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Module 3 – Stop Trading Time for Money and Create Programs That Your Ideal Client Will Love and Pay You Handsomely For

Hello and welcome back to Module 3 of How to Attract 5 Clients or More in 30 Days. Module 3 is all about how to stop trading time for money and create programs your ideal clients will love and pay you handsomely for.

So in today's module we're going to be looking at ways to radically rethink the manner in which you're currently offering your coaching or your consulting services. You also need to learn to speak the language of your ideal clients so that they relate to you and what you do. You'll also learn why they're investing in you. I want to share that one with you because it was a big eye-opener for me, and once I got that bit, it started to transform the way I was offering my services.

And we're also going to be looking at creating programs and packages that will attract your ideal client—his is the bit I love because this is where you start to get really creative and tap back in to what you love to do. We want to put it in a format that's doable, enticing, and exciting for your clients, and I'm going to show you how to do that. And even possibly to raise your fees. We'll look at some simple models of pricing after you've gone through some of these exercises, as I think you'll be wondering “Perhaps I should be actually raising my fees!”

I'm going to be giving you a ton of content here, and I really want to give you the nuts and bolts, the core pieces for being able to attract new clients to your business. Beyond that, there's also my intention that I want you to start seeing your business and your services in a different light, one that enables you to build your business, as opposed to getting stuck or stagnant with it. I created this program very much from my own experience.





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I shared that when I first began, I'd lost my big contract, and I realized I had skills lacking in my business, I wasn't approaching it in a way that was really going to enable me to have a consistent flow of new clients. I often say "You know, if I didn't get out of bed that day nobody was going to notice" because it was a really low point. This program has been built by looking at what I did to turn my business around, that translates into me generating around \$20,000 of income in 30 days.

So it's important to me that you know that this program is based on real results, and although that was several year ago now, that process I developed and that way of working is still very much the core of what I'm doing in my business today. Okay, these are the core nuts and bolts elements. So I want you to know that, this is not just a single lesson to do once and then put it aside and don't do it again. This is something you can do time and time again, and you will refine it and master it over the years.

If you implement what I'm sharing with you, you're going to get results, this really does work. I still use this in my own business and it's what I continue to do which is why I wanted to share it with you. So let's just dive in now to the content of this module, before creating a program, whether that's a one-to-one, coaching, a consulting service, a program like this one, or even an audio program. After all, programs come in many different guises.

The first step is to identify your *core offer*. And this is where coaches and consultants I've met get really confused as to what they're offering. They make the fundamental error, as I did too by the way, of talking about their process instead of their *core offer* and there's a real distinction to make here. I'm just going to illustrate here by way of an example, but a traditional method for offering coaching and consulting services is charging by the hour or charging by the sessions so that would be \$300 per month and you get 3 monthly sessions with me.





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Perhaps they last an hour, an hour and a half, or it could be an audio program and you offer 3 CD's in a book. But these aren't really offers, or packages and programs, as I'll explain. If you're struggling to sell a certain amount of sessions per month, or sessions to be used over a period of time, it's because your clients truly don't understand what they're getting from you when they work with you through those sessions.

And that's an important distinction to make, because the sessions and the time spent with you is not what's of value to the client. I'm sure it's going to be great, and they'd love being with you, but that's not really what they're looking for.

This was a wakeup call for me. So especially if you're offering services, things like massage, palm reading, consultancy, all those different services that you charge for by the session--that keeps you in the model of trading your time for money. So essentially, a client comes to you, you spend time with them, and they reward you/pay you with money. Now what's so limiting about that is that you become bound by the hours in a day.

There's only so many clients that you can serve in that business model and you'll end up with lots of gaps, lots of ups and downs in your income. You also end up with clients that aren't really committed to getting great results, because the truth is, most of the work you're doing can't be done in just a handful of sessions. You can't really get phenomenal results that way, so if you were offering only a few sessions, then it needs to be shaped up as a different package or program.

What clients are investing in, and what they find truly valuable, is the change or transformation that they experience as a result of working with you. That is what they're investing in. They're not investing in your process, nor in 2 sessions per month with you. The time with you doesn't mean anything, and there's really no distinction for most clients between 2 sessions and 3 sessions, or a between a 30 or 45 minute session.





