

# Should I Create an Application... Process for my Group Program\_

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## SUMMARY KEYWORDS

application process, program, people, fit, application, messaging, feel, offer, launch, group, mastermind, process, apply, business, love, sales page, point, questions, person, bits

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You're listening to business that Asri, the audio advice column for your online business. I'm Kirsty Denton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach. Okay, we've got an interesting one here this week to bet around and it is this. Hey, ladies, I'd love to hear your take on having an application process for a group program. I'm about to launch mine again. And found last time I got a lot of poor fit people, which wasn't good for them or for me, I'm pretty confident about the messaging for the offer. I think it's just the people don't actually read the particulars. Our applications a good way around this. Do you think? Haha, firstly, do you have any experience with that? I think you do.

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I do. Yes. So I definitely do. I've used applications for one of my own group programs, and also have guided clients on the decision about whether or not to include an application process as part of their launches, too. So very happy to dive into all of this. If you'd like me to kick us off. Yeah, I

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would. It's not something that I've ever done. Personally, I've helped clients through it, but I'm not even sure I know the result. So please, please, please, please.

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Okay. So I mean, to answer the big picture question at an application process for a group program can absolutely be a way to increase the chances that you'll only have really good fit prospects in size. I mean, I know that this person has said that they're pretty confident about the messaging for the

offer. And they think it's just that people don't actually read the particulars. I would love for you to get more confirmation around that. And I think one of the best ways to do that, and sorry, I'm just gonna dive in here first, because I feel like this problem could be addressed in different ways, depending on the cause of it. So if it is, the messaging is all there, and it's just that people aren't, you know, reading it or reading all the details, then definitely adding an application process could be a really good way to make sure that actually seeing that information, understanding that information and making an informed decision. But if, for example, you survey the people who did join the group program last time, and ask them what they wish they'd known about the program before they joined? Or questions like, How did you feel the program fit your needs, you know, questions that sort of get them identifying as to whether they thought they're a good fit, and also which pieces of the information puzzle they thought they were missing when they went in. Because if you get a clear pattern in that data that tells you that, you know, 90% of the people who were a poor fit, we're all missing, like, these key bits of information, if those key bits of information aren't in your messaging, and they aren't repeated throughout your launch. So remember, it's not enough to just have them once on the sales page, you need to be really communicating that information multiple times. So through emails, through social media posts, multiple times on the same sales page, like whatever it might be, to make sure that that it's not just there for people to see once but that that message is reinforced, and that they are really empowered to make an informed decision. Rather than saying, Well, you know, it is like gambling on the sales page. So therefore, they should see it. So I would just love for you to start there. Because I feel like if you get clear information that that's the problem, then that might be a good thing to test before you introduce an application process. On the other hand, if you find that the messaging is actually good, and you know, you are repeating the right things, and you know, someone was exposed to that messaging, you know, five or six times and they're still joined, then it may be that an application process could be part of the fix for this. There are other things that you could do to fix that too. But I'll talk about application process for now. And then Amy, feel free to pick my brain if you'd like me to talk about other other ways in but if you do want to think about an application process, the thing I will say is that probably two really important key points to start with, it is obviously more time consuming for you slash you and your team than just having a card that people can check out by because it means you have to spend time vetting people and you know, whether that is done via an application form or some sort of phone call or a loom video, whatever that might look like that is time and effort on your behalf. So, which can be great and can be, you know, non confronting for you as an idea. I think particularly if your program is small, so you know, the group is relatively small, or if the program is something that really is the backbone of your business. And you know, therefore, devoting hours to sorting through applications and responding to those is actually going to help you boost your revenue, etc, then that's all good. The second thing I will say is that adding an application process to a program can reduce the conversion rate because it as you mentioned AMI, it's much more effortful for someone to actually go through that process rather than to just purchase something via checkout. So when it comes to talking about the fact that you have an application process, it's always a good idea to center the prospect. So talking about it in terms of, you know, the application process is not about me, you know, judging how good you are, or how clever or whatever that might be. So you can sort of waylay those fears, it's about us having a conversation, to be able to make sure that this is going to be a good investment for you, you know, I would hate for you to join the program, and then find out that it's not the right fit or not the right place. If you do apply, and we both feel like it's not the right, not the right investment for you right now, I'm very happy to suggest any other options that I think might be a better fit. So I think framing it in those terms, allows people to see the benefit in that process and in that, you know, time and energy investment from them. And it also makes the process I think, less threatening, because there's something a little bit anxiety provoking, I think about the idea of being like assessed as whether you're a good or poor fit for something. And also something a bit nerve wracking about the idea that you might be exposing yourself to like salesmanship. So while I don't really want to get on a phone call with this person behind this program, because I think they're just gonna sell it to me, and I'm

really not sure. So, you know, if you can frame that application process as a way to explore, you know, what they're looking for, whether the role of the program actually provides it, explore the feed, explore what they need, explore the time they have to devote to it, whatever is relevant for this particular offer. I think that is just a way of making them making people feel a lot more comfortable with and therefore willing to engage with that process.

