"How to Package and Price Your Services into Programs to Effortlessly Enroll High-Paying Clients"

Hello and welcome, everyone. I'm Bonita Richter of www.BonitaRichter.com. You are on the second call of the *Breakthrough Secrets – How to Become Irresistible to Clients, Proven Strategies to Enroll 1, 3, 5, or 10 Clients …Whether You're a Seasoned Entrepreneur or New in Business.* Today's call is titled, *"How to Package and Price Your Services into Programs to Effortlessly Enroll High-Paying Clients."*

The good news is in Call Number One we got through the tough stuff, the tough topic. Now, we can get into the creative and fun part of the process of getting new clients, and delivering our services.

Packaging your offerings into programs is the secret to making more money in less time, while delivering the opportunity to your clients to achieve, greater, more massive results. Think about this; I could be a business mentor or coach, delivering my services one-on-one, and letting the client drive the coaching sessions with what they want to talk about, and address in their business, to say market it more effectively. This is typically how I see most coaches work. The result is the client is guiding the process, because the coach is letting them drive the bus. This is a good process to address blocks, fears, uncertainties and doubts as they arise. But, they may never get to the destination, getting the results they want, because there is no clear path to follow, it's kind of like, "we'll cover things as we go."

On top of that, they will never see the value of the transformation that is possible for them, with time being sold by the hour, because the process of getting to the goal is not clear, it is not laid out, and therefore value is more difficult to communicate.

In this call today, we'll talk about how to design, package and price irresistible programs that your clients will love and want to invest in; ones that will deliver massive value to them, and help you make more income in your business, too.

What we're going to talk about today is the hidden key to massive transformation in your business. If you've been struggling to get clients, are in a one-on-one model with clients, feel like you're chasing clients, or always feel like you're living from client to the next, this program is about getting clients quickly.

Before I get into how to create programs, let's talk about your business model for a few minutes. Your business model is essentially how you make money in your business; it's what activities you do to generate income. Many of you have services you are offering. And, probably most of you offer them through individual services, such as you sell coaching sessions by the hour; you write one press release for one client; you are a consultant and work with one person at a time in a company, say, to build their leadership skills; your business model includes only these one-on-one services, sold by the hour and project services.

Should one-on-one services be part of your business model? Absolutely, if you want them to be. I am here today to let you know that you can add other high-value activities to your business model, the way you make money, through adding high-value programs to your business model. That is what we are talking about today in Call Number Two.

Keep in mind your business model ultimately determines the amount of time, money, and freedom you have in your business. If you're lacking any of those three things, chances are good that there's something off with your business model.

Today's content will help you create programs, so that you can enroll clients quickly, and generate cash flow.

We're going to talk about how you can design a program, to lead someone to achieve a desired transformation. For example, in this program, the transformation is to "get clients more quickly," and be able to increase your income by offering higher-value programs.

What we're not going to talk about is how to package your hourly services. It's not, "Let's just do six months of coaching and three sessions a month." This is not what I am talking about, when I am referring to programs.

Notice in the example I gave, that no transformation, or result was articulated. I was just selling time. In that model the way I said it to you, a client's perception is they are still buying time. I will share with you today how by making a few tweaks, you can turn what you offer into a program, rather than just packaging hours and time.

For most people in this class or listening to these recordings, it is going to be pretty easy to see how you can make the program model apply to your business. For some of you, it may be a bit harder. Think of this as an opportunity for you to get creative, and add additional offerings to your business model. Even if right away you think you can't use the programs model in your business, I think you can. Here are a few ideas I'm going to push out to you, knowing some people we have on the call—

- A Web designer, who works one-on-one building websites for people, may decide to create a program for people who want to build their own websites, and teach them how to do it themselves through a workshop or 90-day mentoring program.

- The same could be done for a copywriter. Rather than write one-on-one for clients, perhaps she can teach copywriting skills to people through a one-day VIP Intensive program, a workshop, or a 90-day mentoring program.

- An artist may do drawings for clients on a one-on-one basis. Perhaps a program could be created about the way she takes a client through the discovery process of building a family heirloom, through recording it by the written word or even video recordings. More value is added by adding components to the program.

These are just a few ideas…I will share other ideas with you later when we talk about the program blueprints.

Before we start with the content, I want to share with you some reasons why creating a program is important. Here are the reasons why…

Programs position you as delivering results. Whenever you work with a client, you want them thinking about the results they will get for their investment. Too many times, when I see people sell their services, not enough emphasis is put on results. What happens then is a clear connection is not made by our clients, about the value of money they're being asked to invest, compared to the result, or even return-on-investment they're going to receive.