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What they want is the content and the results. So even if you could achieve those results in a shorter period of time, that would be far more valuable to them than dozens of sessions. Let's use this particular program as an example, the *core offer* here is that by the end of 30 days, if you implement what you learn and take action, you could have new clients. The offer is not a 5 part home-study program, that's the *process* or the *delivery format*. This offer is specific, measurable, and results-focused, it's all about getting 5 new clients within 30 days. That is the *core offer*.

I'm sure if I had I just marketed this as a 5 part home-study program, you probably wouldn't have signed up because you wouldn't have known what you were actually signing up for! Yet this is what I see coaches and consultants trying to do: If we work together you'll have 6 coaching sessions with me and we'll meet 3 times a month. The client really doesn't know what that means, and why that should be valuable to them.

So when we focus more on results and what changes for your clients over time, then we start to break this link between money, time, and prices per session. Many of us are conditioned to think in terms of hourly rates, especially when we look at other service providers such as massage therapists, personal trainers, accountants, and psychologists. The problem with trading time for money is that your income, is that you are limited to the hours in a working day.

In the old days when I first was starting out, I attempted to invent the 36 hour work day. I gave up. It's simply bad practice and left me pretty burnt out. So you can keep raising your hourly rates for a while, but you'll end up getting compared by price with other service providers. Then you'll find yourself in conversations where you're having to defend and justify your prices, which rapidly leads to discounting...pretty much guaranteed.





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So what I did in my own business is for a while was to take on more clients, that's the traditional business model. I thought "Well I can see X amount of clients each day or I can see X amount of clients each week and that will create this amount of income." And there were times when I had up to 30 or more clients that I was working with on a private basis in my business.

Now 30 clients when you're working with them individually and they're getting the same level of attention, you're working on multiple different things and managing those clients--life was really, really busy. There were times when I was working with 8 clients a day.

So it was hectic and that meant that my agenda was constantly jam packed, and there was no time left for developing my business. I was working *in* my business but I could never work *on* it. I was desperate to create programs like this, I absolutely love to help others, but there was no space for me to be able to do that.

There was no space for me to be able to market my business further either, even had I known how to do it more effectively, there simply wasn't the time. And I started to get behind on things like invoicing late payments, and life just became messy and chaotic. At that point, it would have actually felt dishonest to me to raise my prices, because people weren't getting the best of me.

So with this model of charging and trading your time for money, it can become difficult to show the clients the value of what you're offering because the main focus is on that time and money. We live in a culture where we simply don't place that much value on time. So the *core offer*, let's come back to that, is that change or transformation that you provide.





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This is going to come down to some sales and marketing, you're not going to be able to escape that part of your business! It is really a key part of business, so I want to keep the marketing as simple and straight forward as possible. Understand first what you're selling and what your clients are buying at its simplest levels, because they're buying the change, they're buying the transformation, and it's important for you to understand why they're investing in you in the first place.

Once you understand that, it becomes a whole lot easier to attract clients who'll say yes and who are going to be willing to invest in your programs and services. Just so you know: When you're not marketing your *core offer*, this is when clients simply don't show up fully to work with you...the work you love to do with them. They're going to question your fees, they're going to see if they can discount your rates, they show up late for sessions, they wonder if it's really worth it, they back out at the last minute.

And there it is again, the clients aren't looking for your time, they want to invest in the solution to the problems that they are facing. You need to replace marketing or selling that time with you, with marketing or selling a program that delivers a specific result for clients. When you start working in this way, clients know what they're getting, they know why it's valuable to them and all of a sudden they start to line up to work with you.

So it's really, really clear. Especially when you've done your homework, and know your ideal clients and the core problem you help them solve! Remember I told you that when you have identified your ideal client, the problem they want to solve, and the *core offer* for your program, however you deliver it and help them achieve results...they typically want to speak about it and they're going to give great testimonials, word of mouth referrals, and spread the word.





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This is when clients will start to line up for you. And it just becomes so much easier to have that sales conversation! So if we come back to answering that “So what do you do?” question, you can see now why you don't want to say “I'm a coach or a consultant.” Because for the person standing opposite you, it doesn't answer the question of how you might be able to help them. It doesn't talk to your specialty or your expertise on the results that you help your clients achieve. And it doesn't differentiate you.

So the good news is, that all of this will start to link together in this program. That's why I wanted to give you all these core nuts and bolts pieces. Lets go back now to those results and refine them further. So I hope you've done it already, and if not, take time to do it now. Then deepen the results when you get back to this point in Module 3 again.

