



*Packages*  
*and*  
*Pricing*

## **Welcome to your Module on Packages and Pricing!**

You've been powerfully shifting into the mindset of a successful woman with your own freedom-based business. Using your wealth consciousness practices, meditation, visualizations and mantras to hold the vision in your mind of what you desire to create in your physical reality as well.

I know it can feel difficult in the beginning to keep your thoughts on track when what's around you hasn't caught up yet. But think of this time of shifting your beliefs and becoming more aware of your thoughts and words the same as if you were training for a marathon.

You wouldn't just go out and run 26.2 miles one day without training. You would get up each day and do your runs to prep, some stretching and maybe even some muscle work.

The mindset practices you're using right now are exactly the same. Every day you're training your mind and body for a new experience and every day it gets a little easier and you get a little stronger. Until one day you'll throw on your running shoes and stride through every mile with ease.

This is what you're creating for yourself, this is the training that you're in and the results are even more exciting than finishing that race with your hands in the air and a big smile on your face. The experience you're creating is a business doing work you love, a lifestyle that you get to choose and the financial abundance you desire to support both.

Plus, you now have the foundational pieces of your business set up and the necessary systems and structures to start building your list and community with your new opt-in offer.

You're starting to blend both the masculine and feminine practices that are vital for a successful business that will keep you out of overwhelm and overwork while still creating the results you desire.

And now it's time to create your own offerings and packages so that you can start to share your unique gifts and expertise with the world AND receive the compensation that you deserve.

It's time for you to really shine, to focus on something that's going to be both fun and profitable...Your Packages!

In this module we'll be covering:

- Creating Your Packages and Offerings
- The Easiest Way to Know What to Offer
- Branding to Make Competition Irrelevant
- Creating Your Signature Offering
- What to Charge and Why

By the time you've worked through this module you'll have created your own signature offering and an entry-level offering that you'll be able to start sharing with potential clients both online and through your sales calls.

So let's dive in and get started!

## ***Creating Your Packages and Offerings***

First of all, if you're nervous about creating your packages and pricing and afraid of having to get it "right" then let's take a moment to check in here.

Your offerings are just a way for you to put together what you have to offer in a way that you believe will best serve the client and a structure that you'll enjoy working in.

It's nothing more than that.

Let me just clear something up here, you're not trying to guess what the client is going to want. That's where a lot of the stress and concern comes from. We think we have to be mind readers and figure out what our ideal clients are going to want and then put together the perfect package that will attract them. And if we don't do that, no one will sign up and we'll fail.

Any of this going through your mind?

The good news is you can leave these concerns at the door for a couple reasons.

First of all, your packages don't have to be forever. You'll want to keep them simple and make the value obvious so that it's an easy decision when an ideal client comes along.

And your packages aren't carved in stone. Over the last year I've shifted the structure of my packages, how long the sessions are, offered different bonuses and changed the pricing. Always remember, progress not perfection.

This doesn't mean you want to be changing your packages every week to something completely different, this will confuse your community. But you also don't get just one shot to get this right, so be open to explore what feels right and see how your clients respond.

Which brings us to the second piece that we'll be covering in much more depth in the next section: Market Research. You're not going to create packages completely in the dark just guessing what you think your ideal client is thinking.

Instead you're going to ask them.

You'll come up with a list of questions that if you knew your ideal client's answers to would make your job much easier. And then you'll ask these questions and get the answers you need to create packages that feel like you're speaking directly to them.

### **Are You Excited to Sell What You're Offering?**

Something important to keep in mind when creating your packages is that you're excited to actually do the work.

I've seen entrepreneurs put together some really great offerings of what they think they "should" offer but deep down they're dreading doing the work, so the offerings don't sell.

Your desires and the energy you put into something really is that powerful. Yes, you want to take into account what your ideal clients want, but you also want to take into account what kind of work is going to light you up. What offering is going to make you so excited that you can't stop talking about it and it starts to almost sell itself?

When you're filled up with energy and excitement about what you have to offer then your clients will feel the same.

