

Phase Out Hourly Rates & Pricing

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



PROFESSIONAL
COACH
ASSOCIATION

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

- I understand that cutting down energy-draining long hours spent in one-on-one coaching can actually increase my productivity and income

- I am beginning to diversify and make the most of my coaching offerings by:
 - Adding passive, self-serve products

 - Restructuring existing packages

 - Re-purposing content I have already created into products

 - Creating new, high-value packages that will earn me more per unit than my old ones used to

 - Other _____

- I am considering the best types of offer to supplement my coaching power:
 - 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 my client’s journey and goals

 - A book teaching my signature method

 - A series of books, each one progressing from the one before

 - Self-serve, “on-demand” webinar training

 - Private, exclusive membership sites

 - Private Facebook Groups to build community around my coaching and add value to my clients’ lives

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- Public Facebook Groups or membership sites to grow my following
 - Monthly clubs (video training, podcasts, critiques, etc.)
 - Workshops
 - V.I.P. Days
 - V.I.P. Mastermind retreats
 - JV offers
 - Local events
 - Expert/celebrity summits
 - Other _____
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- I am paying particular attention to how I bundles packages together
 - I am ensuring that all bonus gifts are highly relevant to my packages single focus
 - I have created strong identities for my package so people know exactly what each package can help them achieve
 - I have created a strong affiliate program tailored to my happy clients and fans
 - I understand that as well as my clients, I too have to push past my comfort zone and I am committed to growing as a coach
 - I understand the importance of accessibility
 - I have built methods of accessibility to me into my packages and products, so that my clients feel connected and comforted
 - I have made sure there are boundaries to my accessibility and tailored methods to ensure these are respected—for my sake and my clients'
 - I am stacking and bundling products and packages

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- I have ensured my bundles feel like a single entity bursting with highly relevant components
- My bundle’s name or title is memorable, clear and catchy
- I am using positive, “action” words (including niche-specific keywords) when creating bundle names or titles
- My bundle name gives strong clues to:
 - How it is going to function
 - Its main purpose or benefit
- My bundle feels like a complete “kit” or “system”
- My bundle is results-based and focused
- I have ensured the visuals, linguistic patterns, pacing and words on my system or bundle landing pages are designed to appeal to/resonate with my specific ideal client
- I have created motivation to buy by setting start and end dates on my offers
- I am both telling my best client what my packages and programs will help him produce and showing him with:
 - Testimonials
 - Photographs
 - Measurable data results
 - Other _____
- I have set up a system for showcasing and bragging about my best clients
- Methods I use to showcase client successes include:

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- JV with them on webinars or in special coaching courses
 - Host special events with them
 - Present guest articles from them on my website
 - Highlight them in my “Success Stories” section, devoting a full page and promotion to each one
 - Interview them on radio shows and podcasts—along with my other celebrity guests
 - Other _____
- I understand that successful clients are my best success too!