

Life Changing Courses

BUILD & LEAD SOUGHT AFTER PROGRAMS THAT CREATE GLOWING FANS

Making Next Step Invitations to Your Groups

- 1) Lay out where they started on the journey, what they've moved through in the preceding weeks/months, and where they are NOW, at the end of the program. This also serves as a way of honoring all of the effort, and energy, and presence that has gone into the journey so far.
- 2) Now, lay out the possibility of their NEXT JOURNEY. In order for someone to be interested in continuing and be willing to invest their time, money, and energy, they need to be invested in the end goal.
 - What is possible now that they are in this new place?
 - What are the next possible goalposts?
 - What would they want and need next?
- 3) THE BRIDGE or THE STEPS (just like curriculum! Just like sales page!): Share the steps or modules
 - You don't need to lay out every single last step
 - Paint a picture for you of HOW, together, you would get to the end of the next journey.

- And then further paint the picture by sharing the components or the design of the program – not the content bridge, but the component bridge. And speak to the value of the components

4) Speak about Bonuses – they add to the value

5) Pricing & actual invitation to a next step

- I like to give special pricing for people who are continuing as a gift for already investing time and money, and energy into our work together
- Share paid in full. If there is a payment plan, share the payment plan numbers. (it helps to hear lower, more doable numbers for some people) Sometimes you might now share the pricing
- Is there a deadline for special pricing? Speak to this.
 - The difference between false urgency and helping people not drag their feet about a decision
 - We don't want to dysregulate anyone
 - I never say, "you must decide by tonight"
 - I will sometimes give an extra incentive to decide within a day or two: I am explicit about people taking their time, this is just for people who know for sure they're in to step in now so I can take an exhale with the first folks in
- I almost always encourage a conversation – both because it's helpful and also for people to have time and space to make a decision
- Give clear instructions on either how to sign up for the program or how to sign up for a call.