Think about if you were to step into a beautiful clothing boutique with some really gorgeous pieces that you're definitely interested in. Now imagine the sales person comes out and you find out she makes all the clothing by hand, which you're impressed by. However, there's just not a lot of excitement in her voice and she actually seems kind of bored with the whole thing. Something just feels off.

Now you walk into a similar shop next door where the sales person is so proud of the work she does and the pieces she makes. When you ask her questions, she lights up and is excited to share more. She brings her best pieces out of the back, has you try them on and you just feel beautiful, there's so much good energy around the whole experience.

Who are you going to buy from?

Even if the prices in the second shop were higher I bet you'd still buy clothing there because of the way it made you feel. That excitement and joy is contagious and we love to make investments that give us that high as well.

### **Give Your Clients What They Want, Not What They Need**

You've probably heard me say it before, but it's a key piece of creating packages that sell: Give your clients what they want, not what they need.

This doesn't mean you're not going to provide your clients with what they need as well, but what they want will be the entry point that will interest them enough to learn more about what you're offering and inspire them to sign up with you.

For example, in my work supporting online entrepreneurs with their businesses and creating more freedom, my clients are most interested in having more time and money. So if I go around trying to sell packages focused on having a more positive mindset or setting up your coaching contract, I'm not going to get much of a response.

Why? Because my clients are interested in earning more money and having more time. That's what they want.

What do they need? Probably some mindset support, clearing blocks, setting up their coaching contract and other systems and structures, but no one wants to hear that. At the very least it doesn't make for very magnetic marketing.

What does? More time and money!

When someone signs up for one of my packages they're going to get both what they want and what they need. But they wouldn't have signed up in the first place if I only advertise my programs as what they need.

Another way to think of this is going too deeply into the features and tools of your package and not into the benefits.

I see too many sales pages that explain the coaching package as being awesome because the coach has a degree from xx coaching certification, a background in numerology, will be using her unique 5-step system with a series of meditations and bonus worksheets.

This is all great but what about the results the client can expect to receive?

You can share the tools you'll be using but then use the phrase 'So That' to explain why the client should be interested.

It's important to share some of the tools you'll be using to support your clients, but it's more important to share what kind of results you'll be helping them achieve.

So when you start to build your sales pages and sales copy make sure that it's more heavy in results and potential benefits of enrolling in the program rather than only explaining every tool that you'll use along the way.

### **Create 2-3 Offerings Tops In The Beginning**

When starting to create your first offerings it's easy to get excited and want to make lots of packages, intensives, courses, group programs, private mentorships, etc. But, I highly recommend keeping it simple especially in the beginning.

The more offerings you have the more distracted a potential client can become, which often leads to them investing in nothing. This is not what you want to happen.

Even if you're on a sales call with someone and you start sharing various packages and pricing they can get lost and confused. And a confused mind does not make purchases.

At the very most, create three offerings. And honestly, two is plenty and can serve you very well.

If you decide to go with three offerings, I recommend creating:

- An entry-level offering that will be either a smaller time commitment, investment, or both.
- A signature offering which will be the one you're most excited to carry out and sell.
- And a high-end offering which will typically be a larger time commitment or luxurious experience and a larger investment.

This is what I did in the beginning. I had an intensive (entry-level), a 90-day package (signature offering) and a 6 month package (high-end offering). I ended up removing the 6 month package though because I wasn't excited about it at the time and really wanted to focus on my 90 day program, keeping my intensive as my entry-level option.

Just a note - I personally don't recommend new coaches start by offering 6 month programs and find that shorter packages are both easier to sell in the beginning and more fun to carry out.

Later on if you notice your clients would benefit from a longer package, then go for it. But to start I'd keep your packages more like 90 days or less.

And if you end up just going with two offerings, I'd focus on having an entry-level offering and a signature offering.

**Action Step:**

Start brainstorming what kind of packages you might like to offer your clients. How do you love to work? Have you always dreamed of offering intensives either in person or over Skype? Or are you really lit up by a 90-day program where you can consistently support someone 1:1?

