

Phase Out Hourly Rates & Pricing

Introduce High-End, High-Value Packages
that Wow Clients



PROFESSIONAL
COACH
ASSOCIATION

Module 3: Phase Out By-the-Hour Pricing and Introduce High-End, High-Value Packages that Wow Clients

Another area of your business you'll want to clean up—especially if you want to attract top-drawer clients and keep your energy level on a high par with theirs: Your work model. What you do every week, and how you do it.

Take a good look. How much do you actually make per hour, if you break down your week into billable hours and non-billable hours?

Depending on what you have been outsourcing and whether or not you have a strong team, you might be unpleasantly surprised—especially if you factor in procrastination or that migraine or even just plain exhaustion and a drop in mood that Unpleasant Client Number Three caused.

Even if all your clients are great, are you getting burned out? Are you worried that you won't be able to afford to send your daughter to college (while your clients are happily going off to make big bucks?)

If you feel like this, it's a sure sign you are doing too much one-on-one-type coaching and not spending enough time in your own **growth and regeneration** (which you can then expend on creating fantastic, unique client programs).

Step 1: Restructuring

Consider reducing your by-the-hour coaching. Cut it back to the point where your one-on-one sessions become the Big Reward: The “treat” you look forward to five or six sessions a week (instead of churning your way through nine clients, back-to-back, every single weekday).

And if you're wondering whether or not you can absorb the “drop” in income when you reduce your one-on-one coaching, this brings us to the good news...

Cutting down your one-on-one coaching can actually *increase* your income.

You may have the best coaching skills in the world, but many coaches do not maximize their time or diversify their business models enough. In today's world, if you have the

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opportunity to work online or acquire clients online, you also have the opportunity to create passive income.

You can do this through a variety of platforms and media:

- Packages that cut down the actual one-on-one coaching, but support this thoroughly with email check-ins, templates and other resources
- Self-serve programs—tailored exactly to your client’s journey and goals
- A book teaching your signature method—or better yet, a whole series of books: One for every stage
- Self-serve, “on-demand” webinar training

You can also include other value-enriching programs. For example...

- Private, exclusive membership sites
- Monthly clubs (video training, podcasts, critiques, etc.)
- Workshops—especially good when you want to create a new program or product. (You can usually find qualified people only too happy to become your guinea pigs!)

Finally, there are the great income-boosters—the crème-de-la-crème of top level coaching:

- V.I.P. Days
- Mastermind retreats

And here is one more tip...possibly the most important you’ll learn in this module.

The key to being able to charge top prices for passive packages and combos lies in exactly how you “bundle” these together.

And let’s not forget **creating an affiliate program**—so your happy clients can receive fair compensation for bringing more new, ideal clients to your door.

Another effective strategy: Build your business by joint venture partnering with coaches in related (but not directly competing) businesses.

Or if you're so swamped with prospective clients that turning them away is actually hurting your reputation, even a directly competing partner can help you keep your business flow going by siphoning off the overflow that you can't handle.

Not every method will be your ideal strategy, but do your best to brainstorm what would work for you—and for your client. And explore less comfortable options. (For you, it may be public speaking to large groups. To another coach, it might be webinar technology that has her putting off using it.)

As a coach, you know that pushing the proverbial envelope—that spot just beyond the comfort zone—is where growth starts to happen, epiphanies explode onto the scene and breakthrough is achieved.

Give yourself a chance for such a breakthrough by seriously looking at ways to restructure your business so that you work less hours yet serve more clients in new ways—and reap rich rewards.

Step 2: Making Sure your Fees Match Value Offered

One way to feel really confident when you offer new packages, methods and structuring: Pack in the value, so that you absolutely know you are going to wow the socks off your clients!

For example, make sure your packages leave clients feeling you are going to be able to spend more time with them: Not less.

Not by being accessible 24/7, but by **setting up extra ways for them to receive feedback or help from you.**

The Importance of Accessibility

For example, if your client base does not number into the hundreds, include a “Question of the Day” they can ask via email—and promise them an answer within twenty-four hours.

What you will find is that most of your clients find the **comfort** of knowing they have the luxury of asking you an important daily question is high value... even though the majority of your clients may ask only one or two a week (and a few, no questions at all!)

If you have bundled this into a package that is centered around one coaching call per month instead of the previous four per month you offered, it also gives your clients time to go away and put what you have both been working on during the actual session into practice.

