

IN-DEMAND

THE SIMPLE FRAMEWORK TO BUILD OR REFINE A
WELLBEING GROUP PROGRAMME
PEOPLE ACTUALLY WANT

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I know you want to earn money without having to show up on the mat, in the studio, or in sessions every single day.

So you've either already created a group programme...
Or it's sitting on your to-do list.

Either way, the goal is the same:

More income, more space and less trading time for money.

But what I see all the time is this:

Practitioners build a group programme, pour time and energy into it...
and then it doesn't sell the way they hoped.

Or they're about to build one, but something doesn't feel quite clear yet.

What I'm going to walk you through in this document is exactly why that happens and how to avoid the pitfalls I see almost every wellbeing practitioner fall into.



But first, who am I to teach this?

The first group offer I ever created was a £29 beginner Pilates programme. I thought it might sell 10 places.

It sold over 100 and brought in around £3,000...doubling my monthly income.

And the best part? That same simple offer still sells six years later when I put it back out. Since then I've created dozens of wellbeing offers and enrolled over 5,000 students into them.

And what I noticed early on is this:

Most group programmes don't fail because of marketing. They fail because they start in the wrong place.

Most practitioners build their programme thinking:

"What can I teach?"

"What should I include?"

"How can I give loads of value?"

But the best-selling programmes start somewhere else.

They start with: a very specific person, a micro-result and a simple path to get them there

If we were working together 1-2-1 here are the exact questions and framework I'd walk you through on our first session.

Use them on the next page to refine your programme or build one that is much easier to sell.

The 5 questions to build or refine your group programme

1. If 100 people joined tomorrow who would they be?

Imagine 100 people bought your programme and got the best results. Who are they?

Don't focus just on the demographics, get a little deeper with who they are.

So instead of "Women over 45" think "Women over 45 who feel stiff in the morning and want to move again without pain"

The clearer this is, the easier your programme becomes to sell.

2. What is the ONE micro-win you help them achieve?

This is where many programmes become too broad. Instead of thinking about everything your client wants to achieve, ask:

If this programme delivered just one meaningful win, what would that be?

Vague: Feel better/ Have more energy

Micro win: Go through the day feeling energised without having to rely on coffee & sugar

Your programme doesn't need to solve everything. It just needs to help them get **one step closer to what they really want.**

3. What do they actually need to move from A → B?

This is where your expertise comes in.

Your client will often think of the big final results and what they think they need to get there.

But you as the expert, know that the root cause of their challenge, the gap they are not seeing, is elsewhere.

This is the journey you want to guide them through.

For example, a mum who wants to stop shouting might think she needs more self-control.

But you as an expert know that what she needs is understanding how her triggers are related to her own childhood. This is the foundational work they need to get from A to B

So ask yourself: **What is the first step?**

Not everything you know, just what gets them moving forward.

4. If you kept this journey from A → B really simple, what would the steps be?

If you stripped this back, what would the step-by-step process look like?

This is where many programmes become too complicated. Your group programme doesn't need to include everything you know.

It just needs a clear, achievable path that gets your client one result.



5. What is your specific way of guiding them through the journey?

This is what makes your programme yours. Your approach or method.

Two practitioners can help with the same problem, but their approach is different.

You might focus on movement or mindset first or you might have a totally unique way to guide them through it.

People are buying your experience, your lens and the way you guide them.

So what I've shared with you here are the exact questions I would ask if we were working together one-to-one.

Most group programmes that undersell, start in the wrong place. When you clarify the micro-result, and the path to get there, everything becomes clearer including how to sell it.

This is the thinking I use when creating my own sold-out offers, and the same process I guide practitioners through when they want to turn their expertise into a group programme that actually sells.

Start with the questions above and see what shifts. Often you don't need a completely new programme. You just need a clearer, more focused one.

And if you need support implementing email me admin@isawelly.com

