

Action Plan—Phase Out By-the-Hour Pricing and Introduce High-End, High-Value Packages that Wow Clients



Your Company Name/Title _____

Tagline: _____

Date: _____

This action plan will help you put together a bundle for your ideal client, giving it an identity and positioning it as a complete system.

Step-by-Step
Self-study complete system

Course
*with assignments and feedback
(Interactive component)*

Webinar
*(on-demand)
with course material such as workbooks, templates*

Combo Package
*- Pre-recorded session
- Self study
- Email questions
- Follow up live coaching session*

Elite Membership Site
*- Regular access to you via the site
- With resources*

Mastermind Retreat
*(local or virtual)
- 1-3 day Intensive
- Handouts, guest experts, resources*

1. What is the most valuable, stand-out core component of your new bundle? (Its main identifier)

- A coaching session?
- A webinar or video presentation?
- Course materials?
- _____
- _____
- _____
- _____

2. What are the irresistible, value-boosting add-on benefits?

- Access to one-on-one interaction with you at some point?
- Templates, worksheets and other resources?
- The privilege of asking email questions?
- Its on-demand status, allowing self-scheduling?
- Feedback and grading?
- _____
- _____
- _____
- _____

3. What makes this bundle complete?

4. What do you really not need in this bundle?

*(What feels like a tangent—like it doesn't really belong? What **distracts** from the main bundle focus?)*

5. What could you add to this bundle to give it even more impact and value?

6. Is this a complete system? Is it a perfectly matched bundle whose name gives it a strong identity?

I am calling this bundle...

(Brainstorm names like "The Affiliate Profits Accelerator". Then enter your final choice in the blank banner center area.)



- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Graphics I will use:

(Insert or paste thumbnails or actually sketch ideas)

To Do:

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____



Practical Exercises—Supercharging your Offers with Language and Color



Your Company Name/Title _____

Tagline: _____

Date: _____

Work through these exercises after completing your Bundle Action Plan to supercharge your Bundle descriptive and promotional content with absolute focus.

Client Triggers

- What keywords will resonate with your clients?

- _____
- _____
- _____
- _____

Action Words

- What **action words** and **power words** can you include?

- _____
- _____
- _____
- _____

1. What **COLORS** will you use to support this bundle's message?

- Why do you think this color scheme works?

- What do these colors say to you?

- What do you think these colors will say to your clients?

- What emotions do these colors stir?

- Are these emotions in line with what you want your potential client to feel?

Yes _____

No _____

Q: Who are you speaking to?

A: "Someone who..."

(E.g. "likes to multi-task; uses mostly her mobile", etc.)