**Action Step:**

If you've come up with several potential offerings, use this space to narrow it down to your top 2 or 3 and list them here in order of the one you're most excited to offer to the one you're least excited about. What about the first one makes you most excited to offer it? What about the last one makes you the least excited to offer it?

## ***The Easiest Way to Know What to Offer***

It's market research time!

Ok, don't let that phrase scare you. I know it sounds terribly dry but it actually can be a lot of fun, very insightful and can even lead to booking new clients.

Market research just means connecting with ideal clients and finding out what their big dreams and desires are and where they feel totally stuck right now so that you can create offerings that help solve these problems.

Something I want to point out here is the importance of doing your market research on your Ideal Clients, not just anyone who will get on the phone with you or answer your survey.

It's not going to serve you at all if your friend or cousin thinks your new coaching package is awesome or thinks the price is too high if they're not an ideal client. Keep getting clearer on who you want to work with and reach out to women or men who fit this description.

The reason market research is so important is so that you're not just shooting in the dark and trying to guess what you think your ideal clients might want. It's a waste of your time and is going to slow you down when it comes to earning what you desire.

Once you start connecting with ideal clients they're going to tell you IN THEIR WORDS what they truly desire in life, what their dreams are, what they'd like their own businesses to look like, their bodies, their relationships, how they want to feel and why. This is a gold mine of information and will make your job so much easier.

You'll use this information to create your packages or write your copy. I even use it to help me decide what to write my newsletters on or the topics for live training calls I'm offering.

On the flip side, what are the words your ideal clients are using to explain the blocks, obstacles, issues and pain points that are coming up for them? Take note of these words and phrases as they will be very valuable in writing your sales copy and your marketing.

**Action Step:**

Write out a list of 50 questions that you'd love to know the answers to about your ideal clients. Questions like: If you could shift anything in your life/business in the next 90 days, what would it be? How would you describe your dream life/business? What fears or concerns come up when you think about taking action toward your dreams? Have you worked with a coach before? What do you value most in coaching packages: 1:1 support, email support, bonus materials, etc.? What issue/problem would you invest \$1,000/\$3,000/\$5,000 in to solve?

**Action Step:**

Now narrow these 50 questions down to the top 5-10 questions that will really help you get clear on what to offer in your packages and what to charge. List these top questions here.

**Action Step:**

Carry out a minimum of 5-10 market research calls with Ideal Clients (you will not get useful info otherwise) using the questions you've narrowed down above. Take notes or even record these calls to see what the common words, phrases and concerns are that come up for these clients. Share your findings here so you'll have a list to refer back to while creating your packages, sales copy and marketing moving forward.

Quick note about market research. It's incredibly important, but stay connected to your intuition as well.

If you're doing research and potential clients are telling you they think your package price is too high, check in with yourself. How does the pricing feel? Maybe you're not clearly showing the value or the benefits you're offering aren't strong enough.

Ask the ideal client what would they pay that price for? If you could solve any problem for them which one would they pay that price to have solved?

I'm saying this because sometimes in market research you're going to get mixed information or feedback that you're not particularly excited about. Sometimes this means we need to revisit the drawing board and shift our packages or marketing.

Sometimes it means we need to ask the ideal clients better questions and not get knocked down by their answers but actually dig a little deeper and find out what they really value and would be more excited to invest in.

## ***Branding to Make Competition Irrelevant***

My favorite way to think about branding is that it's an extension of your personality, who you are and how you want to be viewed by the world.

Your branding determines how people feel when they think about your business.

In the beginning there's nothing wrong with getting inspiration from others who inspire you. Of course never copying, but simply getting a better idea of what your style is by seeing how others are already running their own businesses - what kind of packages resonate with you, what kind of marketing, the design of a site, the look and feel of someone's newsletter or presence on social media.

Let your branding be a fun and creative process where you're staying connected to your own desires around your business and life. Refer back to the Pinterest board you created in Module 1 that helped you get clear on your desires.

