

HOW TO START AND RUN A

# Workbook Group



Jeannie Dawson  
shining business,  
shining life

# Congratulations!

*for stepping up to become a leader  
and making your dreams come true.*

Congratulations for taking up this sacred role of leading a workbookers group!

I look back at my own career + journey and know that it is only through being a part of dedicated groups like the one you are about to create that I have achieved the amount of joy, abundance + success that I have. Masterminds using principles like those found in the workbooks have been used for centuries by some of the world's leading minds and entrepreneurs (including Albert Einstein, Richard Branson + Andrew Carnegie) to supercharge goals.

There are many blessings and lessons that come with leading a group. It will supercharge your growth + really help you learn how to be sovereign, maintain boundaries + guide energy in the right direction.

I honour you for the brilliant, brave leap you are going to undertake. I love a woman who takes the reins + does what it takes!

**This guide will give you step-by-step instructions on starting + leading a workbook group.**

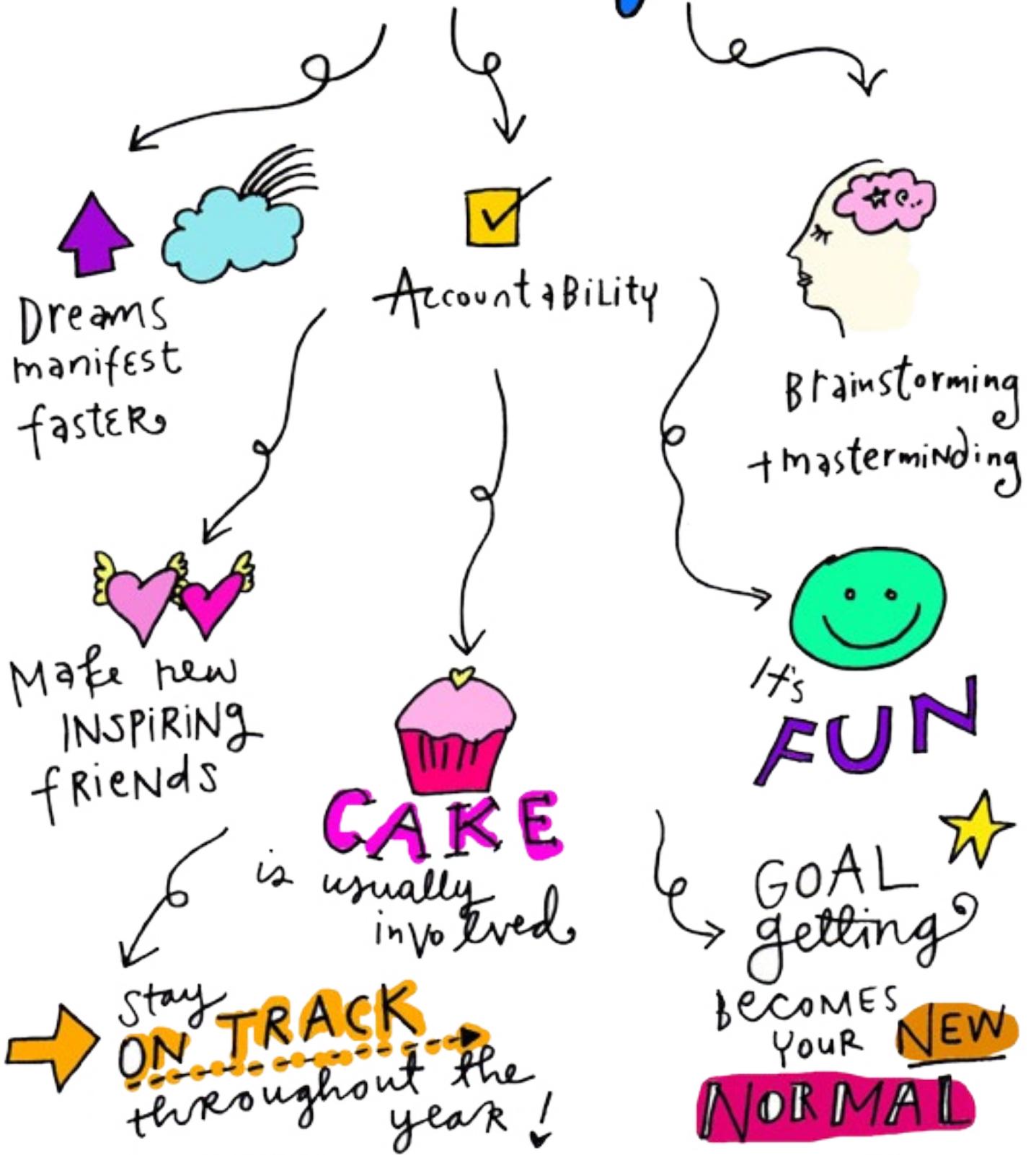
**You'll learn:**

- \* why it's incredibly useful to have a local workbook group
- \* where you should run them
- \* if you can charge for workbook groups
- \* how to run them so they are effective + powerful for everyone.

