



# FAQ

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[Q: When is it—when will it start, and what day of the week will we meet?](#)

[Q: Why group coaching instead of 1-on-1?](#)

[Q: What happens in the group coaching sessions? Is there a typical agenda?](#)

[Q: How much does it cost?](#)

[Q: How are you qualified to lead this program? Not to be rude, but you're not a well-known author.](#)

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**A:** The next session begins with three weeks of prework in February, followed by nine Zoom coaching calls in March, April and May. The day of the week and time of day will be determined by the participants.

The program generally follows a three weeks on, one week off format. Below is a sample calendar, using Tuesdays as the sample meeting day.



## MEMOIR MASTERY, SPRING 2024

January 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	P1	14	15	16	17
18	19	P2	21	22	23	24
25	26	P3	28	29		

---Prework---

March 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	1	13	14	15	16
17	18	2	20	21	22	23
24	25	3	27	28	29	30
31						

April 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	4	10	11	12	13
14	15	5	17	18	19	20
21	22	6	24	25	26	27
28	29					
		7				

May 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	8	15	16	17	18
19	20					
26	27	9	29	30	31	

June 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### Q: Why group coaching instead of 1-on-1?

A: Because group coaching can be more transformative than 1-on-1, especially until you've got that solid first draft in your hands.

My corporate career taught me this. Budget cuts forced us to change our executive development program from 1-on-1 coaching to group coaching. We worried our coaching ratings would go down.

They went *up*.

Why? Two probable reasons:

1. Participants learned not only from the coaching they received but also from hearing others being coached. Sharing experiences opened more areas of understanding.

2. Stress negatively impacts the brain's ability to learn. When someone described their situation to the coach, they were likely stressed, anxious for a solution. Listening to others, their brain could relax and learn.

If you're concerned that group coaching in *Memoir Mastery* will turn into a critique group with claws, that will not happen. You'll talk about your story, but only you will see your writing. It's a safe place. We'll wrap ourselves with invisible soft blankets.

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**Q: What happens in the group coaching sessions? Is there a typical agenda?**

**A:** The group coaching sessions are important and what's even more important is the work participants do before the call. This is unlike most other learning experiences, but it's how I structured my class at the University of Cincinnati and it worked well.

My belief: Time together is best spent in dialogue, not in one-directional delivery of information. Therefore, to prepare for that dialogue, participants do prework. Every week. How much? It varies by week, but the inaugural participants will tell you they spent anywhere from 2 to 12 hours on it, depending on the week and how much they needed to figure out about their story.

A typical agenda for our 90-minute Zoom coaching calls is:

- Quick check-in: How is everyone?
- Concept review: Making sure we all understand the concepts from the prework.
- My memoir: each person has time to discuss their memoir using the prework questions as a basis.

- Open Q&A

The Memoir Mastery program is a lot of work. Good work.

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**Q: How much does it cost?**

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**A:** Because the number of participants is intentionally kept small (3–4 people), it isn't cheap. But because this isn't one-on-one work with an editor, it isn't as expensive as that would be. I can think of no other group program where you get to discuss your story in Every. Single. Meeting.

The inaugural program had a steep discount because the participants took a risk—no one had been through the program and could vouch for it. (On the plus side, I've designed training that over a million people have taken, and I'm good at it.) The investment is:

- \$1250, regular rate
- \$1125, early bird—register by Jan 27<sup>th</sup>, midnight PST
- \$998, buddy rate—register with a friend and you each get \$252 off the regular rate

You'll pay a lot, but get way more than you paid for. Just ask the inaugural group. 😊

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**Q: How are you qualified to lead this program? Not to be rude, but you're not a well-known author.**

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**A:** True! While I'm not a household name (yet!), let me share a story with you...

Once upon a time, when I was at one of those Fortune 500 companies, I was one of a dozen trainers supporting a week-long sales conference. We were in Palm Springs in July. The blistering 115° heat kept room prices low and attendees indoors.

On Thursday, the SVP of Sales, let's call him Greg, announced that the conference was being extended one day. All sales staff were to stay through Saturday for mandatory presentation skills training. He said the presentations he had seen that week were deplorable.

On Saturday morning, after setting the room for my group of fifteen, I wondered what their mood would be.

I didn't have to ask. Fourteen men and one woman came into the room with faces set hard. Steaming. It was hotter inside than out. I began the workshop introduction.

After a few minutes, one bold participant interrupted me. "Why are *you* teaching us? Your presentation skills aren't all that great."

I looked at him. Nodded. "You're right." Then I addressed the group, "I'd give myself an A- or a B+ on presentation skills. But I'll tell you what—"

I turned back to the man who had spoken, looked him right in the eye, and smiled.

"I'm the best damn coach you ever had."

Another participant spoke up and offered an olive branch. "We can't leave even if we wanted to. Greg will know." They settled in and I continued with the workshop.

Later that afternoon, after a series of practice presentations and coaching, right after I had provided difficult coaching that required finesse, the man who had spoken first spoke again, looked right at me.

“You’re right.”

“About what?” I asked.

“You’re the best damn coach we’ve ever had.”

He and I smiled at each other. Truce. Vindication. Validation.

When the workshop was over, Greg wanted to see the ratings for all 10 of the breakout sessions. The trainers and the sales leaders went to dinner while an underling tabulated.

After dinner, my boss came over to me. “Greg wants to see you.” My stomach dropped. I’d never had a 1-on-1 with Greg and didn’t want what I thought this might be to be the first.

I followed Greg out of the room and we sat on a padded bench in the long conference hallway. He held a paper in his hands.

“Your score’s the lowest,” he said. Punch to the gut.

“Which one?”

“Your presentation skills. You got a 4.3. Maria is a 5.0. Celeste is a 4.8.” Celeste was my boss, Maria was her boss.

He looked at me, eyebrows up. I waited to see if he had more to say but he didn’t. He was waiting for me to explain or beg forgiveness.

“Understood. Let’s look at some of the other scores.”

“What scores?” He looked puzzled. The tabulator must have set up the page to highlight one score over others.

I leaned in and looked at the paper. “The scores about how much they learned, how much they thought their skills improved.” We both studied the columns of numbers.

Now I was the one with the highest scores.

I looked up at Greg. “I guess the highest score depends on if you’re looking for the best presenter... or the best coach.”

He nodded once. Stood. The meeting was over.

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I'm leading *Memoir Mastery* because I believe in my ability to coach, inspire, and empower you to unlock your memoir's potential. I have a deep understanding of the unique challenges memoirists face, and I'm dedicated to helping you find your voice and tell your story.

I believe in *Memoir Mastery* because...

- Memoir often takes a back seat to novels in writing workshops.
- Memoirists face distinct challenges, especially when tackling sensitive subjects.
- Writers need less critique and more compassion, especially when speaking to themselves.
- Every one of us has a story worth sharing.
- The tortoise beats the hare.

Are you ready to embark on this journey that will transform your memoir—and yourself?

[Click here to get on the Memoir Mastery waitlist.](#)

If you have other questions, just ask! Email [hello@julekucera.com](mailto:hello@julekucera.com). I'm happy to answer what's on your mind.