



Beyond Either/Or:

How to Leverage Group Programs and Memberships Together

Workbook



Memberships & Groups

- Participants create connections with each other
- Impact more people
- Lack capacity for more 1:1 clients
- More affordable for clients
- Clients are asking for it
- Increase revenue
- Enhanced accountability
- A sense of belonging
- Increased belief in possibility
- Enhanced courage or willingness to try
- Fun
- More support

Memberships only

- Working with clients long-term
- Ongoing support & accountability
- Predictable, recurring revenue
- Launching schedule flexibility

Groups only

- Has a start & an end
- Efficiencies because it's repeatable
- Structure/content heavy

Models

1:1 -> group program -> membership

Benefits

- Build out your framework through successful 1:1 clients
- Past clients might be participants in group programs
- Group program insights help to build out membership needs

Roadblocks

- Takes awhile to build up the audience and community to support a group and membership
- Time & effort to build out a group program that is impactful & repeatable

Models

1:1 → membership → group program

Benefits

- Build out your framework through successful 1:1 clients
- All past clients likely candidates for membership
- Membership helps define what's needed for group program

Roadblocks

- Takes awhile to build up the audience and community to support a group and membership
- Ongoing maintenance of membership requires time & resources while also building out group program

Models

membership → group program

Benefits

- Recurring revenue model
- Able to adapt & create based on needs of founding members
- Design group program based on membership experience

Roadblocks

- Likely smaller audience for founding members
- No resources & tools to repurpose from 1:1 clients

Models

group program -> membership

Benefits

- Typically, lower expense for your clients than 1:1
- Group program participants will likely be your founding members

Roadblocks

- Substantial time & resources required to build out a new group program
- May not have resources or a framework for group program
- If struggling to get clients, finding enough for a group is even harder

YOU DID IT!

You've completed the Beyond Either/Or: How to Leverage Group Programs and Memberships Together session. Your willingness to answer these questions and explore your own idea for a group program or membership is something to be celebrated.

The next big question, is "Now what?"

We're going to assume that you might want some further help in crafting your group program or designing your own membership. If that is the case, we are here to help

STRATEGY SESSION OPTIONS

Work directly with Kelly

We'll unravel your membership idea and get you clarity and direction on the best fit membership model, launch model, platform and deliverables. You'll walk away with clarity and an action plan!

Work directly with Kerry

You want some advice or direction on your group program. So, let's talk. You'll complete a prep form & then we meet. You ask anything & I'll ask some key questions to help you move forward. You'll know exactly what you need to do next for your group program.

Still not sure & want to chat with us both?

We're happy to offer this exclusive co-strategy session where we'll meet and help you decide for yourself, will you start with a group program or a membership? Email either of us to get more details

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