And you can easily price your perfectly-tailored package so that it suits your own income needs too.

When you tailor your coaching packages and offers perfectly to your ideal client, you automatically generate more confidence in your pricing and value—not just in your clients; but in yourself too.

The reactions you get will tell you that you are on the right track. Help your clients to trust you completely and feel supported and valued, and you can charge much higher prices—especially when your new packages are geared to help them see actual results.

Step 3: Stacking your Offerings

Let's take a closer look at how to make more money by automating more—and by stacking “bundles” of services and resources. If you know what your clients want more of, ask for and give high response, you can easily figure out exactly what to bundle together.

Before you rush to create bundles, however, it's important to realize that there is more to creating a successful bundle that sells like hotcakes than putting together a package mix of products and services that will delight your client. You have to give them:


- A reason to remember your bundle
- The feeling that it is a complete “system”—not a hodgepodge of assorted products randomly put together

In other words, you have to turn your bundle of components into a complete “whole.” And the best way to do this is to give it an **identity**—by using a catchy, descriptive name that also manages to convey:

- How it functions
- Its main benefit

Let's take a look at a strong example from [Ann Bachrach](#), “The Accountability Coach”...

Work Life Balance Emergency Kit



Work/Life Balance Emergency Kit
34 Lessons Prepare You for a Life Where Excuses Don't Count; Results Rule
"Secrets from the Number One Accountability Coach"
34-Lesson Course
Anne M. Bachrach

Work Life Balance Emergency Kit

You will learn how to effectively apply each lesson through examples and stories included within each lesson so you can more quickly achieve your goals – personal and professional. In this "Excuses Don't Count; Results Rule" 34-lesson program, you will have thought-provoking exercises to complete which will help you formulate action plans that you will implement for even greater professional and personal success. You will experience interesting and fun ways to view each of the concepts throughout the entire course. You will enjoy this systematic approach to creating a totally balanced and great quality of life.

>> [Get More Details Now](#)

+ Add To Cart	497 ~ E-Book
+ Add To Cart	547 ~ Paperback

"Work Life Balance Emergency Kit" straight away gives the feeling of completeness by identifying itself as a "kit"—even though, strictly speaking, it is a very expensive eBook.

But this "book" contains a 34-lesson program, complete with exercises.

It also identifies its big benefit—"creating a totally balanced and great quality of life."

Note how Anne Bachrach aligns her "emergency kit" with her client price comfort zone: A one-on-one coaching session costs \$900, which makes \$497-547 for the "kit" feel comfortable.

If her coaching was \$300 per session, a \$547 paperback would seem outrageous. And she easily could make her book \$97—but that would diminish its value in her clients' eyes, and make it "just a book."

With the \$497-547 price tag, she is positioning it as a complete course—something the ideal but hesitant potential client can happily compromise with, before committing to further coaching options.

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In fact, Anne Bachrach does offer a variety of price ranges as well as payment plans. Her prices at first glance may seem all over the place, but a closer look confirms this is a well thought out and balanced selection of offerings—with high-value bonuses.

And there is. When you sign up for the [Accelerate Your Results Coaching Program](#), you will also get lots of **special bonuses** that will make your investment an even better value. I know, hard to believe there is more value.... Your special bonuses include:

- ❑ **Expert of the Month audio – The “Anne Interviews...” series**
- ❑ Coaching and mentoring calls with Anne
- ❑ **Video of the month**
- ❑ Access to a myriad of articles designed to get you moving in the right direction so that you can achieve your goals PLUS an Article of the Month
- ❑ **Audio Podcast of the month**
- ❑ Health and Fitness Tracking Spreadsheet
- ❑ **A special coupon code for 20% off everything in the store**
- ❑ “10 Power Tips for Getting Focused, Organized, and Achieving Your Goals” Special Report
- ❑ **“Keys to Working Less, Making More Money and Having a More Balanced Life” Special Report**
- ❑ Personal Wheel of Life Exercise
- ❑ **Quality of Life Enhancer Exercise**
- ❑ The Ideal Client Profile Exercise
- ❑ **The Right Life Balance Assessment**

[Click on the button below](#) to jump on the accelerated road to success with Anne Bachrach’s amazing [Accelerate Your Results Coaching Program](#).

By stacking correctly with the right bonuses, you can set up your pricing for a specific product to go from, for example, \$2,000 a year to \$10k a year.

