



Event Schedule

All times are in Eastern Time. To convert to your local time zone, you can use this handy tool: <https://www.thetimezoneconverter.com/>

Pre-event

March 12, Friday (Meet and Greet): 12-2 pm Eastern Standard Time

<https://fillmygroups.com/pre-event>

Passcode: genie

Here's the link to join ALL live sessions and panel discussions on March 15-19 from 12-2 pm Eastern Daylight Time: <https://fillmygroups.com/attend>

To watch the training session livestreams starting at 3 pm EDT each day, go to the **Coaching Business Builders** Facebook group -

<https://www.facebook.com/groups/coachingbusinessbuilders>

Day 1: The Foundation

March 15, Monday

12-1 pm EDT: Making the Leap from 1-on-1 to Group Coaching Programs with *Milana Leshinsky* - <https://fillmygroups.com/attend>

1-2 pm EDT: Panel Discussion #1: MARKETING - <https://fillmygroups.com/attend>

- Top experts share what it really takes to successfully fill your group coaching programs. Panelists include: Melanie Benson, Jeanna Gabellini, Michael Neely, Marie Grace Berg, Michele Moreno, Michelle Schubnel, Holly Chantal, and Tanya Smith.

Starting at 3 pm EDT: Training session livestreams -

<https://www.facebook.com/groups/coachingbusinessbuilders>

- **Jim Padilla:** The Foundation: 4 Things You Must Have in Place Before You Launch Your Coaching Program, Virtual Event, Mastermind, or Any Other Program
 - **Jennifer Diepstraten:** How to Double the Price of Your Coaching Program Without Giving Any More Away
 - **Christine Schlonski:** Sales Mindset – How to Overcome Sales Aversion to Fill Your Groups
 - **Holly Chantal:** How to Brand Your Coaching Program for Maximum Enrollment
 - **Vrinda Normand:** How to Come Up with a Hot Title for Your Group Coaching Program!
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Day 2: The Leads

March 16, Tuesday

12-1 pm EDT: 6 Profitable Group Programs You Can Create + Q&A with *Milana Leshinsky* - <https://fillmygroups.com/attend>

1-2 pm EDT: Panel Discussion #2: Enrollment - <https://fillmygroups.com/attend>

- Top experts share their best-practices for enrolling clients into their group coaching programs. Panelists include Alzay Calhoun, Sheri Rosenthal, Jim Padilla, Mary Silver, Cindy Schulson, Dallas Travers, and Samantha Bennett.

Starting at 3 pm EDT: Training session livestreams - <https://www.facebook.com/groups/coachingbusinessbuilders>

- **Melanie Benson:** How to Fill Your Groups Using Guest Appearances on Podcasts
 - **Tanya Smith:** How to Fill Your Group Coaching Programs Using Livestreams!
 - **Mary Silver:** How to Use a Book Launch to Fill Your Group Program
 - **Milana Leshinsky:** How to Host Your Own Virtual Summit to Build Your Audience and Fill Your Group Coaching Program!
 - **Marie Grace Berg:** The Magic of Using JV Partnerships to Fill Your Group Coaching Programs
 - **Michael Neeley:** How to Fill Your Group Programs Using Your Own Podcast
 - **Jeanna Gabellini:** Launch Re-imagined: How to Launch Your Group Coaching Program Without Crushing Your Soul
 - **Christina Hills:** How to Use Your Website to Fill Your Group Program
 - **Alzay Calhoun:** Filling Your Group Programs Using Your Own YouTube Channel
 - **Jennifer Dunham:** Strategically Use Your Lead Magnets to Fill Your Group Programs Throughout the Entire Year!
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Day 3: The Connection

March 17, Wednesday

12-1 pm EDT: Planning for Profits: Pricing, Group Size, and Continuity + Q&A with *Milana Leshinsky* - <https://fillmygroups.com/attend>

1-2:15 pm EDT MASTERCLASS: Design a Sold-Out Group Coaching Program: 9 Keys to Creating a Coaching Program That Sells Itself! <https://fillmygroups.com/attend>

Starting at 3 pm EDT: Training session livestreams - <https://www.facebook.com/groups/coachingbusinessbuilders>

- **Kim Clausen:** Design a Client-Getting Funnel and Fill Your Next Group Coaching Program
- **Marc Mawhinney:** Using Email Marketing to Fill Your Coaching Groups All Year Long
- **Cloris Kylie:** How to Use a Digital Course to Fill Your Group Coaching Programs
- **Sheri Rosenthal:** How to Use Live or Virtual Retreats to Fill Your Group Coaching Programs
- **Michele Moreno:** Million Dollar Presence: How to Create Videos That Position You as a High-end Coach and Help You Fill Your Group Programs Faster!
- **Megan Huber:** How to Sell Out Your Group Coaching Programs Organically Inside of Your Own Facebook Group
- **Dallas Travers:** How to Enroll Clients Through Direct Messaging

Day 4: The Enrollment

March 18, Thursday

12-1:00 pm EDT: 4 Keys to Creating Your Own Profitable "Coaching Empire", LIVE Q&A with Milana, and Coaching Genie Showcase - <https://fillmygroups.com/attend>

1-2 pm EDT: Panel Discussion #3: Retention - <https://fillmygroups.com/attend>

- Top experts share their best-practices for making sure their clients stay in the program and get results. Panelists include Cara Bell, Susan Epstein, Megan Huber, Christina Hills, Jeremy DeMerchant, and Shanna M Scott.

Starting at 3 pm EDT: Training session livestreams - <https://www.facebook.com/groups/coachingbusinessbuilders>

- **Jeremy DeMerchant:** How to partner with an enrollment or sales specialist to fill your group
- **Michelle Schubnel:** How to Fill Your Group Coaching Program with an Experiential Zoom Session
- **Cindy Schulson:** How to use simple "program preview" videos to fill your groups
- **Rob Goyette:** How to Fill Your Groups All Year Long Using Automated Webinars
- **Ritamarie Loscalzo:** How to Fill Your High-Ticket Coaching Program Using Introductory Programs
- **Shanna M Scott:** How to Upsell Your Next "Higher-Level" Coaching Program
- **Susan Epstein:** How to Fill Year-Long Rolling Enrollment Style Coaching Groups
- **Samantha Bennet:** How to Create a High-Converting Sales Page to Fill Your Coaching Program
- **Mike Gionta:** How to Fill Your Group Coaching Programs with Virtual Conversion Events
- **Milana Leshinsky:** How to Fill Your Group Program with Live Webinars

Day 5: The Retention

March 19, Friday

12-1:00 pm EDT: Get Your Coaching Program Done in 3 Steps! with *Milana Leshinsky* - <https://fillmygroups.com/attend>

1-2 pm EDT: Group Coaching Success - LIVE Q&A with *Milana and team* - <https://fillmygroups.com/attend>

Starting at 3 pm EDT: Training session livestreams - <https://www.facebook.com/groups/coachingbusinessbuilders>

- **Tina Forsyth:** How to Make your Team a Profit Center in Your Coaching Programs
- **Cara Bell:** 10 Common Group Coaching Problems You Can Fix with Onboarding (and Skyrocket Your Client Retention and Referrals)