If we go back to that first module, we listed all of the results that a client gets from working with you, and saw how those ripple out into the other areas of their lives. Now you'll build valuable momentum and confidence for yourself by going through those exercises and the results you wrote down. Take some time to go back to it and re-read your results, even deepen it this time around, so that you're really clear on the results that people are getting from their work with you. There's going to be results on multiple levels and perhaps many results.

You want to look for the *core results* and be clear on them, moving them to the top of the list. Beneath the *core results* are some of the mini outcomes that clients get with working with you. So again, I'll talk you through that exercise. Imagine one of your favorite clients, or the clients that you'd love to work with (you can even think about yourself, if your ideal client is like you at an earlier stage in your own journey), and then list all the results that they're going to achieve by working with you.





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List those results in glorious detail and color, no discounting here, don't play small, just own this for yourself. Remember how those results ripple out into the different areas of the clients lives and over time. Again, think about and list the cost of *not* working with you. So when they don't get those results, what's the cost of them staying stuck financially, emotionally, physically, spiritually? Get really clear on the value of your offer and what you do.

As an example, when I started to work with business coaches myself I was thinking about how that played out for me. It was a turning point for me and the changes were really dramatic, ranging from learning core sales and marketing skills to outsourcing parts of my business. This freed up my time for new programs I love to develop, updating my website, and I went from feeling frustrated and overwhelmed, to excited about my business all over again.

And it really felt like I was stepping into my full potential and that was a spiritual quest, and it was important for me, working from what I believed as my core purpose in the world. I was able to double my income in a much shorter time frame and had the gorgeous holidays and treats that I love to share with my family. There were multiple results, but I was prepared to invest well in order to get those results. I was eager to work for those results and prepared to invest to get them, because I was investing in a coach that had a program.

He wasn't saying "We'll meet twice a month and we'll chat about this that and the other", he had core elements of a program with content that I was going to learn, and a plan to keep me accountable so that I got those results and what was really possible for me.

So a big part of that learning curve, and a core take-away for you today, is that I'm probably like most you using this program and overlooked one crucial element when I was having those failed conversations with clients, the fact that most people are motivated by the pain of their problem rather than the pleasure that they'd ultimately get from taking action.





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And I just want to put that really clearly, because people invest in you for two main reasons, and the first is to avoid pain, the pain of something they're really struggling and suffering with, then the second reason is to seek pleasure. Now when I was first in business, and hadn't learnt what I know today, I was getting some clients but I honestly didn't know what I was doing, and I couldn't work out what was working and what wasn't.

But I realized that a lot of my techniques back then were focused on convincing future clients how great it would be to work with me and then get those changes. So I was focusing on results, but I never explored with them the pain or the cost to them of staying stuck or making progress slowly. So I was just focused on that positive piece and that's because I could see what was possible, I could see their potential, and I didn't want to inflict pain on them, as they were showing up already miserable or frustrated.

That meant the sales process for me was exhausting. I often felt yucky, that's in my own words but that's often how I did feel, particularly when they went away and said "You've given me so much to think about" or "You know I'm not ready" and I ended up with less-than-ideal clients to work with, clients that weren't really motivated. Let's look more closely about what I mean when I say pain. Pain is the cost of staying where they are, and it's across those levels and ripples that we've looked at before. So it's the emotional, physical, financial, and spiritual costs.

It includes how it's going to affect their relationships, too. The truth is, that people get comfortable with their pain and problems and they'll tolerate living with them for a very long time. The pain becomes normal and is a part of their comfort zone whether it's serving them or not. Potential clients aren't necessarily connected to their pain, so it's your job to connect the dots for them and help them uncover and recognize it.





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Now for me this was huge, and it honestly felt cruel at times because I'm highly empathic, I love people and I'm very positive so I naturally like put my focus there, and I felt really uncomfortable with uncovering and identifying my clients' pain. I wanted to share that with you because you might be having a similar reaction. Why inflict pain on my clients when I can clearly offer a solution to them? But that was doing a disservice to my clients.

We're going to come to this again later in terms of that sales conversation in the next module, but I want to highlight it now, as well. It's important to bring it up as we're starting to look at programs, because when a client starts to identify the pain in all areas of their lives, they become motivated to want to do something about it and typically fairly quickly too. Okay, we need a way connect the dots for those clients.