You want to shift your mindset that your clients are not buying your time. They are buying results. They will value your work so much more because the focus is on results.

I have an interesting little story for you, about a client of mine. This client was charging $500 per month for her coaching. I asked her, "What if you were to double it?"   She said immediately, "I could never do that!" I asked her why. The interesting thing was that she couldn't see the value of her work, selling it by the hour. Even though her work, as all our work is, is transformative, selling individual bits of time, by the hour, it was extremely difficult to communicate the value. She just couldn't get in touch with the value of her work.

In a program model, where she would focus on results and outcomes of a program she created, rather than selling individual bits of time, she said she would have no problem charging $12,000 or more for a year-long program. Before, if this client invested with her for a year her income from this one client would be $6,000. By shifting to a program model, her income with this same client increased to $12,000; double what she had charged before.

Just by making that shift on the outside, by creating a program with a result and transformation clearly communicated, it was a huge shift in her mind that really allowed her to confidently claim the worth of the work, which is really important. And, that's how you increase your fees, by getting in touch with the value of your work, and the results and transformation you're part of in working with a client.

That's what you want your clients to put their focus on, as well. You want clients focusing on the results, and transformation; not on time.

Here's another reason why it's so important to embrace and include programs in your business model. You have the freedom to do what needs to be done to help your clients, instead of being constrained by time. Designing a program gives you the freedom to put whatever you need to in the program, to help, and not be watching the clock. Of course, you still have to manage your time, and boundaries. But, it is still a subtle and very powerful shift that allows you to help your clients more.

Another reason why it's so important is because clients feel like they're investing in a solution instead of buying time. A program packaged this way practically sells itself. Packaging a solution, a program, also makes it extremely easy to explain what you do, in a way that clients "get it," such as "I have a 7-step system that blah, blah, blah." In Call Number One, I gave you scripts about what to say in your 30-second introduction.

Another important reason to design and offer a program is you can charge more. The reason is the value of your time, to your client, pales in comparison to the value of the results they get. Your fees are always based on the value of the results your clients get. We're going to talk about how to determine value later on in this call.

All of my private clients who I work with have transitioned into offering programs, rather than one-on-one consulting or coaching. Most of the service people I run into, when I am out-and-about in the business community, are not offering programs. So, you being here today means this is a huge opportunity for you to offer something different from your peers out there, and differentiate your business.

For some of you, working in this way, the program model may be very different from how other people who do work like you are doing it. What I'm going to ask you to do is to use this 30-day period as a way to test out the program model. Be bold about it. Dare to be different, and offer something of high value, and transformative to your clients. The reason I am saying be bold, is I often see some resistance from people when advising them to do this. It is different, it is a change, and remember in Call Number One we talked about pushing through the fear, doubt, and uncertainty that change always brings. Push through it. Experiment, and see what happens for you, what opens up. It's an experiment you get paid to do.

Okay. Now, we're going to begin talking about a system, about how you can design high-value programs. This step is about taking your problem you determined from Call Number One. Now, you're going to flesh out the steps someone must take to solve this problem.

There are six steps to drafting out your unique system. See the handout I created for you, *How to Create a Program — Your Signature System.*

1. In your mind's eye, imagine your client standing out in front of you a few feet away. See your target client.

2. Ask yourself, "What is the problem they have, and what is the end result or outcome they are seeking?

3. Brainstorm 5 to 7 steps they must take to get the results they are seeking.

4. Test each step to see if it works. Walk it through in your consciousness. Physically "walk through it" in a room.

5. Flesh each step out in the system with content, benefits, and results

    - 1 to 3 bullet points for each teaching step
    - List any corresponding materials they would need (templates, checklists, handouts, done-for-you work)
    - Write down the results and outcomes clients will experience after learning each step

6. Give each step a benefit-rich title

See the sales page for this program, and look at the description for the three classes. You will see each call has a benefit-rich title, and results and outcomes listed. To see this page go to BonitaRichter.con, and click on the "events" tab. I also provided a handout, *Create an Alluring Title for Your Program.* That's it!

So, what we just covered, is how you can flesh out, draft out, your signature system, a program. Let's now take it a step further, and decide how you will deliver and package this program to your clients.

