



Life
with
Passion[™]

*Creating
Spectacular Services,
Packages & Pricing*

4

LEAVE YOUR 9-5 LIVE
YOUR FREEDOM-BASED BUSINESS BLUEPRINT

Overview

Now that you've decided who you're going to work with, let's create and price your first package for them!

This is the time to really think about what you're excited to offer to the people you are excited to help!

When you're starting out, I recommend starting with creating just 1 high-level offer and sticking with marketing it for--you guessed it--90 days.

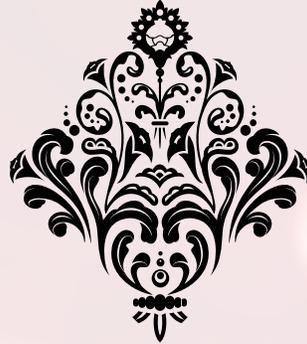
This could be a transformational coaching package in your expertise, or a done-for-you service or product, or something else entirely, depending upon your niche. But as the saying goes, "confused people don't buy," so make it very simple for people to get to know you and what you're about. You can always change or add later, but

most of us have a tendency to way over-complicate these things, so we're simplifying here.

I remember when I started this process, I felt really overwhelmed and doubtful. Who would want to buy from me? What did I have to offer? But as I started taking the steps you're about to take, I gained clarity and confidence in both what I had to offer and that there were people out there who really wanted it.

Now it's your turn.

—Christine



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Assignments

Participate in the group call on Tuesday, November 7th at 12PM EDT

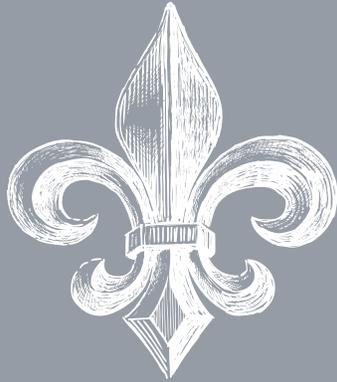
Complete this PDF by Monday, November 13th

**This PDF is for you, so feel free to be completely honest here--you'll only share what you choose with me and the group.*

In this module, you're going to:

Create the unique package that your ideal client needs & wants

Choose a price that feels deep-down good to charge



— Your First Package —

How do you feel about creating your first package?

Take a look at what your ideal clients shared in your interviews or surveys with them. **What are the themes that you're most excited to help them with?**

Duration of Package

I recommend 8-12 weeks for your first package. If you take a week for each of the top 10 things you listed above, add a week for an introduction/overview and a week for a conclusion, reflection and celebration, and this is a 12-week package!

This timeframe is long enough for your clients to experience transformation and for you to be able to plan out a truly customized plan for them.

Note that nearly everyone underestimates the amount of time it requires to teach or implement the things that now come naturally to you, so give yourself permission to spend more than one week on a particular topic if you want.



AND, keep in mind that while you can talk about the things your package will offer in your messaging, on a sales page if you create one, and in your newsletters, you're going to customize your package to your client and their biggest goals. You don't HAVE to cover them all if your client wants to focus on just some of them. The beauty of working one-on-one is that it's totally customizable.

How do you feel about the 8-12 week timeframe? Does it feel too short, or too long? Why?

What structure and accountability will you include? Weekly calls? How long? Email support?
What kind of response time will you offer?

What are the benefits your client will experience as a result of your services?

What can you help your ideal client to do, be, and/or have?

When you look at the benefits, the potential results, and the topics you'll cover in your package, does it line up with what your ideal client says they want?

Take the first step
in faith. You don't
have to see the
whole staircase,
just take the first
step.

– Dr. Martin
Luther King, Jr.





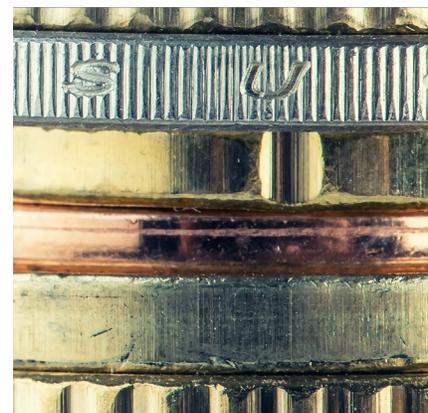
— Pricing Your Package —

Now, how will you price this? Write down your first initial thoughts about pricing your package. Does a dollar amount that you would LOVE to make come to mind? What emotions do you feel?

I normally recommend starting by pricing based on an hourly rate that's comfortable for you. I strongly believe in pricing based on value rather than an hourly rate, so that's where we're going, but I find that for most women, it's too stressful to price based on value at the beginning, so we start where we're already comfortable and grow from there.

Most of us are comfortable charging what someone has already paid us in the past, at a job.

So, how do you figure out the hourly rate that you've already gotten paid? Take your annual income, (\$50,000 as an example), divide it in half (\$25,000) and take the first 2 numbers (\$25). That's your rough hourly rate, if you work full-time.



Write down your hourly rate at your job (or your last job), then estimate the number of hours this first package is going to require of you and multiply it by your hourly rate. What does it work out to be?

How does this number feel too you? Too high? Too low?

If it feels too low, then I recommend that you double it. Why? Because when you're running your own business, if you bill 20 hours per week of billable time (even if you're working 40), you're considered extremely productive. So, if you double your current 9-5 hourly rate, then you're ACTUALLY replacing your income.

Keep in mind that this is a first stepping stone to allowing yourself to get paid for your expertise. The most important thing is that you feel confident about the number you're charging, so that you will actually put it out there. You can raise your prices with future clients, but first and foremost, choose a number you can say without throwing up and start there :).

Will you offer installments? If so, how many, and what will you charge per installment? Do you want to encourage pay-in-full? If so, I recommend charging between 10-15% more for installments. If you want to encourage installment payments, you can make them the same as the overall package, just divided into installments, or you can make them only slightly higher (5%).

Take a look back at your goal monthly income from Week 1. **How many packages do you need to sell per month, at your price, to make up that income?**

How does this feel to you?

Will you offer a refund policy? Why or why not? I personally recommend no refunds as it supports the client in being more invested in the process.



What questions, concerns, or thoughts do you have as a result of laying this out?

Conclusion

Great work! I know there are often a lot of strong emotions that come up when we are creating a service to offer to the world. Because we care so much about providing great value, sometimes we can let fear of failure get in the way. But I know you're here because you're dedicated to doing so, so trust the process, trust that you feel called to this work for a reason, and keep moving forward!





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