

## Simple Sample High-Value Program Blueprints

### Coaching, Consulting, Mentoring, Training Style Blueprints

#### Blueprint #1: The Virtual VIP Intensive Day

A virtual intensive is a program delivered over the telephone, typically over a four to five-hour period. If you want to deliver your work “in-person,” see Blueprint #2. (Can also be a group program.)

- Delivery of your service over the phone in 3 to 4 chunks of time, with breaks
- High-quality information (e-book, workbook, checklists, templates, scripts, etc.)
- Results-driven homework assignment
- Celebration and accountability session by telephone within 2 to 4 weeks
- Recording of call

#### Blueprint #2: The In-Person, Private VIP Intensive Day

This is focused time you spend working side-by-side with a person. The day is typically five to six hours in length, and includes lunch, beverages, and snacks.

- Delivery of your service over the phone in 3 to 4 chunks of time, with breaks
- High-quality information (e-book, workbook, checklists, templates, scripts, etc.)
- Results-driven homework assignment
- Celebration and accountability session by telephone within 2 to 4 weeks
- Recording of accountability call

#### Blueprint #3: The Short-Term Coaching Package

You can offer short-term coaching packages, ranging from 30, to 60, to 90 days for an individual or a group of people.

- In-Person VIP Intensive Retreat (1 for a 30-day program; up to 2 for a 60 or 90-day package)
- 3 to 4 coaching/consulting sessions in quick succession after retreat (group coaching if you have a group program)
- High-quality information (e-book, workbook, checklists, templates, scripts, etc.)
- Results-driven homework assignments
- Recordings of all calls

#### Blueprint #4: The Teleseminar Series

One of my favorite ways to deliver training.

- 3 to 4 teleclasses delivered over 2 weeks time
- High-quality information (e-book, workbook, checklists, templates, scripts, etc.)
- Recordings and transcripts or your detailed notes of all calls

- Group coaching call or online forum where people can connect
- Bonus call (or two)

### **Blueprint #5: The In-Person Workshop**

Offer at your workshop your coaching/mentoring program for ongoing support.

- 1-2 day in person workshop where you teach your unique step-by-step system
- High-quality content in a binder
- Include checklists, templates, scripts, “Done-For-You” work

### **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.

Also, packaging your products into a grouping adds additional income, such as through a piece of artwork, notepads, stationary, cards, stained glass pieces, the list is endless about what you can offer!