So you know your offer can really help them and create positive change in their lives, and you have a solution for their problem, you want to be able to move your clients from tolerating pain to taking action. How? Connect them to the pain or cost of their current situation. And that's when you can start to do the great work that you know you can do with your client. So when my sales coach got me as a client, it was in that process of him really exploring that pain with me.

He explored with me the cost of me doing nothing or staying stuck, and that totally got me sold on the program, to the point of saying yes before he'd even made an offer! It was almost like "Sign me up now!" and I just became so connected with how important it was for me to take that leap and take on that program. Identifying and connecting with that pain meant that I showed up really motivated, totally committed, and totally buying into the program.





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I know I was one of his stellar clients, I really was. But again it was due to that process of really understanding what was at stake for me on multiple levels. To illustrate this just a little bit further and in terms of looking at what motivates people to buy or invest in our programs, let's start to look at the different levels of service that we can offer as well. This is food for thought as you're going to start to shape up your own programs.

Because I do have an example of this when I was living back in France, and I had a heating guy who was locally based and I had been using him for several years. Like most other service professionals, he charged by the hour plus any parts that he needed to order. But he also had a high-value offer which was his 7-days-a-week-24-hour call-out, where he promised to provide same-day solutions, that was the high end offer.

And this is a real case scenario of how this panned out for me, because as always, heating broke down on a Sunday, and my husband was away. So the boiler breaks down, and I knew full well I couldn't solve it myself because: a) I didn't know how to, and b) there was a really strange smoky smell coming from my basement. I was really getting concerned, I was home alone with 2 kids, it's the middle of winter, and I call him up and ask him if he can fix it today.

He says yes, but there's going to be a special fee which was actually double his usual rate. And he asks if I'm okay with that. Yes I can come out now, but it's a Sunday, and the investment is going to be a lot higher. Well of course, I was okay with that. I really wanted it solved and I wanted it solved rapidly. And I'm going to interrupt my example here to note that I want you to think about that when you start to think about your *core offer* and creating your programs. Start to think in terms of those higher end offers or higher end services that you might provide to certain clients.





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It's also coming back to why a client's investing with you in the first place: What is their pain, what is their problem? Going back to my boiler problem, that is what we'd call my pain. Our water was cold, I needed to wash my hair, I was trying to go out, my kids needed to shower, the heat had of course gone off by then, it was really cold in the house and I think they'd even announced snow, and the following day was Monday.

So I needed to get the boiler working again so I could be ready tomorrow morning to send the children off to school. I was really in a place of pain, and my response was "Sign me up now, and how quickly can you solve my problem so that I can just get on with the rest of my life?" Of course he comes round, fixes the boiler, and you know, this is actually the funny part of the story because then when he came round he offered me a special discount, because in his words, and this is with his charming French accent--I was one of his very pretty clients and so I got a good deal, and he made me feel good about it.

The net result was that he solved my problem, I felt good, and got special deal on the spot as well which really was the cherry on top of the cake. I would have called him up again, and I was willing to invest in that level of service to get those kinds of results that quickly. Think about that for your own business: What are those higher end services that you can start to offer? It doesn't have to be the same thing for everybody.

Now I'll talk you through that when we look at program design and how you can start to think of different levels of service. Let's interrupt the boiler story again to just go through a sample problem now, to practice what you're learning and connecting. Imagine being a parenting coach, and how to approach your ideal client. So let's imagine the parents who are likely to be the clients, who'd be paying the bill. What are some of the problems and pains they might experience?





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Arguments with their son about getting bad school grades, and because of that, brothers and sisters aren't getting as much attention, they're suffering, mom's feeling guilty, probably questioning her ability to being a good mother, feeling like a failure and even some marital tension as well. Parents tend to have different approaches to solving problems, which leads to general stress in the household which is not necessarily being managed effectively.

Let's add a few too many glasses of wine being drunk in the evening to relieve the tension, some comfort eating taking place perhaps the mum or dad putting on a few pounds, a few disturbed night's sleep as well which is really starting to create some havoc, and there's a damaged relationship here with the son that feels like it could go on for years, plus time and energy being spent with teachers, psychologists, and just the general ongoing tension of discussions and fights at home.

So what would be the results of working with a parenting coach? I can imagine things like establishing a rewards system, a key plan for discipline, strategies to overcome tension and anger, ways to help the son achieve better grades in school, and feeling more control in the whole situation. And what might be the number one result that the parents would love to get?

