



CRAFTING YOUR
Irresistible
PREMIUM PACKAGE

BUILDING YOUR BLUEPRINT FOR BIG CLIENT RESULTS

- Crafting your signature system for taking clients from pain through to joy, FAST – so it's practically impossible for those working with you to not get results

YOU ARE A PROBLEM SOLVER

- YOU were born with THE answer to a very specific problem
- YOU are the ANSWER to their problem
- YOU get results which is your lasting TRANSFORMATION

YOUR CLIENTS WILL NOT PAY PREMIUM RATES IF

- They pay you per session
- They don't know what they will achieve when they work with you
- You can't explain how they will achieve their desires
- You can't explicitly say what RESULTS they will get

NOT HAVING A PREMIUM PACKAGE MANIFESTS AS

- I can't afford it
- I will get back to you
- I am just looking around
- I need to speak to my partner about it
- Contact me in a few weeks

YOUR CLIENTS PAY YOU FOR RESULTS

YOU NEED A SIGNATURE PROGRAMME

- If you don't have a Signature Programme for your coaching or service based practice, you will not be able to create the results your clients are looking for and generate the high end fees to provide you with a lifestyle of choice!

YOU AND YOUR CLIENTS WANT A SIGNATURE PROGRAMME

- Enhances your client experience
- Provide better results for your clients and
- Allows you to charge more

IT TAKES WORK INITIALLY

- Once you build out a program you leverage your time and create something of value that you always have, it's invaluable and something you need to be implementing.

WHAT IS YOUR SIGNATURE SYSTEM?

- Your solid system or blueprint for your own high ticket signature program or service.
- Outline your system / program and start using it as framework for your offering.
- This is what you will use to create your system as a foundation for your coaching program or services. It will also improve the way you deliver your services

THERE IS NO ONE BETTER THAN YOU
THERE IS NO ONE THAT KNOWS MORE
THAN YOU

YOUR CLIENTS WILL PAY PREMIUM RATES WHEN:

- They know what they will ACHIEVE when they work with you
- You can explain HOW they will achieve their desires
- You can explicitly say what RESULTS they will get working with you

REMEMBER!

Your clients are paying you, to walk with them to achieve their dreams and they can't achieve their dreams without YOU so you're selling your package based on value not price

WITH YOUR PREMIUM PACKAGE YOU WILL BE ABLE TO:

- Describe your unique attributes, credibility or qualifications when it comes to working with your niche
- Explain how your approach to coaching/consulting is different from other coaches in your niche



**HERE'S THE BLUEPRINT TO
CRAFTING YOUR IRRESISTIBLE
PREMIUM PACKAGE**



YOUR BLUEPRINT

- Your blueprint is like a workbook. The process that your clients will go through to get to their desired outcome.
- Each week you will deliver a specific “module” of your signature programme like the “chapters” of your workbook... But they have been created and designed by you.

YOUR BLUEPRINT

- It's YOU that makes your programme unique... Your voice, your words, your stories, your experiences, your personal insights that brings

TRANSFORMATION and how you get **RESULTS!!!**

CREATE YOUR FRAMEWORK

- **The Magic Formula:**

Your ideal client + your zone of genius + irresistible offer + Limitation = Money

- What are you selling?
- What is the structure of your program? Duration, weekly, bi-weekly etc?
- What is the name of your offer?
- Definition: What is your offer about? A 2-3 sentence of what your offer is about

DEFINE YOUR SALES OBJECTIVE

- How much does it cost?
- Will I offer a payment plan, how much?
- What is your income goal for the month
- How many packages do you need to sell to meet your income goal
- How many people discovery calls do you need to have to meet your income goal

DEFINE WHO YOU ARE A SERVING

- Who is your ideal client?
- What ONE main problem does your offer solve?
- What are 3-5 BIG challenges your ideal clients face?

Use real, descriptive words, avoid jargon... this is where your connection is.

Write out some scenarios of what the struggle looks like, real life examples of your target market going through this.

