

There's a whole world out there of people that need you to serve them. You are now investing your time and your energy, and you are stepping up to be that person and that woman who makes investments like he takes her business. Seriously. Who's willing to go on, who is driven, who is ambitious, who is going to make shit happen no matter what

This is meant for millions. Here's your host, Jenna, faith.

Hello, and welcome to [inaudible] the podcast for online entrepreneurs who want to create wealth and freedom with their business. So you are in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I'm your host, Jennifer fav, formerly known as Jenn Scalia, success and mindset strategist for entrepreneurs who want to leave a legacy and build a sustainable and predictable profitable business who doesn't want that. So make sure that you join us here each and every week where you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out. There's absolutely no fluff here. You'll get a little bit of strategy, a whole lot of mindset and a healthy dose of tough love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. I am super thrilled to bring you today's episode where I'm going to be talking about why you should stop creating courses.

If you're someone who is out there reinventing the wheel all the time, spending days, weeks, and even months, sometimes people even spend years creating a course. I want you to stop that right now. If you're in the middle of creating a course, stop right now and listen to this episode, I'm going to be telling you exactly what to do instead of building a course that going to allow you to get back hours upon hours of your time, and also be able to help your clients in a better way and help them get bigger results. So let's go ahead and dive right into today's episode. So today I want to talk about how you can free up at least 15 to 20 hours in your week by offering your audience something totally different. And here's the thing nobody's really talking about this. Everyone's telling you to create a course, create a mastermind, create retreat, do one on one work.

But I actually discovered this process probably at the beginning of last year. And I started running these groups and the results have been incredible. It has allowed me to work with more people, make the same amount of money or sometimes more and free up at least 15 to 20 hours a week in my calendar, which is incredible. It really is amazing. And the way that you do this is through group coaching. So don't create a course, do this. Instead. Most people are telling you to spend time to do research, to create a course, to create a curriculum, to create modules, videos, and slides. And if you don't put it all together and then launch it, this solution really is group coaching, which is a little bit, right? So with the course and creating a course, it actually takes a lot of time, takes time to get it right.

It takes time to get feedback. It takes time, run people through the program, maybe as a beta or a pilot, to make sure that you're going to get the results with people. The other thing is that courses are usually pretty short. Most courses are six weeks, eight weeks. I've maybe seen some that are 12 weeks, but the majority of them are very short, which means that if somebody's paying you for a course, they're not going to be paying you very long. They're only going to be paying you for maybe one or two payments. Maybe three payments payments are also going to be really small. So what that means is that you actually need a lot of value in order to reach your goals. So if you're only charging two, two 97 or three 97 or four 97 for your courses, even if you're charging up to 2000 for your courses and people are on payment plans, you have to get a lot of people to say yes, in order to reach those goals in order to reach those five figure six, figure seven figure launches, you have to sell a lot, right?

So if you don't have a big audience yet, and you know, if that process is just taking you a really long time, then you want to listen to what I have to say today. So group coaching is the answer. And what is group coaching? How is it different from courses? Group coaching is essentially what you would do with a one on one client, but in a group setting. So there is no curriculum. There is no set courses or modules or

videos or content that you're going to be putting out there. But essentially you're just getting a small intimate group of people together. Usually I would say, you know, it could be obviously as small as like five people up to 10 to 15 to 20 people probably wouldn't do this for more than 20 people. If you want to create that intimate environment where people are actually getting hands on from you, and they're actually getting the time and attention that they not only desire, but also deserve by saying yes to working with you.

So again, no modules, no worksheets, no creation of slides or content or anything like that. Basically just getting this group together, teaching them what you know, best or coaching them on what you know, best in a group setting. So I want you to think of it this way. It's one on one in a group setting. And here's, what's great about that. It's much more intimate and customized than a course. And so because of that, you actually are able to charge more. I have charged between 30 \$505,000 for my group coaching courses. Okay. Or my group coaching programs. But it's also less than what you would charge for. Let's say a mastermind or a one on one. So it's a perfect option for someone who wants to work with you. Doesn't want to take just another course, but maybe isn't ready to, or doesn't have the investments to be able to pay your higher price, coaching mastermind or one on one.

So group program is where it's at 10 to 15 people at one time. And here's the deal. Here's how you're actually making time in your calendar now. So before working with 10 people a week, you know, 10 clients that would mean at least 10 hours, right? So you have the hours that you're spending with them on the calls. You have the hours in between the calls. Maybe you're doing work for them. Maybe you're emailing back and forth. Maybe they have unlimited access to you through Voxer or messenger. So that's a lot of hours. But with this type of offering with the group coaching, you can actually work with those same 10 people within one to two hours a week. How amazing is that? That just frees up so much time for you? Like what would you actually do with that free time? Maybe write a book, do in person workshops, go to retreats, go to industry events.

Would you create more for your audience? There's just so much more that you're able to do with your time now that you're not spending it working one on one with clients and you know what, this is amazing because you can make just as much money, if not more. Right? So instead of enrolling the high ticket one-on-one clients, you're just enrolling a group of people to do the same exact thing. And here's the deal. You don't need a whole lot of people to say yes, to create a nice cushion, to create a nice income. Like let's just go for an example. Let's say you enrolled 10 people into a three month long program, a thousand dollars a person each month. Okay. That is \$30,000 total. That is \$10,000 a month for three months. Like, just imagine if you had \$10,000 a month for the next three months guaranteed.

And what if you put this on autopilot and you were creating a new group every quarter, now that's \$120,000 in revenue from just one program from one thing, which is also going to allow you to create other things. They don't actually might allow you to create a course. If that's what you want to do, it might allow you to run masterminds and retreats and other things that you actually want to do in your business to create even more revenue. So you're welcome. I just told you how to create \$120,000 extra cash this year in your business. The answer is group coaching. So I really hope that you enjoyed this. Here's the deal. I mean, I can tell you the theory all day long, but if you don't know how to structure your program, if you don't know how to get these people in there, if you don't know how to do this without wasting hours on discovery calls, that you're just going to end up in the same spot you are right now.

So that wraps it up for today's show. Again, this is something I really, really hope that you will take and implement in your business right away. It's gonna make your life so much easier. It's going to make the business flow so much better and give you back time. So if you are stressed out or struggling or wondering how you're going to get all these things done, this is it. You're moving from a one to one

model to a leveraged group coaching program where you don't even have to create the content. How awesome is that? So head on over to JennScalia.com forward slash E 65, and I have some goodies over there for you as, and make sure that you come back for the next episode. If you are loving this podcast, I invite you to subscribe so that you don't miss a thing. And please leave a review. Let us know what you think. I'll see you guys back here next time.

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