It boils down to the son doing what he's supposed to be doing when he's supposed to be doing it, and being able to enjoy their relationship with him once again. Most parents really don't want to be in constant battle with their kids. So by exploring the results your work can get for your clients, you'll also start to help yourself speak the language that your clients can relate to.





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That parenting example is not in the most elegant or sophisticated language, but I'm a parent myself, and if you are, that scenario resonates! You can imagine how that problem really looks and how it shows up. And incidentally, that's the type of language that you'd want in your marketing materials. Language that resonates. It's again back to my boiler guy! You can imagine that he can paint the scene of why it would be really beneficial to invest in his 24 hour services so that you get those same-day solutions. Exactly that same level of discomfort and inconvenience that I was experiencing, many clients are going to relate to that.

So potential clients want to know that you've got a system or a program in place that can help them, especially when they're coming from a place of pain and it's a huge problem for them. They want to know that you've got it all worked out, and that's going to boost their confidence too. Same thing with my sales coach, he had a system, he had a program in place, it was mine for the taking, once he'd understood what I was looking for and what I was really struggling with.

That's why the old model of just giving so many sessions per month is really outdated in terms of making an offer to your clients, and it just puts you as well in a cycle of having to resell your services time and time again. It doesn't uncover the true pains and the true problems of the clients, or present the results that they could achieve—yet that's what they're investing in. And when trading your time for money, I'm speaking from personal experience, what also happens in this model is that clients get sick, go on vacation, and you lose income.

Even worse, they take a break because they want to implement everything that they've learnt with you, and you can't charge them or invoice them because you're billing for the time spent with you, not on the value or the results that they're getting. Now I know for some of you, all of this talk about results is going to get you triggered, just it did for me, you're saying "I can't possibly find myself promising results, it's different for everybody! How on earth can I do that?"





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But this is really the mindset shift to make here: You know results are the piece that sells. That's what people want, that's what they're buying. When I say results, it's what's *possible* for them, what transformation or the changes that they can expect to experience as a result of working with you. Now, for a lot of your work, your clients are going to have to take on board certain things, and make those changes.

You're not actually doing it for them and they are responsible for achieving those results when they work with you. But that's something that you can build into your programs, and we'll come to the different levels of accountability so that you really hold them tightly to achieving those results. And really get them to step up powerfully, too.

So I've created a template to help you start to think about your services and your offers in a different way. To think of them in terms of a package or program, and this is going to be something that you can work through after the end of this module, it's a homework assignment. I tried to simplify it as much as possible so you get the core concepts here and it does not have to be perfect. I'm actually giving you far more here than I had at the time I transformed my own business!

Let's talk about packages and programs, for me a package is basically a collection of your services. I think about opening a package so I think about tangible items, such as an e-book or an audio magazine or audio book, or a book, something tangible that you can actually hold. And a program for me is more of a step-by-step or a structured set of services that's going to lead to a particular result. And of course the package is results-focused as well. And ideally what you want is to offer a couple of different levels of program.





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So the traditional model is that everything looks the same: You're just offering your time, that's what people are getting and they don't know what the distinctions are between a coach/service provider that's spending 30 minutes with a client, 40, or longer. In this new model, you want to think of 2 or 3 different levels of programs. If you're new to this, just start where you are with Level 1, there's no need to feel overwhelmed with it. If designing Level 2 or Level 3 is just too much at this point, and you're saying "Wow, I haven't got enough to actually offer my clients" you can just stick to Level 1 for now.

Another important thing to understand, is that you don't need to put everything you know about the work you do into your programs, especially in Level 1. You don't want to overwhelm your clients or over-deliver. Get your clients into action and really achieve those initial results. You don't want to get them in a place of overwhelm, because you want them implementing. Clients can know that there is going to be a natural progression to work with you, so that they can carry on and go to the next level.

When I think about the early days of my own practice, I used to love to do this and still do it, I used to get out post-it notes or pieces of paper to lay out my ideas. So for *Step 1*, write on pieces of paper or cards all the services you currently provide for your clients. You can think about these in terms of mini services, and often even in those mini services there's going to be a lot of things that you take for granted, or they're natural results, or your clients don't even realize the value of them.

As an example, going back to my weight loss coach days, I'll list all the things that I used to do. Now back then I seriously over-delivered, but the weight loss coaching could be a 45 minute one-to-one coaching session or an initial assessment. That might include an "Accountability" column of Post-its; weighing in, online tracking and recording, what is it that helps to keep your clients on track? Is there a forum; is there a group or else that helps them to keep that accountability?