Note that this is NOT a “kitchen sink” strategy, where you throw in a variety of bonuses or go-withs: You need to put together ***perfectly-matched bonuses and go-withs***—ones that will make your client realize she is purchasing a ***complete system***. One with a unique identity.

Step 4: Results-based Coaching

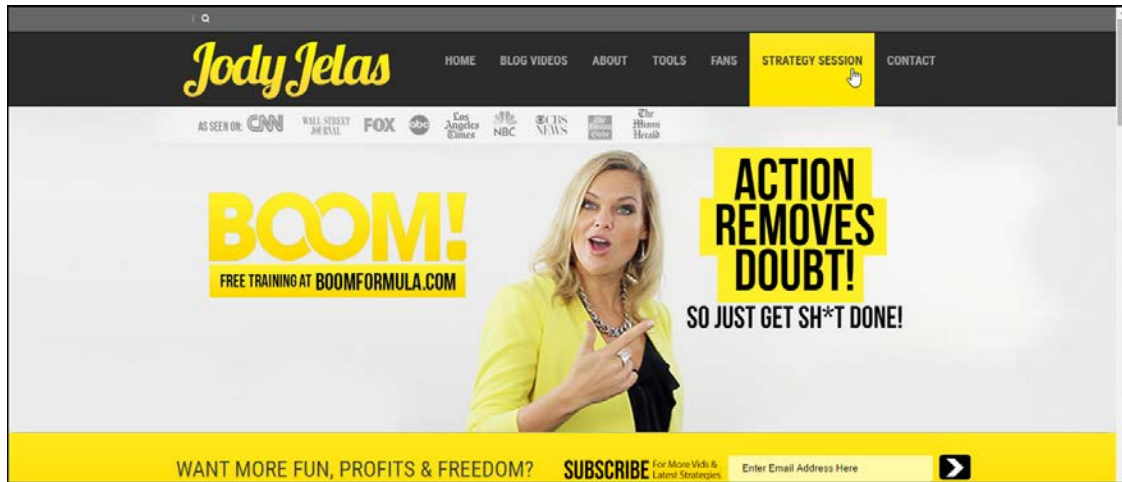
One of the best ways to attract high-energy achievers as clients: Promise a ***results-based system***.

That doesn’t mean giving them a stern list of what you “expect” them to do: It means exciting them by showing them what they can realistically hope to achieve, if they invest in your coaching programs, packages and products.

Do this through your **landing page presentation**—as well as by including **powerful testimonials**. Using dynamic color, body language, “action” keywords and even short, direct sentences can help excite and uplift the right potential client who is viewing your graphic and text—or listening to your dynamic video presentation.

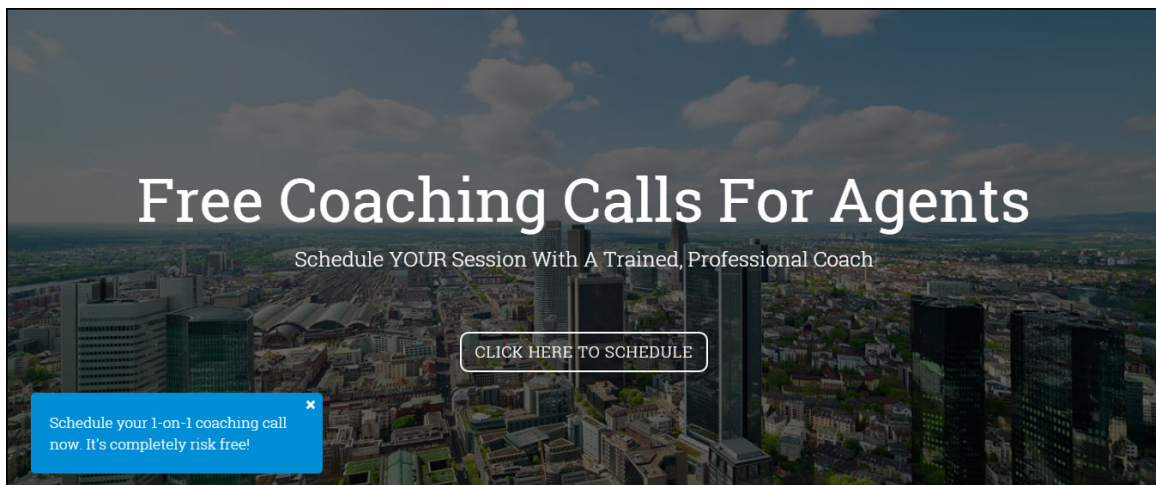
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Wake your potential clients up, as Jody Jelas does so effectively on her [landing page](#).



