

How to Set Up and Run Your Online Group Program

Tech Made Easy Mini-Guide

In order to get your first online group program set up in the simplest, stress-free, non-tech overwhelm way, here is the list of the 6 technologies that you need. The list is in order of importance with 1 being the most important to get first and 6 being the least important. 4, 5, and 6 are optional but highly recommended.

1. **Stripe:** Set up a free account to take payments. Stripe takes a small percentage of the amount you charge your students/clients for every transaction.
2. **Zoom:** Set up a free or paid account to host your webinars and run/record your LIVE group meetings.
3. **Kajabi:** Sign up to Kajabi to host the recordings of your Live group meeting in a members area. Kajabi can also be used to set up your webinar landing page, checkout page, sales page and to send emails.
4. **Whatsapp** or **Facebook:** Both are Free to use to set up your community
5. **Calendly:** Set up a free or paid account to schedule enrolment sessions or client meetings
6. **Canva:** Set up a free or paid account for all your design and branding needs.

That's it. I have however provided you with Free and other paid alternatives to the simple tech stack I just recommended above.

For each category, I have added a little next to the technology that I use and recommend. If you choose to sign up using my link, I may get a little compensation however, please know I only recommend tools that I personally use, love and would recommend to my own mother.

Payment Processor

Paid Resources	Free Resources	Helpful Comments
<input checked="" type="checkbox"/> Stripe PayPal	Bank Transfers	This is to allow you to take payments from your clients locally and internationally in a safe and secure way I recommend using Stripe to take your payments. Their sign up process is simple and straightforward. They are Internationally recognised and your clients' financial information is encrypted and stored securely.

Tool for Recording and Teaching Live

Paid Resources	Free Resources	Helpful Comments
Kajabi <input checked="" type="checkbox"/> Zoom	Zoom Google meet	This is your tool for recording and teaching your program Live. It can also be used to host your launch event (webinar)

Course Platform Hosting

Paid Resources	Free Resources	Helpful Comments
<input checked="" type="checkbox"/> Kajabi Thrivecart Zoom	Youtube Dropbox Facebook Google Drive	After you host your live group meeting, upload the recording to a secure and dedicated area for your students to watch.

Community Platform

Paid Resources	Free Resources	Helpful Comments
Kajabi Circle	Systeme.io <input checked="" type="checkbox"/> WhatsApp Group Telegram <input checked="" type="checkbox"/> Facebook Group	<p>This is how you bring your students/clients together to interact with you and with each other.</p> <p>The most important thing to consider when choosing what platform to use for your community is to consider what your students already use.</p> <p>Don't be afraid to use facebook - people moan about it but I still see many experts in the industry using facebook for their free and paid communities.</p> <p>I have personally used and love Whatsapp for our student community. In the 2 years since we started using Whatsapp for our paid student community, no one has abused their access to our phone numbers. It's quick and convenient.</p>

Meeting Scheduling software

Paid Resources	Free Resources	Helpful Comments
<input checked="" type="checkbox"/> Calendly	Calendly	To appear professional, save time and avoid unnecessary back and forth use a scheduling software.

Email Marketing/Autoresponder software

Paid Technology	Free Resources	Helpful Comments
<input checked="" type="checkbox"/> Kajabi Mail Chimp	Systeme.io Mail Chimp ConvertKit *Gmail/Yahoo etc	This is how you communicate with your clients. Ideally, you would want a provider that allows you to write and schedule emails ahead of time. This takes a little bit of time upfront but it allows you to automate your work and free up your schedule.

Domain name and registration

Paid Resources	Free Resources	Helpful Comments
GoDaddy https://www.ionos.com	Mail Chimp ConvertKit	Registering a unique domain main is an easy and inexpensive way to brand your program and be professional.

Website/Landing page/Funnel Builder

Paid Resources	Free Resources	Helpful Comments
<input checked="" type="checkbox"/> Kajabi <input checked="" type="checkbox"/> Thrivecart	Systeme.io Zoom	You will NOT need a full blown website for the Group Program strategies that I teach until much later when your business is earning income. However you will need a landing page to capture the emails of all the people (called leads) who will be interested in your launch event.

Graphics and Branding

Paid Resources	Free Resources	Helpful Comments
<ul style="list-style-type: none">✓ Canva✓ fiverr.com	Canva	<p>You don't need to invest in expensive branding when you are just starting out.</p> <p>I recommend you use a text based logo. Once you select your basic brand palette (colours) you can create most of your brand designs from a free or paid canva account.</p> <p>If you would rather pay someone to design for you, use fiverr.com to hire someone.</p>

Other - I am not a trained accountant or Lawyer and I am therefore not qualified to give you advice and direction on how to do the below. Please speak to a qualified practitioner about your options with the below.

- Company Registration
- Privacy Policy
- Terms and Conditions
- Accounting/Tax Set Up