To begin, let me give you an example of what I mean from my own business. I have created a handout for you—

6 Steps to Create a 6-Figure Business 1-Day LIVE VIP Intensive Program:
A Proven Path to Breakthrough to Reach the 6-Figure Income You Dream About Without Feeling Overwhelmed and Sacrificing What You Value in Life"

The first example is my own *6 Steps to Create a 6-Figure Business.* In this program, the problem I'm solving is how to create a business and marketing plan to create a 6-Figure business in twelve months or less: how to transition to a high-performing business model by offering multiple high-level packages. This program is offered as a 1-day VIP Intensive program, which is a type of program we will cover in the program blueprints in a few minutes. You can see I have listed the program title, type of program, and outcomes and results someone will get by working with this program.

Another example I can give you, is perhaps you are a coach who helps corporate women leave their jobs to start a business. One of my clients who was in my "6 Steps to Create a 6-Figure Business," worked on this topic. She created a program that would help these women create an exit strategy from their corporate job into starting their own business, and she covered everything from how to find a business idea, to how to plan your finances, to how to deal with FUDS—Fears, Uncertainties, and Doubts when making this transition.

If you're a money coach, one problem you could focus on would be addressing self-limiting beliefs and behaviors that sabotages women, and suppresses their income levels, and keep them from reaching their financial potential. This is a huge problem for women, one I have become more aware of recently the last year.

This consultant or coach could design a program that would uncover those limiting beliefs, and self-sabotaging behaviors, and then craft a plan that addresses those issues.

So, remember the first step is becoming clear on the problem you are solving, and the outcome you clients want, which you took care of when drafting your program.

The next step is choosing a program blueprint; how you will deliver your program.

To create a program, you're going to have to include some kind of delivery method. That can be a VIP day, either in person or virtual, some kind of training series, such as a teleseminar series, or a workshop, or some other type of coaching or mentoring program. In your program, you want to include your information, whether that's recordings, transcripts or handouts.

Once you have the problem you're going to solve, you want to choose a blueprint for your program, how you will deliver it to your client. I've included five blueprints for you to use as a starting point when crafting your program. You can use these five blueprints I've given you and tweak them any way you like.

For each of the blueprints, there are some common components for each of them. These common components that you want to always include in your programs are:

1. Delivery of your service (coaching, consulting, interviewing, writing, training)
2. High-quality information (e-book, workbook, checklists, templates, scripts, etc.)
3. Results-driven homework assignment
4. Support, celebration or accountability session

For example, with this program, I am delivering my service through the training calls, and giving you high-quality information through the handouts, templates, audio recordings of the calls, and the call notes provided. I am providing you homework assignments, and I am supporting you with the Q&A at the end of each call, as well as through the 30-day email support, and group coaching call we have scheduled next week.

I've included a handout, *Simple Sample High-Value Programs Blueprint.* You'll notice that I have three blueprints for a private program, and two are for a group program.

Let's take a look at the handout, and I will briefly go over each of the different types of programs. Depending on your type of business, and who you are presenting a program to, you will have to modify these blueprints, but, they will get you started with ideas.

Blueprint 1, the Virtual VIP Intensive. This one is one of my favorite ways to deliver a high-value program. If you do your work in person, you will want to modify this blueprint; see Blueprint #2.

A Virtual VIP Intensive works like this. You meet with your client and do the delivery of your service over the phone. That tends to work best in three or four time chunks, and you take breaks, of say 30 minutes.

For this one in particular, my favorite format is to deliver content and work together with my client for 90 minutes, and then a 30-minute break, 90 minutes, 30 minutes, and 90 minutes. That's the day.   You deliver the service over the phone in three or four chunks, with breaks.

You provide some kind of information via an eBook, workbook, templates, done-for-you templates, scripts, whatever it is you are offering.

You always want to include some kind of results-driven homework assignment. It's very simple. Basically, your homework assignment to them is, "Go do what you need to do." In a program like this, it's, "Go get your clients." If I was taking someone through this program in a VIP day format, which I'm probably going to actually do, the assignment would be, "Go get some clients."

Then you want to include a celebration and accountability session a few weeks later.

A program like this is small, one day, and you have maybe one or two phone sessions after that.

Here's a tip on this particular blueprint. You definitely don't want the follow-up or accountability sessions to be spread out over a long time frame. You want your sessions to be within 30 days, really.

It’s a boundaries thing if you let it go too far. You don’t want to have someone come in for a day and then ask you to take their celebration and accountability session three months later. I always like to include recordings of all the calls. That’s what’s wonderful about the virtual VIP intensive. You can record it very easily.

That’s the first blueprint. The second blueprint is very similar. It’s basically delivering your VIP day in person. Instead of doing it over the phone, you would be delivering your service in person over one day. This can be really nice. I love working in person with people. That’s something you can do.