Do you see any trends in the photos that you'd like to bring into your business brand? Maybe a common color scheme or all the photos that were taken in the city or on the beach?

Start to think about what's unique about you. What makes you stand out?

You might be planning on starting a health coaching business but you also love fashion, so you could consider bringing an editorial feel to your health coaching business and website that feels more like a magazine.

Or maybe you're a business coach who has a love for the outdoors and adventure travel and you'd like your business photos to be taken outside to give your site a more rustic and outdoorsy feel.

There's no wrong. But, connecting with your own desires gives you the opportunity to totally stand out in the industry and be known for what really lights you up in life.

**Action Step:**

How do you want to be seen? What do you want people to think of when they hear your name or think about your brand?

**Action Step:**

What's unique about you that you'd love to bring into your business? It might be your style of writing and speaking that stands out. It could be the colors you love that make your website feel energized or even have more of a spa feel. And it could definitely be pieces of your own story that no one else has experienced that make you uniquely you. Brainstorm here.

**Action Step:**

Now create a 'Work Vision' or 'Branding' Pinterest board that's focused on how you want your business to look and feel. You can pin photos of colors you love, photos you might use for inspiration for your own photo shoots. You can even pin pictures of women talking on the phone or having tea together to represent hosting coaching calls or intensives. It's much easier to decide if something for your business is "on brand" if you have a visual baseline to work from. I've also noticed that VA's and web designers love having access to your branding board when they're helping you with projects.

The more YOU you are, the less competition matters.

Two coaches can work in a very similar industry and even have similar offerings. But if they're connected to their own desires and branding, it doesn't matter.

I personally don't believe in competition because I know there's no shortage of ideal clients.

I also know that choosing a coach or business to work with can be a very personal and important experience which is why I'm always honored when someone decides to work with me.

And if someone decides to work with another coach I celebrate them and their decision as well because I know that they've found someone that really resonated with them.

I don't take it personally because it isn't about me. We each have our own desires and way of working and it's important to find that match when it comes to the team members and coaching support that we hire.

The clearer you are on who you are and how you want to be seen in your business, the easier it will be for potential clients to know almost immediately if you're the coach or business for them or not.

With the previous exercises you've gotten clearer on your own desires and how you want to be seen and what makes you stand out in your business, brand and industry.

Now it's time to get some inspiration from the business women and coaches that you look up to and get clear on what sets you apart so there's no concern about competition and you can focus on playing up your strengths instead.

**Action Step:**

Who are five other coaches or business women who do similar work to you? List their names and websites here, scroll through their websites and make a list of what inspires you about each of these women and what similarities you have either in their business style or even in what you're looking to offer.

**Action Step:**

Now make a list of the five women you reviewed above and write out at least one way that your work or brand is different than theirs. What sets you apart and makes you stand out? This is your leverage and will remove any feelings of competition.

The other reason this research is so important is because it gives you an idea of what's working in your industry and a guideline to work from.

Once again, this doesn't mean you're going to copy these business owners, but if you see a coach who does similar work selling out destination intensives and that's the work you want to do as well, then there's a very good chance there's a demand for this in your industry.

If you don't see anyone working in the way you desire and with the level of success you're looking to achieve, this doesn't mean you need to back off. It just means that you may have found a new niche that you'll pioneer. Do the market research to determine the level of demand for what you're wanting to offer and then decide how to move forward based on the feedback and your own desire to work in this way.

## ***Creating Your Signature Offering***

Now it's time to officially put together your offerings so that you can start sharing them with your potential clients.

In the first section of this module you listed out the top 2 or 3 offerings that you're most interested in. You've carried out the market research and become clearer on your branding so you can start putting these offerings together and are ready to begin booking clients.

Here's a breakdown of the different packages I most often see coaches offer and some of the pieces I recommend including.

### **Entry-Level Offering**

An entry-level offering is just that - it's usually smaller in both time commitment and the investment. These offerings may include 90 min or 2 hr single sessions with a follow-up call, a half-day intensive or even a full-day intensive.