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There's another aspect to this, it's funny, I was thinking about it, because I've applied to things and like wanted to be chosen, right? Because you said like, there's a little bit of anxiety there. Excuse me about like, whether you're a fit, but you know, conversely, it's like, oh, I want to apply and I want to be chosen for this. And it made it seem, I don't know, somehow it justified the price to the thing I you know, that I want to say is I lied number one confession? I did, I did have an application process for my mastermind and the application process. I mean, people had to get on a in a meeting with me, right? Like it was a one on one face to face application process. So what I'm thinking, and I'm wondering, depending on the price point of the program, whether that's something of value, or something that could be that could be used, as well, it's a little bit of a different thing. I attached some value to it. Because in my case in the mastermind, it was like, let's talk about what's going on in your business, like, and let's see, like, you know, let me troubleshoot a couple of things for you and see, like, you know, do you like the way I work? Do I? You know, do you have problems, I can solve that kind of thing. But the point or the selling point, I should say was that you ideally got some value out of that meeting, you know whether or not we went on to work together in the mastermind. And so if we had a fit, so I just think that has his relevance.

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Yeah, totally. And I think that's such a good way to frame it. And it's, you know, and I feel like, it's also a good example of you really wanting that application process to be about working out whether you can support someone appropriately, to help them appropriately and also to give them a taste of what it might be like to work with you. So they can therefore make a really informed confident decision about whether or not that mastermind was for them. And I think the other thing you mentioned, too, like when you've applied for stuff in the past, and you really wanted to be accepted, I think that's really relevant when the program offers some sort of like exclusivity, or there's a lot of scarcity around it, if it's something that's really well known, or really, really well regarded. So, absolutely, I think in all of those cases, the people applying will possibly be more motivated, because it will say something about their status in quotation marks if they do get accepted. So there are so many different layers to this. And I just want to say that I've worked with clients who have used application processes for masterminds. So for, you know, groups of between 12 and 16 people, and for clients who've used it for group programs that have up to 150 pupils. So it can look different depending on the number of people because I think, you know, imagine jumping on 150 calls over a two week launch period like that would be far too much. So in those cases, it's often been that people have to submit an application form and then the person who runs the program will respond to that. And often via a loom video just so the applicant can get a sense of you know, this is my face and this is my voice and this is how I talk and let me have a you know, a conversation with you even though it's going to be I synchronous, so just fighting some different ideas there too, just in case, you listening think that the application process can only work one way, you know, it's more about identifying how you can get the information you need, and how the applicant can get the information they need, so

that you can both make a decision that you feel good about. So I'd suggest starting starting there, if you get to the point where you decide, yeah, application process is the right fit for this group program.

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And that's why I was tying it to price point too, because obviously, like, you know, you'd have a higher price point for 12 to 16 people than you would for 150. So that then that would not be, you know, that would not be in any way realistic, or it shouldn't be in any way realistic. Let's, let's say that. I wonder, too, if there's a story to be told, in the actual messaging in selling the program about the mean, you don't want to say like, oh, last time everyone was a poor fit, because like anybody who was there before be like, Why that's offensive. But maybe like something about, you know, like, I don't know, it's like, if they know, we just call this from direct response to damaging admission. And I'm getting so fed up with direct response lately that I hate to even say that, but But it's kind of the damaging admission concept is that you, you tell why you're doing this, right? Like because because what people think is like, huh, like what you know, what's in this is for all kinds of things. It could be for an application, it could be for, you know, a price, it could be anything, but what you want to do is explain it to them and explain like sort of why, what it's fixing for you. And that's the admission part. And usually, the damaging part is like, you know, I screwed up, and here's how I'm fixing it. But it could also be, you know, I realized I wanted to deliver more, or I wanted to be more specific, or I wanted you to be able to like build a cohort or be part of a, you know, a group or group of like minded people. Like there's something that you're trying to create. That speaks to the mind, I guess, I guess kind of what you're saying. And I'm saying it in a different way. Really that speaks to the exclusivity or I don't know, it feels like it could be a selling point, and not that you're selling them to fill out the application, but that it speaks to what I imagined you'd like feeling like you're tightening the circle. Does that make sense?