Look at your information again and your assignment, celebration and accountability session, and recording of the accountability call.

Blueprint 3 is another one I really like. You’ll see that these are all pretty similar, but there are subtle differences. In this one, it’s a short coaching or consulting package. Instead of a virtual VIP day and a session or two follow-up, you have coaching and support for 30, 60 or 90 days.

That would include a VIP day retreat, so you start with a day. Then there would be three to four coaching or consulting sessions to follow up. Then there’s your information, so whatever templates, worksheets, eBook, workbook, whatever you are providing. There’s always a homework assignment, and recordings of all calls.

Why do I love the VIP day? VIP days are fantastic. You’ll notice that all of these have a VIP day component. With one-on-one client services and when you’re doing programs with people, I’ve really come to appreciate the VIP day. The reason is because you really help your client gets results quickly.

Think about how much more you’re going to get done in an intensive rather than spreading it out over three or six months. What’s really important to get is that it adds a lot of value to your client. Clients really enjoy a VIP day because they want to get results right away. They want to get a lot of work done in a day as opposed to having to wait three or six months to get all the content; they get it in one day.

One of the things to keep in mind when you’re designing these is how you like to work. What’s best-suited to the type of work you do.

For example, another program I’ve created, *Step Up to Success 90-Day Mentoring Program,* we actually start with a full-day in-person, or half-day virtual intensive, depending if the person lives in town or out of town. We hold in-person if they are willing to travel.

Then, we work on the branding your brilliance with the power of archetypes piece together, and money mindset piece. Then we continue with defining a leveraged business model and Profit Pyramid plan, and then we create a marketing implementation calendar, to plan product and program launches and cash flow throughout the year. There are 90 days of coaching and implementation support.

The money breakthrough piece is valuable because mindset is what is going to stop many people from stepping into, delivering, and selling higher-end programs. When you start delivering things at a higher level, you're going to bump up against your money mindset stuff; "What am I worth?" "Can I really charge that much?" type of thought process.

You want to think about how your own work flows. As you're using these blueprints and testing and tweaking them, what kind of flow for the information is going to help your clients get the best results? How do you like to deliver your work? Does a mentoring program appeal to you or a workshop? How about a teleseminar?

Also, in some cases, you may have a visioning session for a half-hour or 60 minutes, before you have a VIP day.

Or, what I do is I typically send pre-session assignments. In the *Step Up to Success Business and Marketing Breakthrough 90-Day Mentoring Program,* I send a brand assessment and money mirror cards to clients before our first in-person retreat. This is so they complete the assessment and determine their top three brand archetypes, and their money mirror personality type, BEFORE the VIP retreat day, so we can hit the ground running.

There are a couple more blueprints I want to go over quickly.

Blueprint 4 is a teleseminar series. This is really popular. I've noticed a lot of people doing these now. It's very simple, just three or four teleclasses over two weeks. Give people information, the recordings and transcripts, and maybe an online group forum, and a bonus call. I've also seen it done by having everyone commune on a blog with questions. In this program, we are having a group coaching call.

I was using this blueprint when I designed this program.

Blueprint 5 is an in-person workshop. Your workshop doesn't have to be very big. In fact, a small workshop with 10 people or less is awesome. They're so much fun, they're intensive, and you get to work closely with each person.   You can even hold a small workshop in your home.

The blueprint for this is very simple. You just have a one- to two-day in-person workshop where you teach your system. It's very straightforward. You'll want to have a binder for your information and notes, and then include some done-for-you goodies in the binder. We're going to talk about done-for-you in a second.

When you're doing the workshop, you always want to offer something next. What you're going to offer is some kind of ongoing coaching or mentoring program for support.

Those are the five blueprints to get you started. Those can be tweaked and modified to accommodate a lot, including creating a longer program if you choose to do that.

I would actually suggest focusing on a short-term program to start, especially if you're just getting started. The reason is that with short-term programs, it's really easy to create a lot of momentum for yourself and your clients. Short-term programs that focus on a really specific result are very easy for new clients to say yes to. By short-term I am talking about the one day VIP Intensives or a short-term individual coaching program.

If you aren't a coach or consultant you may be scratching your head and wondering how you can use these blueprints. My suggestion is to get creative, and think about how you can add value and package what you do, say if you are an artist, into a higher value program. I've included some ideas…

Ideas if you are Not a Coach, Consultant, Mentor, Trainer… Rather, an Artist…

You can still create programs that provide additional value, beyond your artistic work. For example, creating an **experience** for your client, through your creative work, could be highly desirable.