I am not a big fan of using single sessions as your entry level offering because they put a lot of pressure on you to "get a client results" in a small amount of time and they often attract clients who are looking to "get their money's worth" from the single session and expect you to over-deliver, which will exhaust you and the client won't get as much out of the work because of the pressure to soak up too much content.

Also, when you do single sessions you'll feel the pressure to get to every goal the client has in a small amount of time rather than having the spaciousness for them to go process after the session and then reconnect and answer any questions that may have come up.

Lastly, when there's no follow-up session there's no chance to up-sell the client into a larger package and leaves you needing to book more single sessions to hit your income goals rather than booking just one or two larger packages.

But of course, know your client first and foremost. Can your client benefit from a single session or are you offering these because of money concerns, i.e. “will they be able to pay for more?”. If the second reason is why, then get out your wealth consciousness practices and go reread The Science of Getting Rich.

And check in with yourself. Have you ever had a single session with a coach or any type of professional where that’s all you needed? Even if you’re working with a lawyer or doctor you’ll probably need some sort of follow-up.

If you don’t want to consistently be trying to find clients I wouldn’t recommend single sessions.

So whether you’re hosting a 90 min or 2 hour mini-intensive, a 4 hour half-day intensive or even a 6-8 hour full-day intensive, I highly recommend including a follow-up session as well.

The purpose of this follow-up session is two-fold:

1. A follow-up session takes some of the pressure off of the main session to “fit everything in” because there will be an additional session for any questions that come up in the 1-2 weeks after you first meet.
2. The second reason follow-up sessions are so important is to wrap up what was accomplished during this package with the client, get clear on the next goals and steps for the client and, if it feels like a good fit, to offer the client a potential up-sell to receive additional support.

Intensive sessions or days are great to get a lot done in a short amount of time. But, they are not for cramming your entire 90 day program into a 2-4 hr session so that the client can get the best value.

Over-stuffing sessions will exhaust both you and the client.

Know why you’re offering an entry-level package. Have a specific purpose for this offering that’s different than your larger packages.

For instance, when I offer intensives they're typically to help a client get clarity around exactly who they're going to work with, build their packages and offerings and put together a 30 day marketing plan.

Whereas if someone needs more consistent support getting clarity on all of these pieces and implementing as well as receiving support with sales conversations, building their following, mastering coaching skills, etc. along the way then I'll recommend my four or six month package instead.

I'm very clear on what the difference is between my intensives and my longer private mentorships and who each of these offerings are for.

If I feel someone needs a four month mentorship and they choose to do an intensive instead, that's completely fine. But I'll keep them in reality that we're not going to figure out and set up their entire business and all the pieces of it in a half-day intensive. However, the intensive could end up being just what they need to get a jump-start and powerfully move forward with their business goals.

When you're just starting out I recommend offering either a 90 min or 2 hr session with a follow-up call or a half-day intensive rather than a full-day intensive because it takes more structure to host a full-day intensive and it's easier to host mini- or half-day intensives over Skype/phone as well as in person which gives you access to a larger audience.

Entry level offerings usually only last about two - four weeks total so offering email support is up to you. Sometimes it's helpful to offer email support as a bonus incentive if someone signs up for your entry level offering that day and some coaches choose to only offer email support to their clients in longer packages like a 90 day program. Check in with yourself, what feels best to offer and what do your clients need?

**Action Step:**

Lay out your entry level offering. What's going to be included in this offering? How much time with you? Is there email support or just coaching?

**Action Step:**

Who is this entry-level offering for? Who would it not be good for? What would be the main goals that you feel comfortable supporting a client with during this offering? What would you not feel comfortable supporting a client with in this smaller amount of time?

## **Coaching Packages**

When you're putting together coaching packages I definitely recommend keeping them simple and results-based rather than over-stuffing them with lots of bonuses and side pieces.