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Yeah, totally. I think we're just saying the same thing in different ways. And I think your work was probably clearer than mine. So yeah, like, you know, whenever I see someone launching an offer, and the CTA is just like, apply now. And there's no context around why there's an application as part of the buying process, it always seems odd. So definitely, you know, give it context like, why is there an application process? Is it because you really want to make sure that everyone in this group is going to be a really good fit for the work and is going to be, you know, a great little cohort that works together? Is that something else? So yeah, definitely, I think giving context to that. So people can really understand the benefit of that process for them. So keep bringing it back to that, like, yes, there's obviously something in it for you too. And like the person, the person who asked this question said, you know, last time, I got a lot of foot poor fit paper, which wasn't good for them. Or for me, the reverse is true. If you have good fit people, that's obviously good for you as the person who runs a program, because you're likely to see a lot of better results coming through, you're going to get better social proof, it's going to build a better reputation, etc, etc. And obviously better for the people inside the program, too, because they're going to get the outcomes that, you know, they're actually after. So yeah, thinking about what's in it for for the applicant, is the best way to position the application process itself.

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So one more question for you, Kirsty, because I'm imagining being this person, because I what I was

going to say is, you know, test it, I mean, there's no harm in testing it. But is there is what I'm wondering, and could you launch the offer with an application? You can't do that and then remove the application? If the application doesn't work, can you? I don't think you legitimately can do that.

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So I think in the same launch, it would never make sense to remove the application process like, you know, you have to have to keep it there for that. But if it's something that you learn, it sounds like it's, you know, a live launch, just reading between the lines of this question. So if you did test the application process, and it doesn't work, then perhaps next launch, you know, he looked at some other facts, I would say the only potential risk for this person in testing the application process now is if they don't do any more investigation about whether the messaging actually is on point and is clear enough for people to understand what would make them a good or a bad fit for the offer. Because if that messaging isn't there, adding an application process is probably just going to mean that you're spending more of your time speaking with those poor fit prospects up front. So that's all I would say. But apart from that, if you can, like if you can pretty confidently say that, no, the messaging is there. It's just that you know, for whatever reason, people aren't responding to it, even though I'm doing everything I can at my end. And even though I'm putting this offer in front of ideal prospects, which is, you know, another problem that could be causing this sort of outcome, you know, as long as you can confidently answer that piece, I would say there's absolutely no harm in testing the application process and just thinking through how that would work best for you and your workload.

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Yeah, I love that. Because the worst thing is to, you don't want to go into something feeling like you're not going to end up with better good people, if it wasn't good for them, or wasn't good for you, because you can't do your best work that way. Maybe, maybe adding this, you know, I was gonna call it a barrier, I guess it is, in the process may, you know just may make it the thing that needs to be for everybody, which would be great.

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Totally. And one last thing as a, as a copywriter. You know, I can't shake my copywriting roots, I feel like the applications as well, you know, assuming that you do go into an application process for this group program, you're going to get such good voice of customer data in there. And it's going to help you pull out bits and pieces, which you can then use in the marketing of for this group program that help people identify as a good or a bad fit. So just to find a little nugget to put there too, as like, you know, the application process can have benefits beyond just the conversations you get to have with the applicants themselves.

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Excellent. You are like the perfect person to ask these questions of

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I don't know about that. But I do have some experience. So this this is good. I feel useful. Okay. All right. Well, this episode has raised any other questions for you head on over to [business badass.co/podcast](https://badass.co/podcast) And you can find the questions submission form or waiting for you there. Amy and I love seeing what comes through so don't be shy. And hopefully we'll catch you next week.

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See you then. Thanks for listening. Bye for now.

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Hey, it's Kirsty here if you like the way I approach the business related questions on this podcast, chances are you might also like reflective practice club, my month to month join only when it's relevant membership that equips you with the skills, knowledge and competence to turn inwards for answers so that you build a business that's distinctly and deliberately U shaped. It's Pay What You Can starting at just \$7 and each month we dive into a different theme. So far, we've covered things like optimizing your offer ecosystem, nailing your visibility strategy and building a profitable list. And in the coming months we'll be tackling tasks like evaluating new ideas, and overcoming comparisonitis. If you want to find out more head on over to [Kirsty fenton.com/reflective Practice club](https://kirstyfenton.com/reflective-practice-club), and if it feels like a fit, I'd love to see you inside