If someone is commissioning you to do work for them, there is an opportunity to make this a very personal, creative, and emotionally satisfying experience for them.

Conducting personal interviews, and recording them and providing them to the client adds value. Adding video interviews is an idea.

Now that you have created your system, fleshed out the steps, and you've chosen the type of program you will offer, you need to…

Create your content.

Your content is the information that you deliver, such as I am delivering to you through this teleseminar training series. You want to have your information laid out and organized, so you can teach it to and share it with people.

In your content, there are two things that you always want to include:

1. A homework assignment
2. A done-for-you component (such as templates, checklists, scripts)

Give your program an attention-grabbing title.

You're already started with titles, naming your steps. If you haven't named your entire program, you'll do it now.

Titles are really important. Your title is the first thing people see. It's a mini headline, captures attention, generates interest, and draws people in.

A great title can do a lot of the marketing work for you. I have noticed since I been paying more attention to my headlines and titles, open and click through rates are higher on my emails, and my programs have been much easier to sell.

Give your program a title. I've included a handout with some title templates.

Price your offer.

Let's talk a little bit about pricing. Once you have your programs, how do you price them? This is a huge topic.
The three steps I'm going to give you are going to get you started. It's exactly what you need to know to use to price your program, and get new clients in the next 30 days or less. There's a lot more you can do with pricing, but this will definitely get you started.

This is really an opportunity for a breakthrough for you. You may be used to undervaluing your services or pricing too low, or you know that your service is worth so much more.

There are three basic steps to pricing your program. Let's say it's a 90-day program. Once you have your program all designed, you want to look at three things.

Step 1: What's it worth to your client?

Step 2: What's it worth to you?

Step 3: Choose a number.

That's pretty simple, right? At some point, you just have to pick a number. When you really think about what it's worth to them, and you, then you're picking a number not out of thin air, but with information that's actually based in reality.

I gave you a handout, *How to Price Your Irresistible Program.*   Let's go through the steps in more detail.

Step 1: What's it worth to your client?

You want to look at four different areas:

1. What's the financial cost to them for not making a change?
2. What is the emotional cost to them for not making a change?
3. What is the financial return on investment of working with you? (What do they stand to gain financially from working with you?)
4. What do they stand to gain emotionally when working with you?

You are looking at both the financial and emotional costs, as well as financial and emotional gains.

Compare this to how you may have been pricing your services up until this point, especially if you're on the dollars-for-hours model. You're probably also comparing your fees to everyone else's.

When you become aware of the true value of your work, you may ask yourself, "Will they pay for that? Who will pay for it?" I hear that a lot. People say, "I don't know who's going to pay for this," "I don't know anyone who will pay," or "What is everybody else charging?"

Those are all smokescreens. People will pay and invest in things that are going to get them a result and stop the pain or eliminate the cost.

Also notice, when you're looking at these four things is you're really looking to determine the value of the results to the client. What's it really worth to them? What's it worth to them over time?

I also look at potential return-on-investment for a client. If they get a new client out of this program, what is that worth to them? $1,000? If it is $1,000, their return-on-investment is 400%. I use a benchmark of a client being able to get a 200-300% return on investment when pricing my programs, whether it be a 30-day program or a twelve month program. Then, I point out the value over time, over years. It is an awesome way to think about the value of your programs, and something you must point out to your clients in conversations with them. We cover strategy and enrollment conversations in Call Number Three.

Let me walk you through an example to make this clear. Let me take this program as an example. ..

This program was designed for someone who has invested a lot of time, energy and attention to doing the right things, getting out there and trying to attract clients and nothing's happening. They're spending more and more money and time trying to make it work, and they're getting more and more frustrated.

What's the financial cost of not getting it handled and figuring out how to get clients? The financial cost is clear: it's whatever fees they'd be getting, plus losing out on the value of the time, energy, and money invested, without getting results. What does that financial cost add up to?

What's the emotional cost of not having clients? It could be sleepless nights, stress, worrying about having to get a part-time job to supplement income, and drama. It's a pretty high emotional cost.

What's the financial return on investment if you know how to get clients whenever you want? It's a pretty clear financial return. Think about how many more clients you'd have, and the financial value.

Also, focus on the value of the results over time. What gets to unfold for them over time? You want to take that into consideration.

In the case of this program, once you have this skill, it's something you get to use over and over again to get clients. How much is this program worth to you over time? Much more than the investment of the program, I am sure.