A potential client is interested in investing in your program because of specific results they're looking to achieve and they expect working with you will help bring them closer to achieving those results.

When it comes to putting together coaching packages, the first piece to consider is how do you enjoy working and how much support does your ideal client honestly need?

In the beginning I tried out some shorter 1 month coaching packages but found that my ideal clients needed more time than that to get all their business systems and structures in place and to start creating consistent income.

I wasn't interested in just giving my clients the basics and then sending them on their way. I wanted to see them go from just getting started or having a struggling business to consistently hitting their business or income goals.

Now that you've carried out market research with your ideal client, check in with what feels best to you and what your clients really need to reach their goals.

### **Action Step:**

How long of a coaching package do your ideal clients need to get the support they desire and powerfully move towards their goals? 1 month? 6 weeks? 90 days?

Now that you have an idea of how long of a coaching package your clients need to move towards their goals, it's time to get clear on what the package should include.

Coaching packages can include private 1:1 sessions, group sessions, email support, Facebook groups, written material and more.

They can also be incredibly simple and only include private coaching sessions. This is a space for you to determine how you like to work and what your clients need to help them get results.

If you're working with new business owners they might love to have some written materials or a Facebook group for extra community. But, if you're working with busy corporate women they might be happiest with just private coaching and some email support because they don't have time in their schedule for much else.

Keep in mind that simple and specific is often more powerful than over-stuffing an offering with too many bells and whistles.

Only include what you really believe is necessary and important to help a client move toward their goals. Don't just add in a bunch of extras because you think it makes your program look "fuller" and makes you feel more comfortable charging higher rates.

If you can help a client reach her goals with just private coaching sessions then you don't need to throw in a bunch of e-books and audio recordings in if you feel there's a good chance the client isn't going to use them anyway.

What I've found to work best in a signature coaching package is:

- A Welcome Packet:

This welcomes your new client into their coaching package and congratulates them on giving themselves the opportunity to move towards their dreams.

This is also a great way to offer the new client some tools to begin using immediately to start moving toward their desires and for you to ask them any questions that you'll need the answers to before you begin your coaching together. One of my main goals with my welcome packets is to get clear on, in writing, what my client's goals are for our time together to keep us both accountable.

- Private Coaching Sessions:

You can either offer a set number of coaching sessions that the client has to use within a certain amount of time or you can offer weekly sessions if you believe your clients need consistent support to keep them moving forward. I recommend that new coaches typically offer sessions that are 40 min to 60 min in length and only move to shorter sessions if you're noticing that your clients don't need as much time to reach their objectives during their sessions.

- Email Support:

I personally don't believe in offering coaching through email as it can get very confusing and end up not serving the client. However, I do offer basic email access and find it can be very supportive to private clients. It gives them the opportunity to connect with you, share celebrations and get feedback as needed. It's important to draw boundaries around email support, however, and decide if you'll be answering emails every day of the week, only on certain days or between certain hours. This will protect your time and keep you from living on your cell phone answering emails at all hours throughout the week.

That's it!

You can create a powerful coaching package with just those three pieces: Welcome Packet, Coaching Sessions and Email Support.

As you get more experience as a coach and have more tools in your toolbox, you may notice that your clients would really benefit from a private Facebook group, a resource guide, written materials, etc. But once again, add these tools in as you see a need and not just to bulk up your packages.

**Action Step:**

What do you plan on including in your signature coaching package? For example: the number and length of the sessions, email support, welcome packet, etc.

**Action Step:**

Why are you including each of the pieces that you mentioned in the previous question? How will each of these help your client move towards their goals?

At this point you should be clear on what your ideal clients want and need and on what offerings are going to best serve your client from carrying out your market research. You should also be clear on what makes you stand out in your industry from the branding exercises.

So now let's get clear on what to charge for your offerings and bring it all together, wrapping up this module with clarity around both your Entry-Level Offering and your Signature Offering that you can start sharing with potential clients.

## ***What to Charge and Why***

You can charge \$50 for your offering or \$50,000 depending on how clearly you show value and have researched your ideal clients.

