



## Creating a Marketable “Program” – aka creating packages

Many conscious entrepreneurs sell packages to their clients that are all based on the number of sessions or amount of time they spend with the client. One of the mistakes that coaches and coach-like entrepreneurs make is having their packages **just** be based on quantity and discounting it if people work with them longer. Although you want to reward clients who stay with you for longer periods of time, if your packages are discounted based on quantity alone, this actually devalues your work. It also makes your potential clients do the math exercise of “how much am I paying him/her per hour?”

Part of having a compelling package for clients is thinking of it as a Program for Transformation. Whether you are a coach or a provider of another type of transformation, you know that working with you over a certain period of time and to a certain depth can get the client better, faster and long lasting results. Unfortunately, most Gurus out there tell you to make packages that work best for you first (so you can make more money) and for the clients secondarily, but in my experience, if you keep your client’s best interest at heart, it will work for you, as well. For the best client results and for creating raving fans of your work (which leads to referrals and long client relationships), you want to create packages that optimize the transformational experience for the client and creates a win/win for the client and you.

I also recommend that you have at least two programs to offer your clients – one that is more basic and one that is more comprehensive. Based on what the client shares with you in your enrollment conversation or “breakthrough session”, you can point them toward the package or offering that fits best with what they need. You also may want to have possible “add-ons” that you could tack on to your packages or give another alternative way to begin their work with you. These particular experiences may not fit for all potential clients, but could be very valuable to others. Examples: ½ or Full VIP Day or Intensive; A Tarot Reading or Intuitive Reading; A Marketing Strategy Session; A Website Review, Meditative Healing Session; etc)

Even if you work 1:1 with people, you can bring in different elements to your packages so that each package feels like a comprehensive Program that adds more value to working with you (and stops them from doing the “dollar per hour” math). If you only work 1:1 with people today, this also may inspire you to think about bringing in other components to the way you work with your clients. Think of your program as being comprised of a combination of two or more of these experiences:

- Private Services – this could include longer intake or strategy sessions; 1:1 work of varying types, such as weekly, bi-monthly or monthly sessions and Intensives. This also could include extras like lifeline calls and office hours.
- Group Experiences – this could be ways you get your clients together for an experience (like monthly mastermind calls; a teaching call; a workshop; training modules; an



interactive Facebook page; pairing up your clients into peer coaching pairs or groups that meet on their own)

- Content, Resources and Tools – this could be workbooks; written exercises; audios; videos; a client resources page. Extra content, resources and tools that you give to add value that aids in the transformation you provide

When pricing your packages, you want to think about it through several angles.

- What is the value of this work to their life, to their ability to make money, to their stress level, to their ability to succeed, to their overall happiness? What is that worth to them?
- What is the value of my package in a competitive market place?
- What will my Ideal Client pool bear in terms of pricing?
- What do I deserve to make given the transformation I provide?
- How much experience and expertise do I bring to my clients compared to my colleagues in this market?

I don't believe there is a perfect science to creating pricing. Many coaches and healers charge way too little because they don't have the enrollment skills needed to charge what they are really worth. (You do get a lot more "Yes"s if you are below market, but you don't necessarily get committed clients or a healthy business, either). You need to feel in to what is "light and right" and make sure your money saboteurs aren't driving when you are creating your pricing, or when you are conducting a "breakthrough session" or an enrollment conversation. I recommend getting feedback on your packages and pricing from people who would be your ideal clients but won't intend on hiring you so they can give you honest feedback. (Potential, current and former clients will often lowball the pricing because they would always prefer to pay less).

Here are some examples of two programs to give you an idea of what this could like like.

## **My Amazing Program #1           (Investment \$4000 if paid in full or \$675 a month)**

**Revitalizing & Growing Your Business – a 6 month coaching program for women entrepreneurs**

### **Private Services:**

- 1 ½ hour discovery session
- ½ day VIP session –to establish Vision; Positioning; Ideal Client Profile; Niche (focus area) development; clarity of Center of Influences and develop list of COIs to interview in your niche arena;
- 5 45 minute monthly coaching sessions 1:1
- 4 lifeline calls – 15 mins



**Content/Resources/Tools:**

- Workbook with exercises, scripts, checklists and forms
- Audio podcasts that correspond with the workbook

**Group Transformation:**

- Monthly mastermind call/Q&A
- Interactive Facebook page

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**My Awesome Program #2      (Investment \$5000 if paid in full or a \$700 deposit plus \$725 monthly)**

**Creating Enlightened Business Partnerships – a 6 month coaching program for women entrepreneurs**

**Private Services:**

1 ½ hour discovery session

6 45 minute monthly 1:1 coaching calls

½ day VIP session to develop partnership strategy and philosophy and tactical plan for implementation

**Content/Tools/Resources:**

- Client Resources page with exercises, scripts, checklists and forms
- Audio podcasts that correspond with the workbook

**Group Transformation:**

- 2 day in person training in San Francisco, CA
- Monthly mastermind/Q&A call
- Monthly peer coaching call
- Interactive Facebook Page