The emotional return is also very high. You're getting and working with clients, people you love. You're getting to enjoy your work, and increasing self-confidence and self-esteem, because you're starting to receive a handsome income for your valuable services.

That's just a really quick example. If you're sitting there thinking, "Bonita, I don't help people make money," go back to Call Number One and review the motivators that make people buy. You absolutely can take whatever it is you do and demonstrate the financial and/or emotional impact of not taking action.

In Call Number Three, we will talk about enrollment conversations, and how to find out a client's challenges and frustrations, and have them tell you the financial and emotional costs, and how to lead clients to making a decision to work with you.

Step 2: Decide what the program is worth to you.

Here's an interesting thing that I highly recommend you do. I've said all along, that I am not an advocate of dollars for hours. So, what I am talking about now isn't about charging for your time by the hour, but, you do want to put a price on your time.

You want to know, for each hour that you're working in your business with certain clients, how much do you want that hour to be worth? What's the lowest price that you'll accept for your time? What's the highest price, your stretch point?

Let's say that you decide that you want your time in your business to be worth $200 an hour. You can take a look at the hours you're going to take to deliver your service. You'll see that, "If I deliver a VIP day and two sessions, that's going to be five hours. I want at least $1,000 for that at a bare minimum."

I did this when I created this program. I looked at the value of my time per hour, and decided how many people I needed in this program at the investment I charged to make it worth my while.

One thing to do is when valuing your time, come up with a number that will stretch you, say 20% to 50% higher than you normally charge. What I see happen, and I used to do this myself, is I would doubt the number I came up with, and I'd decrease the investment amount. Now, I ask myself, "What would have to be in this program for me to charge that amount?" Instead of lowering the investment and shrinking back, think, "What would have to be true in order to charge this amount?" it is a subtle, but powerful mindset shift about keeping increasing pressure to move your income up, rather than keeping it suppressed.

So, you need to know what your time and the program is worth to you.

Step 3: Pick a number.

You want to settle on a new number that you can feel confident about. And, if you go through the three steps I gave you, this will increase your confidence! At this point, you're picking a number that you have some information behind. You're not just picking it out of thin air, and it's not something you have to question. You've justified it.

Remember, you want to aim for it to be just outside of your comfort zone. If you're focusing on results, chances are good the price or investment level as I like to call it is going to be a little higher than you're used to charging.

Those are pricing strategies for you. That's really all that you need to get started with pricing your program. I'm going to ask you not to over-think the price of your program. At the end of the day, you need to pick a number and get started.

Make your program irresistible with limiters and act-now incentives.

Once you have your program basics, you can make it irresistible by adding some really compelling limiters and incentives to take action.

Let's talk a little bit about pricing strategies that move your clients to enroll, and get people to take action. You want to design your program to use some combination of three things. There are three things we do to help move clients from "on the fence" thinking about it to taking action right away.

Those are **limiters, payment incentives** and **payment plans**. They're very simple. These are all going to be familiar to you. You've all seen offers with these in place.

The first one is limiters, putting a limit on how many are available. For example, for the rest of the year, I have very few 6-month private coaching spots available. I actually don't have these private coaching spots in my schedule, right now. That's one reason why I'm not sure what this number will be, as I am moving my business model more toward group coaching, so I can help more people, and increase my income.

But, I do know the number of private coaching spots I have available, for a 6-month program is small, probably under 5 people through December 31.

So, the first thing you want to do is to look at your schedule, and see what time you have to deliver your chosen type of program in the next 30 days. You might say, "I only have room for two VIP days a month. Then, when marketing, you say, "I'm only taking two VIP days this month, and here's why." It's always important when you have a limiter, to give a reason "why." Otherwise, people ask themselves, "why," and they don't get it, and they feel they're just being pressured to sign on with you. But, if you say you only have time for two new clients, then that is in integrity.

Another limiter is a time limiter, as in, "This offer is only available for a limited time. Here's why." It's really important that you always give a reason why. Your clients want to know. That's the question everyone has in their mind.

More on this topic…you don't need to have an earth-shattering reason "why." But, it does have to be true. Sometimes that reason is just, "I want to give you every possible reason to be decisive. Being decisive is going to give you the best results."

You can also put a limiter on payment plan options, such as for how long the payment plan or price is available. Limits are very powerful.

Let's now talk about payment incentives…

There are two big payment incentives:

1. Take action now
2. Pay in full

I always like to reward people for taking action now, and paying in full. In a one-on-one situation, this is usually a pricing incentive.

For example, you say to a client, "The regular investment is $3,497. But if you're willing to make a commitment and move forward today, and pay in full, your investment is $2,997."