*Let's go make our miracles happen!*

*Big love, Leonie*

# ? Why create a ? Workbook group ☆



**BONUS RESOURCE:** "How To Use Masterminds To Accelerate Your Business Growth"  
<http://tinyurl.com/leoniemastermind>

# WHERE to meet

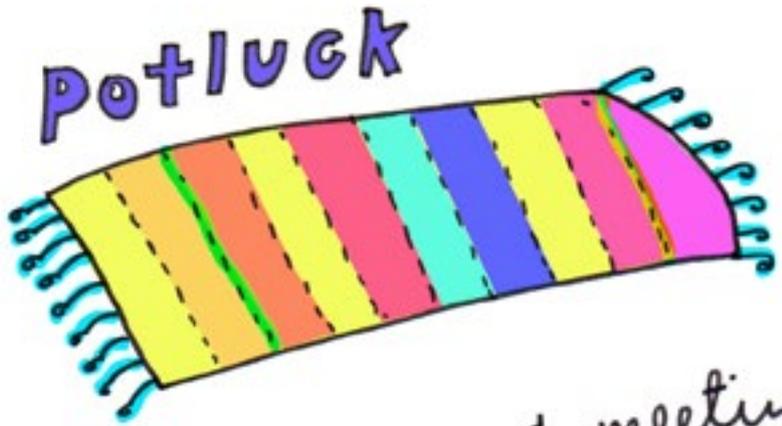


## a cafe

- \* Neutral + safe meeting ground!
- ♥ Easy for EVERYONE to buy

their own cake  + tea  (ESSENTIAL)  
(consider parking + accessibility too!)

## Picnic in the Park



## potluck

a meeting place in a



## BUSINESS



local  
Library

anywhere that feels GOOD + RIGHT to you ♥

# HOW to find People FOR YOUR WORKBOOK group

## ONLINE

Search our [Workbookers Group listings here](#) for your local area + if you can't find one, post your own!  
(<http://tinyurl.com/worldwideworkbookers>)

Search the [Shining Year Workbookers group on Facebook](#) if there are any local peeps + if you can't find one, post your own! (Check out the local groups guide under FILES!)  
(<http://www.facebook.com/groups/shiningyear>)

Create a Facebook event to invite people to!

Ask friends online!

Follow-up and respond to people who show interest!

Advertise on local Facebook groups!

## OFFLINE

Co-opt friends, sisters + work colleagues (lovingly and enthusiastically of course!)

Pitch for an article in the local paper

Where are other potential unicorn-lovers hanging out locally?

How can you connect with them?

Where can you hang a poster?

Where do you hang out?

Put your heart on your sleeve, get brave, reach out + ask! Then do it again + again until you've created the tribe that you want!

Do a COMBINATION of People-Finding  
both ONLINE + OFFLINE for best Results!

# PAID OR FREE?

**Yes! You can run the workbook groups as paid or free events.**

Our only caveat is this:

every member in your group/event has their own legally purchased book or e-book of my workbooks.

You can:

- include a printed book
- include an e-book

of the workbooks as part of the cost of your groups, or ask that everyone has their own copy before coming.

You **MUST** have legally purchased copies (either digital or physical) for every member of every group you run.

**To enquire about group pricing of workbooks:**

Please email [support@leoniedawson.com](mailto:support@leoniedawson.com).



IF YOU ARE RUNNING AS A PAID EVENT,  
YOU CAN **supercharge** YOUR SEARCH  
EFFORTS!

Consider (in addition to the ideas in Finding People For Your Workbook group):

- \* Run Facebook ads for people in your local area
- \* Run an ad in the local paper
- \* Sell tickets through a website like eventbrite

# How to RUN the group! ★

*Set expectations clearly from the get go:*

Tell people it starts promptly + they need to be there on time.

*Some notes on running the group:*

It's important that you do **LEAD** the group - otherwise it will very quickly devolve into shallow conversation that doesn't help anyone achieve their goals or go deeper with each other.

It needs to be **PRODUCTIVE** so that people get results from that hour or two, and are more likely to come to follow up groups and events.