Package pricing depends as much on how confident you feel about your offerings and their value as it does on what the package actually includes.

I've had times where I had difficulty selling \$250 single sessions and times where I completely booked up \$10,000 coaching packages with ease.

What was the big difference?

- How I felt about the coaching package - if I was excited to sell it, it sold.
- If I clearly saw the value of the offering and felt confident showing this value to others.

This is why it's so important to be consistently practicing your wealth consciousness, being clear on your ideal client's pain points and desires and knowing exactly how you can support potential clients in moving forward.

Clarity creates confidence.

When you have clarity around what you have to offer, what your ideal client needs to reach their goals and how these two pieces are connected, you will feel confident.

What you charge also depends on what you desire to earn. If your goal is to start earning \$3,000 a month then you might be thrilled to sell \$500 or \$1,000 coaching packages.

If your goal is to be making \$10,000 a month you might be more excited to sell \$2,500 or \$5,000 coaching packages. It's then your job to get clear on what a package must include to sell at this price.

**Action Step:**

Go back to your ideal budget. What do you desire to be earning a month with your coaching business?

**Action Step:**

How many clients would you ideally like to be working with at a time?

**Action Step:**

Do the math: Take your ideal budget and divide it by how many clients you'd ideally like to be working with at a time. This is how much you'd ideally like to be charging for your Signature Offering.

**Action Step:**

How does the pricing for your Signature Offering that you worked out from the previous questions feel? Does it feel too low? Too high? What would it feel like to sell your coaching for this price? Does it feel doable to sell your coaching for this price or is it overwhelming?

You want your pricing to feel good and to feel exciting, but to also feel doable and not a complete stretch. So there's nothing wrong with offering your coaching packages at an introductory rate in the beginning that feels more comfortable for you and then increasing the rate every time you're ready to up-level until you've hit your ideal income goal.

What would feel really good to you to be paid for your coaching packages? It doesn't matter if it's \$250 or \$2500. All that matters is that it really feels good to you and that you don't feel like you're being shorted in any way. But at the same time, it doesn't feel so out of the realm of possibility that you take yourself out of the game before you even start.

A little bit of a stretch is ok if it feels easy to step into. Pricing too high, however, will serve you no more than pricing too low.

**Action Step:**

Check in with your intuition. What's the minimum rate that you would feel comfortable charging for your entry-level offering? What's the maximum rate at this very moment that you could imagine charging for your entry-level offering? Where's the sweet spot between these two numbers that feels really good to start charging now?

**Action Step:** Now repeat the above questions with your signature offering.

Once again, these numbers are by no means permanent. You can literally raise your price after every sell if it feels right or you can stick with the same pricing for a few months or longer.

Stay connected to you, your desires and what feels like a good fit rather than looking at what everyone else is doing and getting caught up in someone else's story.

Now let's bring it all together and finalize both your entry-level and signature offering!

**Action Step:**

What does your Entry-Level Offering include, who is it for and what's the price point?

**Action Step**

What does your Signature Offering include, who is it for, what makes it really stand out and what's the price point?

## ***Wrapping Up***

How great does it feel to be completely clear on your offerings?!?

You'll now have a much greater understanding of what's included in packages and offerings, how to structure your own packages, the importance of carrying out market research and the exact next steps to get started doing so and how to make competition irrelevant.

And best of all, you are completely clear on your entry-level and signature offerings, you know what to charge, what sets you apart in your industry AND you're ready to start booking clients!! Woohoo!

In the next couple modules we'll be going over creating the sales copy for your sales pages and promotional emails, utilizing your list and community and then going over how to carry out sales conversations and objections.

But in the meantime, I'd recommend starting to connect with potential clients online, practicing discovery sessions or even offering your new packages during market research calls if the potential client seems like a good fit.

You have made huge strides forward in such a short amount of time and the work you have put in here is going to greatly serve you in your business and working with your ideal clients far into the future.

**To Your Success and To Living Free!**

*Jessica*