It's very simple. This incentive can be combined with a limiter. For example, for a teleseminar series like this, the price went up after March 31, as we went forward in time. And, the bonuses also disappeared. You want to give someone a reward for making a decision, and being decisive, in a very short period of time.

Your take-action incentives are good, at most, for 24 hours. You don't give people a week to think about it. It needs to be something that they make a decision within 24 hours at the most. It's an incentive for taking action today.

All you need to do for the reason for offering the 24 hour timeframe, is it honors those who make a fast decision. That's really powerful, because the faster you take action and decide, the faster you get results. It's a really good indicator that someone is ready to move and get results.

Bonuses are also great pay-in-full incentives. For example, some takes action, and pays in full, they also receive an added coaching call, or virtual workshop, or teleseminar. It's up to you what you want to offer, get creative.

Payment plans work very well, too, and people really appreciate them. I know that I personally have said yes to things many times because of a payment plan.

Even if you're a successful business owner, you're watching your cash flow. I value holding on to my cash as long as possible in certain cases. Other times, it makes total sense to pay in full. You'll notice that when you offer payment plans your number of people who say yes is going to increase. You can do a payment plan with a service, but you have a couple of caveats. It's really important that if you are doing payment plans for a service that you do a couple of things to honor yourself and maintain good boundaries.

First of all, you want to make sure that the end payment amount is not your rock-bottom, take action amount. You don't take your pay in full price and divide it by however many payments.

You want to add some dollars on to the amount for a bookkeeping fee because you are essentially financing them, typically 15% to 20% over the pay in full price. When you do offer payment plans, you have to deal with things like credit cards bouncing and bookkeeping. It's actually extra work for you. It's really important to add a little bit on to the amount.

You also want to make sure, when it's a service that you're getting paid as you deliver your service. For VIP day packages, what I like to do is half when they actually book and half right before the day it begins.

What's not acceptable is that you give the service and then they're paying it off afterward. That's what you want to avoid. For VIP days, your payment plan is usually pretty easy. It's either pay in full or 50/50.

How do you put this all together? Here's what I recommend you do. Once you have your program and decide on your price, you decide what's the lowest price that you're going to expect, your take action, pay in full price. It's the lowest a client could possibly get this program for.

Then you want to add about 10% more for a pay-in-full regular price, if someone didn't take advantage of the take action plan. Then you add, from the lowest price, 15% to 20% to create a payment plan for someone. It's pretty simple math at the end of the day.

Let's say I was pricing on a higher-end program and decided that the lowest possible price that I was willing to accept was $6,500. That would be my pay-in-full, fast action price. My pay-in-full regular price would be $7,000, without the take-action incentive.

That would be on the enrollment form, or when I'm in a conversation with someone I would say, "its $7,000. If you're willing to make a commitment today and ready to pay in full, I'll take $500 off."

Then the payment plan would be a little bit more than that. However the payments would work out, it would be $7,800 or something like that. That's when you have to play with the numbers, and what each payment amount is. One recommendation, with a payment plan, always take a deposit of about 20%, and then spread the dollar balance over the remaining number of payment due.

So, a payment plan may look like this:

Program = $7,800
20% deposit = $1,560
5 payments (for a 6 month program) = $1,248 per payment

Make your program lead to the "next thing."

You want your program to lead to something else, the "next thing."

The most profitable words in the English language are, "What comes next?" You will leave money on the table by not telling your client, "What is next" for them. Once your clients have completed your program, what's the next thing you can lead them to?

Keep in mind that just because someone has worked with you, it doesn't mean they are done with you. In fact, the opposite is true. Once your clients have had success by working with you, they actually are going to want more of you. They want the next thing. You want to know what that "next thing" is.

You don't need to know exactly what it is, and have it all worked out. It does not have to be perfect. But, at least have thought about it so you can seed your client to be thinking about the next step. It may be just a program of accountability sessions. But, you want to know what comes next.

This is a strategy that actually ties into your whole business model. It is your business model, your Profit Pyramid. This topic is out of the scope of what we are covering in this program, and something up to this point I've only worked on with my private one-on-one clients. But, I want you to start thinking about it, and understand that it's a best practice; the "next step" and up sell activities.

As you're designing your program, I want you to think to yourself, "What's next? What am I going to offer them when they're done?"

I promised to share with you the one thing to put into your program that makes clients line up on the spot and become clients for life. It can be summed up in three words: done for you. I've mentioned it a couple of times already.

