Your Group Coaching Membership

When you set up your group coaching program, remember that it is much like a membership program. You want to set it up so that you can be mostly hands off. You are going to want to spend time in your group forum talking to people and answering questions, but mostly you're going to want to spend time marketing.

The first steps to creating a group coaching membership are to choose your audience and define your niche. After that, you'll need to choose your coaching model.

- **Goal Oriented** – In this type of group coaching structure you'll provide the steps to reach a specific goal for the group. Your program will last a set amount of time, say six to 12 weeks long, to solve one main problem. For example: 12 Weeks to Filling Your Client Roster. Each week, the coach will take you through a new method to find new clients.
- **Instructional** – In this type of group coaching you will teach something to the coaching group as if it is a class. You may have a course set up that covers 12 to 16 weeks (even 52 weeks for really complex information). For example, maybe you want to teach your audience how to properly brand themselves for their audience.
- **Mastermind** – In a Mastermind type coaching group the coach is more like a facilitator and the group does a lot of the coaching. Some mastermind groups have leaders and others don't. The point is that each member spends time sharing information about what they're doing with the group and they get a lot of different types of feedback that they can use or not.
- **Supportive** – Usually this type of coaching group has a leader that is in charge of keeping everyone on topic to be supportive about a particular area of the business. For example, dealing with clients or getting more clients, or learning how to be more proactive.

Your group coaching membership can actually be a little of everything. In a forum, you can set up areas that cover each type of issue that your members may have. You don't have to stick to



just one area, but you can. The important thing is that it mentions and points to the information you provide to them within your coaching program information.

## **Brand Your Business**

A really important aspect of your business is your brand. There is a lot of confusion about what exactly a brand is. Your brand is more than the logo and colors and design you've picked for your marketing collateral. It's more of a feeling evoked by those things that your audience feels upon hearing your name or seeing your information.

### ***Your Brand Is:***

- **A Promise** – That you'll deliver what you said you would
- **A Perception** – That your audience has that you'll live up to your word
- **A Probability** – That you will deliver what you said you would
- **A Persona** – That your audience thinks of when they think of your brand

### ***All of this is represented by the various elements of your brand such as:***

- **Your Logo** – Create a logo that is symbolic of your business using your business colors, but make sure you can also use it in black and white, on dark backgrounds or white backgrounds online and offline.
- **Your Typeface** – Choosing fonts that you use for all aspects of your communication, blog posts, articles, and work that you do is important. This will make your audience feel comfortable knowing that the information is yours and that it looks like you.
- **Your Tag Line** – A tag line isn't the most important thing about your business, but it can bring forth a feeling from your audience that you want them to feel. Think of some popular tag lines that you know from mainstream products. **Nike:** Just Do It. **Apple:** Think Different.
- **Your Graphics** – Picking the right graphics is important because those things go together. Create a library of backgrounds, images, and fonts that you can use in all your graphics to help promote your business.
- **Your Value Proposition** – This is what you do best for your target customers distilled into persuasive reasons why people should hire you over others. What makes you different from others who sell what you do? How can you differentiate yourself?
- **Your Mission Statement** – This is a collection of words that sums up what your business goals are in terms of your audience and their needs. To write a good mission statement you should bring up every aspect of your business from your audience, your product, to your price. It should answer the who, what, and why and when of your business.

- **Your Website** – How your website looks makes a big difference on whether or not people will place their trust in you. You want it to look modern, professional, and work on mobile devices. If your website doesn't look like your brand, and doesn't work perfectly, people will start to lose trust in you.
- **Your Packaging** – Packaging doesn't have to be physical, it can also mean digital. Your programs need professionally designed "book covers" and be attractive after they're downloaded and not just look generic.
- **Your Story** – Even though it's always about your audience, at some point you need to tell your story, which will become part of your brand. If your story answers your why, that's really a good thing to share with others.

These elements work together to create an amazing brand identity for your coaching business in the mind of your audience. The more you can work on this aspect of your business the better. Once you create an identity, it's important to realize that this is a long-term aspect of your business that needs to work together with your values and how you want your audience to see your business.

## Setting Your Fee Structure

Once you have worked out the materials you want to deliver for your group coaching program, it'll be time to finally set a fee structure. There is value in your hard work, your research and your knowledge. The way to price your program is to consider how long the program will last, what value it will provide to your audience, and how much your audience can afford to pay.

There are many ways to price coaching. You can price by the hour/session, monthly or in a package rate. Many coaches are now charging by package rate and offering extra value to help their clients get used to not paying hourly. But, there are a lot of things to consider about pricing this type of high ticket product.

- **Time Investment** – How much time will you have to spend on the program after it's created to run it for your clients? If you're going to do webinars twice a week, answer emails, spend time on a forum, how much time? If the going rate is \$250 dollars an hour for coaches in your niche and you're spending five hours at least a week, is your program worth at least \$1250?
- **Additional Value Added Services** – Outside of the main product, what will you add to make it worth more? Group chats? Blabs, webinars, teleseminars? If you're offering extra help above and beyond, then you should add that to the value of your high ticket product.
- **How Much Can They Afford** – What kind of disposable money does your target audience have? What can they really afford to pay for this service? This is an important question, because if your audience is a budget audience you won't be able to go too high ticket.

- **The Worth of the Problem You're Solving** – If the problem you're helping your clients solve can potentially help them earn more money, how much of those new earnings do you deserve? For example, what if your program is helping your clients earn 10K a month? Is your program worth 5K?

