



How to Create Packages and Programs

A package is a collection of your services that may also include tangible items like an ebook, audio recordings, books.

A program is a step by step or structured set of services that produces particular benefits/results.

Ideally, you would want to create 2 or 3 different levels of packages/programs so that your clients can experience growth and progression with you. Hint: you do not need to put everything you know into every package or program!

Step 1

Make a list of each mini-service that you currently offer. Include things you take for granted and that your client may not even realise.

Example:Weight loss coach:

1. 45 minute 1:1 coaching sessions
2. initial assessment
3. accountability / weigh-in
4. healthy recipes
5. healthy fridge make-over
6. email support
7. health related articles
8. encouragement and recognition





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Reflect on: all those little extras that you do for your clients to add value in your mind but they don't necessarily recognise. These potentially leave you feeling drained later if you don't highlight them or differentiate them in your programs.

Step 2

Design your package or program by selecting combinations of the mini-services you offer. If you are creating different levels of service there may be some elements that are foundational to all levels. Other elements will be saved for the more advanced programme. Use post-it notes for each mini-service that you offer and group them together to create each package/program

Reflect on: which services are foundational to each level? How do the levels build on each other? How is each level different?

Tip: For time based services, offering more time does not equate to a more advanced programme for your clients. Instead think about the different results your clients achieve

Step 3

Name the different levels with a juicy, compelling title that your clients will love.

Aim to be clear with your titles

Avoid jargon and specialised language

Use benefit words and phrases such as quickstart, easy, reduce, improve, increase, strategy techniques advanced, expert, silver, gold, platinum





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Examples of Great Titles:

“5 Keys to putting romance back into your marriage”

“How to get 5 clients or more in 30 days and generate immediate income”

“How to Maximise your profits through referral based leads”

Examples of title formulas:

“How to _____ so you can _____?”

“How to _____ in # simple steps”

“# Secrets/keys/steps/strategies to _____”

“How you can _____ in the next _____”