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Under “Practical Services” or “Resources” there's healthy recipes, a healthy fridge makeover, e-mail support between sessions, and health related articles. The “Motivators” column could include Post-its with forms of encouragement or recognition that you offer as a part of working with you. These examples were a lot of the services that I used to offer in my early days of business and we'd be doing group coaching programs as well, and really celebrate the people that achieved results.

They wanted to shout it from the rooftops anyway, so the motivations were really easy, but all of that encouragement and motivation were services. Building in accountability was also a service, people would make their declarations, and share what their goals were publicly, building in very powerful accountability. Weigh ins were accountability as well, they wanted to go through that process because they knew it kept them accountable and there was no hiding from those results in black and white.

So consider all the different ways that you support your clients between sessions. And take note of the things that you're currently doing that are leaving you feeling drained or resentful, perhaps it's that e-mail support. Because if we highlight them and bring them to the forefront, then clients can actually start to see them as an integral part of your services and value them more. It can be a way of differentiating you, but if you're not mentioning those things in your offers, then clients take them for granted.

It can come to a place where, particularly when you have a lot more people to work with, you end up feeling resentful that you're giving too much, especially if your fees aren't high enough for you. Once you've listed all those mini services, I want you to think about how you can start to shape that into a program or package, and even think about offering different levels. Now I keep this really simple, let's imagine it's Level 1, Level 2 and Level 3.





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You can develop more later if you like. So Level 1 might be the fundamentals that every client that works with you has to go through, as you know they really can't advance to the next level unless they've got those fundamentals in place. For my weight loss clients there would always be an initial assessment, the weigh in, a selection of recipes, and motivational and inspirational resources to get them started.

So there was a little bundle of things that always happened when they got started; a starter pack. Think about what your starter pack, or what Level 1 might look like with your services. What are the nuts and bolts foundational pieces that everybody would have to go through? That will be your Level 1 and can include a certain amount of private sessions with you, some one-to-one time, especially if you're just starting out.

Next, think about the next level of service. What would that actually look like? So for my weight loss clients, Level 2 centered around fitness and vitality, and might even include personal styling or a makeover. You'll want to develop those next levels of service so that clients are always able to carry on learning and growing with you. And then again you start to work on developing the *next* level--what would be next at Level 3? So that you can actually start to present different levels of service, different ways of working with you.

The next part of this step is to start putting together some great names and titles for your programs and levels. Now levels can be things like quick start, advanced, silver, gold or platinum; but you want to have a juicy title. I've given you a template for titles as well, with ideas for titles that can work. For example, the "How to" title, such as "How to Lose 3 Kilos, and Regain Your Energy in the Next 10 Days" Quick Start Program.





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Titles should be really specific, include results that the clients can expect to achieve, and touch on the levels. The key here is not cramming everything into 6 sessions, but creating programs with levels and futures. I'll give you an example of how this worked with one of my own platinum clients, a fabulous career coach, really gifted in what she did. As a career coach she was helping people either internally in organizations change careers or get into a new role, or helping people that were out of work needed to get a job.

So we looked at her work and saw some core elements that everybody has to go through in order to get started with her. People needed a psychometric assessment to understand their strengths and weaknesses, areas of development, and what they were good at it, as that was going to build confidence and give them clarity. It also outlined the types of roles that best suited them. So she started to work through this process and outlined probably four or five things that had to happen at that foundational level.

Now there were clear results, because she could look at that foundational level and say that people were being very clear on their strengths and their areas for development, and she gave them core writing tips for writing their CV's. So she would help them with that at a basic level and give them tips, templates, and formats. She also helped them with a structure of a introductory letter. So she put together those pieces, and that was her Level 1.

And then the next level was to build on that, so the people that then said "That's great, I've really got enough now and I can do the rest myself", that was okay, but if they wanted to go to the next level with her and they wanted more help, she offered things like interview simulations, competency based questions, and role playing job interviews or job descriptions with her, and actually getting a lot of input and feedback onto their CV at Level 2.





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She was a HR Manager, and an expert on that perspective so her second level of service had all the fundamentals but then it took it a stage further. At the highest level of the program, she included all of those elements in Level 1 and Level 2, and Level 3 added a higher level of all the skills of interviewing, meeting with potential organizations, and relationship building, including how to negotiate your salary and salary increases.