Choosing the price level of your high ticket product will involve a lot of deep thought and consideration and even price testing. If you determine that once the product is completed it will only take you 5 hours a week to administer the program for 30 coaching packages and your normal hourly rate is \$250 then you might choose a price point of \$1,250. You could even drop it to \$900 since it will take you the same 5 hours to do all 30 packages. So rather than coach one person for 5 hours for \$1,250, you could coach 30 people for 5 hours for \$27,000 (@ \$900 per package).

## **Marketing & Communicating Your High Ticket Product**

When you market your high ticket product you want to put it on automatic as much as you can. You're going to use a combination of your website, blog, brochures, advertising, an affiliate program, webinars, blogs, teleseminars and so forth, depending on your preference to get the word out about your high ticket product.

What you're not going to do is try to spend more time than is necessary because you don't want to spend your most important resource, your time, on the high ticket product. You want to create a high ticket product that's worth a lot, but that takes less of your time than one-on-one coaching.

Everything you do, when it comes to marketing, all revolves around your website. Ensure that everything you do leads your audience back to your website and to your landing page for your new high ticket program. Everything from your blog posts, to your social media marketing, to your webinars should lead your audience right to the high ticket product sales page or to sign up for your email list so your auto series will promote your high ticket product for you.

### ***There are three very effective methods to put your marketing on autopilot.***

1. **Run Facebook Ads** – Facebook Ads are a great way to market a high ticket coaching program. Even if you have no list yet, you can easily build a list using [Facebook Ads](#) and Webinars to build your list. If you can't find your audience on Facebook, then you won't ever be able to find it.
2. **Start an Affiliate Program** – If you want other people to do the work marketing your business, then you need to start an [affiliate program](#). This is, initially, more work for you because you'll need to create marketing materials that your affiliates can use, plus you'll need to give enough of a commission to make it worth their while.
3. **Getting Your Clients to Market for You** – When you have a few clients who have taken advantage of your high ticket offer, ask them to recommend you by incentivizing them to tell people about you. Ask them for a testimonial, use it on your website and in other marketing materials.

Once you create a high quality high ticket product, you'll mostly be able to put all your work on autopilot so that you will no longer be trading hours for dollars. You'll finally be working on your business instead of in it.

## **Upselling Your One-on-One Coaching**

While the goal of the high ticket, low ticket effort product is to not have to do as much one-on-one work any longer as a coach, you still want to do one-on-one coaching. After all, it's your passion. But now, you can be pickier about who you work with, and you won't be struggling to get those minimum of 10 monthly clients to make the kind of money you need to make. Instead, this low effort product will help you earn enough money that you can now work with fewer one-on-one clients and charge them more for the privilege.

As your new high ticket clients come through your product funnel, you'll have added a new level that they'll need to go through before getting to your one-on-one program. It's a great way to screen out people who won't follow through and who won't do the program in the manner that you need them to in order to get results. Now you'll know that the people who move past your high ticket, hands off group coaching into your one-on-one coaching program will mean business and they'll also be willing to pay for the privilege.

The clients who have become affiliates, or who have recommended your products and services to others are the ones you want to upsell your one-on-one coaching services to. These are the people who have actually implemented your suggestions and made them work. Which means they're going to be super successful working with you one-on-one and due to that, you can charge them more than you could before you had your high ticket, low ticket effort product.

Finally, before you get started, it's important to understand that you don't have to do everything yourself. You can hire help. There are virtual assistants who are experts in helping people create products, market products, run webinars and more. But, no matter how hard you have to work to get your product completed and marketed, you can do it and you should do it. You have the expertise, the knowledge and the skill to do it.

## **Related Info Products**

[Coaching Business In A Box](#) - Everything You Needed To Set Up A Life Coaching Business. Includes 101 Life Coaching Tools, Coaching Processes And Internet Marketing Strategies

[Royalty Free Coaching Products](#) - Keep 100% Of The Profits By Selling Your Own Royalty Free Coaching Products

[No Cost Income Stream And The Real Coaching Club](#) - Learn Internet Marketing using no cost methods by top Marketers

[Business Coaching Certification Program](#)

[Life Coaching Certification](#) - Eight Week Program

# High Ticket Product with Low Ticket Effort – Checklist

Creating high ticket products with low ticket effort can help you boost your income exponentially. One of the easiest and most profitable ways to do this is through group coaching. When setting up your coaching program, keep this handy checklist next to you so you stay on track and ensure you don't miss any important steps along the way.

## Creating Your Product

- Study Your Market
- Study the Competition
- Solve One Problem
- Outline Your Product
- Identify the Technology You Need
- Choose Value Added Items
- Outsource if Needed

## Pick Technology

- Webinar
- Teleseminar
- Autoresponder
- Membership Software
- Affiliate Marketing Software
- Website Software
- Sales Page Software

## Pre-Launch

- Determine Your Goals
- Finalize Your Offer
- Create Your Product
- Determine Price Point
- Set a Launch Date
- Create Autoresponder Series
- Automate Testimonial Process
- Set Up Your Analytics
- Test Your Technology (checkout, follow up, etc...)

## Launch

- Create Your Sales Page
- Create Graphics
- Design Email List Signups
- Host a Webinar
- Get Social Proof
- Tell Your Affiliates

## Post Launch

- 
- Follow Up & Through
- Smooth Out Problems
- Fix Anything Not Working
- Do It Again