It is also equally important, however, to use correctly-aligned “messages” in your landing page presentation. For example, Jody Jelas’ landing page speaks to dynamic, single-owner entrepreneurs who have done the groundwork, make a solid income but who are ready to catapult themselves to superstardom in their niches.

If you were trying to attract a big corporation or attract those who deal with the wealthy, however, you would use a sophisticated, sleek but still eye-popping landing page message, as [Tim and Julie Harris](#) demonstrate so effectively on their interactive light-box-style landing page aimed at high-end real estate agents:



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And if you want to know one of the most effective ways to make sure people stop sitting on the fence:

Provide a *Start Date* and an *End Date* for each coaching package or program offer.

Let them know they only have so many days to take you up on your pricing—and then the price goes up. (Another way to raise your prices, incidentally!)

Or that they have only a certain period after a free strategy session before their “spot” will be “released.”

Tell your best potential client, without mincing words, exactly what your coaching will help them produce.

Show them your programs and packages are solely focused on delivering that promise. Use testimonials from your other successful clients as validation—or if you have worked with or joint-ventured with other celebrities or success, including photos of the two of you together is an honest way to impress and reassure potential clients that you are the “real deal,” as [Mari Smith](#) does in her “Meet Mari” section.

Mari often shares prestigious stages with notable leaders and celebrities; previous co-presenters have included Sir Richard Branson, the Dalai Lama, Eckhart Tolle, Tony Robbins, Paula Abdul, Chip Conley, and Arianna Huffington to name a few.



Okay, so we can't all hang out with the likes of Ariana Huffington, Sir Richard Branson, Jack Canfield, Suze Orman *et al*—but if you focus on creating, promoting and presenting results-based coaching, you soon will be adding celebrities to your list of acquaintances, co-presenters—and clients.

Showcase Your Best Clients:

What's your best justification for charging top prices and focusing only on your potential ideal client?

Results! So don't just rely on client "testimonials:" Actively **promote, feature and work with your own past clients**—your "Success Stories."

The more prominent, successful and even famous your clients become, the more you have to gain by proudly presenting them to your world.

You can:

- JV with them on webinars or in special coaching courses
- Host special events with them
- Present guest articles from them on your website
- Highlight them in your "Success Stories" section, devoting a full page and promotion to each one
- Interview them on radio shows and podcasts—along with your other celebrity guests


In fact, a dynamic audio or video interview is a great way to bring your past successes to your future clients' attention. And top-class clients will be only too happy to include you among their business interviews, as Nicole Dean does for her [Online Success Cast](#) podcasts, in featuring former mentors and coaches as well as her own clients and partners.

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By Nicole Dean

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Free
Category: Management and Marketing
Language: English
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Description

Online entrepreneur Nicole Dean teaches internet marketing tips and strategies. She also interviews other successful internet business owners to find out the secrets to their online success. Find out what they're doing that you're not.

Name	Description	Released	Price
1 Online Success Cast #42:...	Welcome to another e... i	11/3/2014	Free View In iTunes >
2 Online Success Cast #41:...	Welcome to another e... i	9/30/2014	Free View In iTunes >
3 Online Success Cast #40:...	Welcome to another e... i	9/9/2014	Free View In iTunes >
4 Online Success Cast #39:...	My guest, James Derin... i	2/18/2014	Free View In iTunes >
5 Ladies: Want to Maste... m	Nik (left) & Kelly (right... i	9/24/2013	Free View In iTunes >
6 Online Success Cast #38:...	My guest, Justin Popo... i	8/6/2013	Free View In iTunes >
7 Online Success Cast #37:...	My guest, Dennis Beck... i	7/10/2013	Free View In iTunes >

When listening to or watching and interview, potential new clients get to involve all their senses in your presentation and even if it is pre-recorded, it will “read” as real-time. They will be right in the room with you and your guest, hearing both your voices (and if you used video, seeing facial expressions and body language that convey emotions and mindsets like excitement, honesty and enthusiasm.

Make no mistake about it:

Your past clients’ successes are also your best success—and your best advertisement.

When you start out with only the cream of the crop—clients who know what they want and are ready to go after it with total focus and passion—results are easy to achieve for them and with them.

And with every client success, your own confidence and conviction in your coaching value grows, making it easier and easier to charge the prices you deserve.