Why is this important? One thing I've noticed over the past two years in my coaching is people aren't looking for more information. Information is everywhere. In fact, we are all suffering from some form or another of information overload.

What people really want is for you to take the problem off their plate entirely. They want you to make it go away, or tell them exactly what they must do to get what they want.

My best clients, the folks who happily pay me the most, are the ones who know that I'll design a program for them, put their marketing launch plans together, and do whatever work they need for them. That's what they want when they come to me. They want me to really just get in there, map out their business model, design their programs and show them how to launch, or basically do it for them.

You don't have to take it that far. Any time you add a done-for-you component, even things like forms, templates, checklists or scripts, you increase the value of your offer immensely.

Here's why that is. You're actually taking away tons of work away from your clients when you do this for them. They don't have to figure it all out. You're giving them the exact steps, scripts, and templates. You're doing the work for them, by adding templates, or with them, side-by-side.

When you add these elements, and they're very simple, your clients will happily pay more for it because they're overwhelmed. They want that overwhelm to be stripped away. It's some of the same thinking and rationale behind your unique system.

Another thing people like is having things of yours they can model. I'll pull things out from my own business that I've used, and worked well for me. It could be a teleseminar launch schedule, a teleseminar template, a program outline.

I'm mentioning this because it's really powerful. If you think about why you said yes to this program, I would bet that the done-for-you element had at least something to do with it.

When you have a signature or unique system to solve a specific problem, there's an opportunity for done-for-you in there somewhere, even if it's just templates and checklists. This is a strategy that will increase the value of your programs immensely.

The important thing when you're adding these done-for-you components is that you need to take credit and charge for them appropriately. They really do increase the value of your program. They cut through the clutter and overwhelm for your clients

Let's talk a little bit about bonuses and how you use them when you design your programs. You're actually getting a handout with bonus ideas.

You do want to adhere to a few guidelines when you're using bonuses. The biggest one is to avoid overwhelm. You don't want to pile on the bonuses and give people so many bonuses that they feel overwhelmed. A couple of well-chosen bonuses that are really relevant are going to have a large impact.

They need to be related to your program, whatever you're doing. With your bonuses, you want them to support the work you're doing.

You want to keep them relevant. Take a look at what you're doing and add bonuses that are only going to augment and supplement the content you're delivering and the result you're getting.

There is something I want to do very quickly, and then I'm going to give you your assignment and we're going to wrap up with Q&A.

I'm going to walk through my *Step Up Success Business and Marketing Breakthrough 90-Day Mentoring Program* so you can see how I put this all together.

This is my 90-day mentoring program. This copy that you're reading comes from a simple invitation letter. You don't necessarily need to create this for your program. I just included this so you could see the components of the program. You can see how it all fits together, and you can model it.

You can see that I include the transformation right at the top under the headline and sub-headline. I also included a broad description of the three steps I'm going to take people through. Basically, I broke the process down into a little system. It's very simple. You can see all the steps here. Realistically, there are sub-steps in each of these three steps, but these are not detailed out. I could detail them out if I wanted to. I have another example of a program, 6 Steps to Create a 6-Figure Business in the handouts, where I provided some details for each of the steps.

I made a list of the results and outcomes. I highly recommend that you do this to communicate to your clients what they are getting by investing; get really clear on the value. You need to understand and get in touch with everything that is going to happen for them and get to unfold for them as a result of working with you in that program, and they need to understand this, too.

You can see how I designed this. You have the system. You have the benefits and results. Then you have the actual program components.

You can see there are two retreats, three private coaching calls. There are reviews of marketing materials and copy, as well as recordings of all calls.

I highly encourage you to model this format for your own 90-day program. 90-day programs are great. People really like this now. There are a couple trends that I'm noticing out in the world of designing programs. People want a lot of personalized attention. They want a lot of focused help and support with specific problems, and they want things done quickly.

We are the change agents. We know that deep results don't often happen quickly. Here's a takeaway. If you can design something to get people into the world and get results with you quickly, that's going to pave the way for them to continue to do deeper in working with you.

You want to help people walk through the door. You want to help get people interacting and working with you, getting results from you, and then you are going to get deep transformation. Even in a short-term program like this one, you're going to get lots of deep transformation.

Your clients feel they're getting a lot of value because they are getting results very quickly. It really paves the way to further working with you. You always want to know what comes next.

I'll give you your assignment, and then we're going to open it up for questions. Your assignment for tonight is to design, create, and price your program. Just go through what I gave you in this call, step-by-step. It doesn't have to be perfect. Just get a draft going! Let's open up for some Q&A.

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