She created three very clever levels of service and clearly started out with the outcomes that they would get from each level and each package, and the program was fantastic. Each delivered clear results but there was nothing in there that actually said “If you work with me at Level 1 you get 6 hours coaching, and the next is 9 hours.” She spelled out specifically what they would work on and the results they would achieve.

That's what you want to do in your packages and programs as well. Think about all of those basic things and once you've got Level 1 worked out, then you want to think about the next two levels. Next you'll begin thinking of specific components for each level of service. For example, for client support, include unlimited e-mail support for every level, X amount of phone sessions for each level (higher levels might get more), and then “laser” support sessions between your meetings might be only for your higher end offer.

So these are all the sorts of things you can do to start to create those different offers. As a result of all these exercises you have all the pieces for your programs and packages, and as a way of packaging this and helping you to put this together, I've provided a template called “Program Design Blueprint” and it's a way of looking at how to put this together. Your first step is to think about the outcome or results that clients will achieve from each program or level of program.





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And also list the mini outcomes they'll achieve as well. Next, decide on the *delivery format* for your program, because there are many, many ways to deliver. So is it private one-to-one, an accelerated version where somebody works with you on a very intense way, is it a teleseminar, or an online information product, or home study program? Think about the different delivery formats. Also be clear on the level of client commitment, so you know what are the hours of study, the assignments, and the lengths of sessions?

Next thing you want to think about is the content. What does your program include, because again, that's why clients are coming to you, they want to know that you've got things worked out. Your work now is going to make it so much easier for them to invest in you. "Isn't that amazing? You go to a career coach and she's got all these wonderful templates to craft a CV that's going to get you to the top of the pile on the HR Director's desk!" for example.

Now consider your services, the contact time with you. Are people going to have phone contact with you? Is it going to be via Skype? Will it be private one-to-one? Do they have e-mail contact with you? This component is about the contact time with you. Don't forget the accountability! I've mentioned that before, but clients want those results, so you need to build in some levels of accountability into your programs.

What mechanism(s) does your program include that hold clients to the highest levels of accountability? Lastly, think about ways to make your programs really irresistible. Some "irresistibles" are incentives that help clients to make decisions quickly; again you can get creative here and think about what's going to work for you.





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One of the things I love to offer is what I call “Fast Decision Savings” because I love to work with people that are motivated and make their decisions quickly, and I love to reward them for that as well. Because I love to get a good deal! Back to my boiler guy, you know when he gave me money off, I was excited. And I want to do that for my clients too, I love to do that for the people that want to show up and step up quickly.

But you can also give incentives through adding in bonuses. If you're ready to say yes to this now, then I'm going to add this bonus, “How to Negotiate Your Next Level of Salary”, for example. Something you've already developed that you're going to bundle in as a really exciting bonus that supports the program. It must be relevant to the program.

And then other times if you do program launches where you're actually enrolling a lot of clients into a program at the same time, and you've got some limiters, incentives that create a need to say yes now might be that the program is only open to a certain amount of people, perhaps you've got 8 spaces. So once they're filled, they're filled. Perhaps it's starting at a certain time and then you're closing the doors on it, an incentive gives people reasons to say yes.

A few tips on bonuses and incentives: Make sure all incentives/bonuses are relevant and they enhance the value of the program that you're offering, don't add in tons of ad hoc stuff, as that speaks to you not valuing the content of your program; Don't try to bulk it up with tons and tons of bonuses which will actually detract from the overall value and overwhelm clients. Just to be clear, extra time with you is not a bonus.





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Offering 45 minute sessions instead of 30 is really not a bonus, think of other ways that you can add in bonuses. So let's do a quick recap. You looked at all the different services that you're currently offering your clients, pulling them out, putting them on post-its or cards, and then structured them into some programs and packages. And again, it's not giving clients everything that you've got, or everything that they might want in one go. You've put a structure in place so that they're getting different results at different levels, and very specific results as well. And then you decided how you're going to deliver that, your delivery format for each program.

You've included levels of accountability, services, support, time with you, and bonuses and incentives. Wow! You're going to need to think about pricing as well. So now that you've created your programs that are focused on specific results and outcomes, it's time to look at revising your pricing structure. Again, I've created a template for you to use, and keep it really simple.

