

Launch Your Program

Use this checklist to move from program access to enrolling your first group of clients.

1. Review Your Program Materials

- ☐ Download facilitator guide
- ☐ Review program modules
- ☐ Open the client workbook
- ☐ Review slides and teaching materials
- ☐ Decide how you will deliver the program

2. Customize for Your Practice

- ☐ Add your logo to slides and the workbook
- ☐ Add your contact information
- ☐ Write your program introduction
- ☐ Choose your program start date
- ☐ Set your program price

3. Define Your Offer

- ☐ Choose program length
- ☐ Decide session format (group/hybrid / self-paced)
- ☐ Set participant capacity
- ☐ Determine price per participant

4. Create Your Enrollment Page

- ☐ Write a short program description
- ☐ List key benefits and outcomes
- ☐ Add start date and schedule
- ☐ Add payment or registration link

5. Announce Your Program

- ☐ Email your audience
- ☐ Post on social media
- ☐ Invite current and past clients
- ☐ Mention during sessions

6. Host a Short Intro Session

- ☐ Schedule a 30–45 minute introduction workshop
- ☐ Explain the problem the program solves
- ☐ Share program benefits
- ☐ Invite attendees to enroll

7. Enroll Your First Group

- ☐ Confirm participant registrations
- ☐ Send welcome email
- ☐ Provide workbook and access instructions
- ☐ Send reminders before the first session

Launch Tip:

You don't need everything to be perfect before launching. Start your first group, learn from the experience, and refine your process as you go.

The Health Coach Group — Practitioner Program Launch Guide