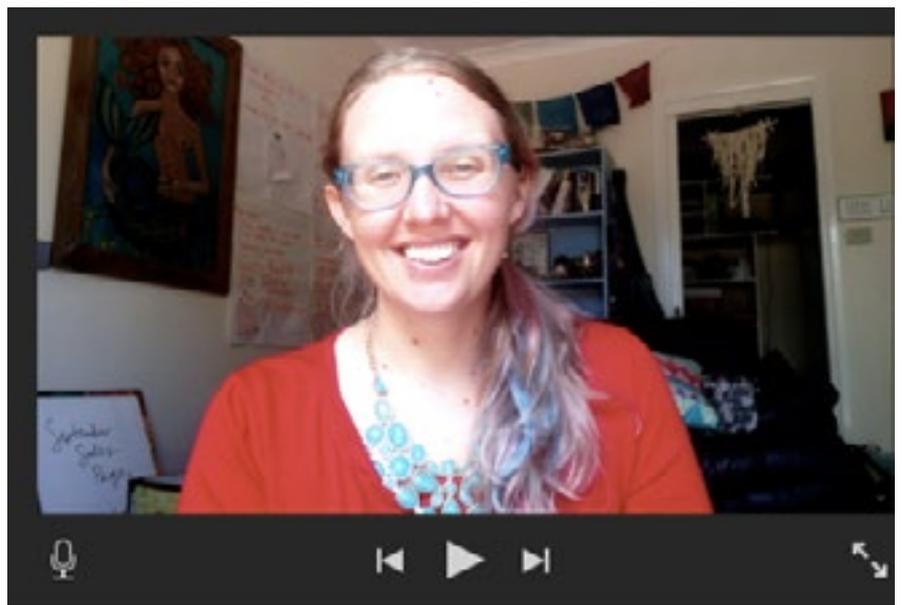
Do set a time limit for it, tell people about it, and remind them that you will keep them on track throughout the group so that it is productive and effective for everyone involved.

Then, get people in deep before you get stuck in the shallow end of conversation.

*Here's how we recommend structuring the first event:*

(Of course, you are most welcome to play around to find a fit for you - but we wanted to give guidelines + a structure to start you off!)

1. Start within ten minutes of the group meeting so it doesn't get too sidetracked.
2. Welcome everyone + say the group will begin with a video from Leonie
3. Play video from Leonie



# HOW to RUN the group!

CONTINUED...

4. Once video has ended, introduce yourself in 60 seconds + share:

- your name
- why you were called to running the group
- what you are wanting to get out of running the group

5. Talk about why you wanted to created the workbook group and why it is important to have a workbook group.

- When women circle, magic happens,
- The more accountability and support you have, the faster goals manifest
- Fun + enjoyment
- New, supportive, inspiring connections

6. **Share the talking stick.** Pass around a crystal, stick (or even just a fork!) in a clockwise direction. Ask people to take 30 seconds to share:

- Name
- What they do
- What they want to get out of today's session?

7. Get everyone to turn to the person beside them + share in 2 minutes (1 minute each):

**What their biggest goal last year that they achieved?**

8. Talking stick around circle. Everyone share in 30 seconds:

**Their biggest goal for next year.**

9. Hand out two small pieces of paper. Get them to write down:

**What are the 3 action steps you need to take in the month to get closer to your goals?**

Get them to copy the exact same steps on the piece of paper.

10. **Everyone hand in one of their copies for accountability for next group meetup.** They can keep the other.

11. **Set date for next group meetup.**

# HOW to RUN follow up WORKBOOK accountability GROUPS

1. **Start within 10 minutes**, remind everyone that you will keep it prompt so everyone gets the most amount out of your group today.
2. Get everyone to talking stick for 60 seconds and share:
  - Their name
  - What their biggest goal for the year is
3. Hand out copies of paper from last group + the 3 action steps they committed to.
4. Give them 60 seconds to:
  - Tick action steps they completed
  - Circle what hasn't been completed
  - Write a new deadline for anything that hasn't been completed
5. Get them to pair up + share (5 mins - 2.5 minutes each)
  - their list
  - if they are stuck in any place + what they are needing
6. Hand out two pieces of paper + get them to **write down again their 3 action steps before the next group meetup.**
7. **Set the next group meetup date.**

(If there is available time, you can get people to group share instead of sharing in pairs.)

## ADDITIONAL NOTES:

You can also use the Monthly Check-in worksheets from the Diary-Planner as an activity.

You can adjust timing depending on how big your group is and how long they can meet for!

You can also consider creating a Google Drive document or spreadsheet with everyone's goals, and share with everyone. Even more accountability!

# F.A.Q.'s

## Materials you will Need

Pieces of blank paper or Diary/Planner to write in + pens!

Workbooks you are using so you can check in (of course!)

Something to use as a talking stick (i.e. a crystal, ornament, leaf - anything pretty that can be passed from hand to hand - you can even use a fork if you forget to bring one! Ha!)

Make your own Facebook group to facilitate meet-ups and even more connection!

## How often should you meet throughout the year?

Simple - the more you meet - the faster your goals come true.

At the very least, a group should meet quarterly.

If you can meet monthly, even better.

If you can meet weekly, even better.

Yes, it's a commitment. But it's a commitment to making your goals + dreams happen faster than ever, and having a glorious, fun, loving, encouraging tribe of angels by your side as you do it.

*This is just the beginning for our  
movement of global goal getting  
groups...*

We'd love to expanding on this guide as we go with:

- \* your questions answered
- \* your case studies of how your own workbook groups work
- \* if you've got any suggestions + feedback.

**Please email us**

[support@leoniedawson.com](mailto:support@leoniedawson.com) - so we can keep supporting you to  
shine even brighter!