If you go back to that first module when we looked at uncovering the value for your clients, if you review that that exercise, chances are you're really starting to see for yourself that your services are worth a lot more than you were probably charging. If you haven't done those early exercises, do them now, and come back to this point. Ultimately I'm going to keep pricing simple, it's going to come down to choosing a number, and what people are willing to pay for.

I like to think about this in terms of "What is my lowest price?" When I put together a program, what is the lowest price that I'm prepared to get out of bed for, or will accept in exchange for my time and my energy? Think about the highest price, that price where you go "Oh my goodness, I could never see myself charging that", just at the outer edge of possible. What's your scary price? Now think about one of those *five crucial numbers*, what are your costs?





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It's easy to overlook what it costs you to be in business, but that has to be factored in. And then it's going to come down to picking a number. Write down the the first number that you think of, with all this information in front of you. And that probably is the one to go with. It probably lies between your lowest price that you're willing to get out of bed for, and that highest price that you can barely imagine yourself charging.

Chances are, it's somewhere in between the two. Now it needs to be a stretch for you, but it also needs to be realistic, and something that you could do to really step up powerfully and earn the value of your program, and it will also help your clients step up powerfully, too, and invest in themselves into your program and get the results want to achieve.

I want to give you an alternative way to price as well, showing what I did in my own business here, because if you say I'm not ready to raise my prices, or I'm brand new to this and I was considering charging by the session, a really simple way to do this is to bundle those services or sessions and multiply it by a number of them and price the bundles.

That was what I did in the early days, I was charging a certain amount per session in my weight loss coaching days, I lost all of the clients within 6 weeks because they hadn't committed to more; and to create commitment, I bundled a 6 session program together that clients had to purchase upfront. And it dramatically changed the way I was doing business, gave me immediate cash flow, and did build a stronger level of commitment.





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In reality, I hadn't raised my prices as such, I just bundled sessions together, but it was enough to get me started, so I'm giving you two that option. You've got to feel comfortable with this, and feel like it's doable. I want you to go out and take action around this. Now if raising your prices right now seems far too big a leap, you can bundle what you would be charging per session into a group and then you package it up that way, and if that's still uncomfortable, another thing I did in my own business is to change the length of time I spent with clients.

I used to give away far too much time to my clients, in my desire to create value. Some of my early sessions used to last 2 hours, and I was absolutely drained at the end. Now that was due in large part to the fact that I hadn't fully developed my content. I didn't have specific objectives to achieve, and so I just kept working and working with clients without that structure in place. It was also about wanting to give so much to clients, to move them on, and they weren't my best sessions. They were at best, unfocused and they probably weren't very impactful for my clients!

Take an honest look at how much time you're spending with your clients, and I want you to encourage you to reduce the time you spend with them, if you're spending too much. That was one of the first changes I made, I just reduced the time I was spending with clients and did not reduce the price, that did not change. So it automatically meant that I was making more money, generating more income, and my sessions became so much more focused! I'd say punchy, really, getting some great results!

It freed up time for me, the sessions became much more powerful for my clients, they showed up more fully. I think I freed up about 30 % of my time overnight and was still charging the same, and that freed time gave me the space to be able to have more clients come into my business, and create new programs. While you'll work your new program and schedule with new clients, current or continuing clients will either transition, or they'll want to work with you the same way they have been.





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Take a look at this for yourself, and remember to speak from integrity with what you said to your current clients in the first place. You told them you'd be working with them and those sessions were going to be a certain length, so you should really respect that. And of course I would suggest that with your current ideal clients, tell them you'd like to transition them into a new way of working. Not from one session to the next, to dramatically change things overnight, but talk to them about easing into a new way of working that will benefit you both.

Some clients may choose to keep to the old way until the natural end of working with you, and that's okay. Others may be willing to transition with you. Share with them your new way of working and what's going to be in it for them, and then share with them the new results that they can expect to achieve from working with you and let them know a time when that's going to be changing. And most times clients who are really happy getting results with you already, will be very happy to carry on working with you.

They'll really appreciate getting that heads-up. And for clients that are dear to you, that's a place that you can really offer them a special incentive because they've already been investing with you. Not discounting, but giving them a special thank you and incentive to carry on. So lots going on in today's module.

Enjoy the homework and put together your initial program of how clients can work with you, put a pricing structure on it, think about all the different points, go through the templates, and I can't wait to connect with you on the very next module.

