

Systems to Scale Group Coaching Content Modules

Module One: DEFINE

- Identifying your Profitable Ideal Client Avatar
- Defining your value add sweet spot and crafting your elevated elevator pitch
- Establish your 5 brand pillars
- Write your Compelling Why Story

Module Two: CREATE

- Create your Planning Process
- Distill into a detailed documented process with SOPs, Templates, etc.
- Establish your Client Experience
- Build out processes to execute your client experience
- Create your Client Service Model
- Craft your client service model for the next 24-months

Module Three: ATTRACT

- Establish your offers and pricing
- Productize your service offerings
- Build your “Compelling How Story”
- Update your Brand Story across all platforms
- (Optional) Shoot brand videos

Module Four: SYSTEMATIZE

- Craft your model week, month, quarter, and/or year
- Build out additional templates and processes
- Create your recommendations and deliverable template

Module Five: SCALE & LEAD

- Understand how to scale your unique planning process
- Build out an organizational chart and design the right roles
- Understand how to lead and set goals for your team members
- Learn Libby’s delegation system to build competency and confidence in your team
- Establish your 30, 60, 90 day goal setting strategy to get projects and initiatives done once and for all
- BONUS: If we have time, we’ll build out your first CEO DAY!