STEP BY STEP OUTLINE THEIR PROBLEMS AND YOUR SOLUTIONS

Here are some examples

- Create your brand message SO THAT you WILL be able to connect with your audience emotionally, create intrigue and book discovery calls
- In depth business analysis to look at business processes SO THAT you WILL have an efficient business process that are lean and optimised.
- Master the art of using video SO THAT you WIL Llaunch your services stand out from the noise even though you're an introvert

EXPLICITLY SAY YOUR RESULTS

- The primary benefit is
- My MAIN 'result' or 'promise' is
- What will participants be able to do, achieve or experience through my signature offering?
- If someone asked you, “What will I get out this?” or “What will I walk away with?” You’ve got to have ONE ANSWER, not a multitude of things.
- What does that look like in real life, if I was looking through a window and watching someone with that problem?

BRAINSTORM NAMES FOR YOUR OFFER

- Make it short, catchy and memorable
- Here are some ways to name – focus on desired outcome/results, who the program is for, use current brand, create an acronym

KNOW THE MOST COMMON OBJECTIONS TO YOUR OFFER

- What are the main objections to the offer?
- How will you counter these objections?

The main objections that you may get are;

- Need
- Price
- Features
- Time
- You

BONUSES AND LIMITATIONS

- **Bonuses**

What can I add to make this offer even more compelling?

- If you offer a group programme you can say if you pay in full, you can have one to one sessions with me.
- Or if you offer a done for you service, you say if you pay in full you will get an extra month free

- **Limitation**

Why should someone buy this now? (time limit, deadline, quantity limit, small group, price will go up soon, etc.)

BENEFITS OF HAVING YOUR SIGNATURE OFFER

- You will get the results your clients are looking for and generate the high end fees to provide you with a lifestyle of choice!
- Enhances your client experience
- Provide better results for your clients and
- Allows you to charge more
- Once you build out a program you leverage your time and create something that is invaluable to your clients
- Sell one thing at a time



SEAMLESS PROGRAMME DELIVERY

How to put together your own programme delivery systems so you consistently deliver a professional, sleek, and seriously impressive service to every single client

YOUR PREMIUM PACKAGE MUST CREATE 4 THINGS...

1. **Desire:** A strong feeling of wanting to have something or wishing for something to happen.
2. **Imagination:** They must be able to visualise themselves work with you, and see themselves working with you
3. **Feeling:** Remember we sell services which cannot be seen with the physical eye. Their real transformation takes place on your high ticket premium signature programme, which is the highest level on which your ideal clients can work with you. Help your potential clients to see themselves working with you at this level, by making your offer so tangible to them, that they can see themselves in their more positive future.
4. **A Firm yes!**

AN IMPORTANT NOTE TO REMEMBER

- Regardless of the type of service you sell, your prospect bears a high degree of risk when buying your services. They don't know what they'll get from you until after they spend their money and actually experience your service.
- During the sales process, all they are buying is a promise that you will do something for them. They cannot see this promise. Your promise is intangible; it's not real yet.
- Make your premium package something more tangible to help them justify their buying decision. They need to be confident and won't get buyers remorse.

HERE ARE 4 TYPES OF PREMIUM
PACKAGES

ELEGANT ONE ON ONE COACHING

- Website overhaul
- 6 week coaching/consulting
- 6 month integration nutritional health coaching
- 12 week transformational programme
- Done-for-you copywriting services
- Done-for-your social media management services

Perfect if you love to work closely with clients over a long period of time and has very high margins

INTENSIVES AND IMMERSIONS

- VIP days
- Intimate weekend of yoga/mindfulness
- Half day strategic business planning and execution
- Combine one on one with an immersion: A weekend immersion in a therapeutic/calming environment outdoors, incorporate animals, exercise, yoga for a full 2 days. This could include, the client not being able to access to their phone, and focus purely of mindfulness, tapping, meditation, talking therapy. Then offer bi weekly or monthly one on one coachings for 6-12 months

Perfect if you: Prefer to work with clients intensively for shorter periods of time, or helping clients get quick wins.

RETREATS

- A week-long exclusive retreat, an intimate weekend
- Make sure you add in all expenses such as: flights and other transport costs, advertising budget, your room and food, supplies, assistant fees, cost of extra teachers (like for yoga classes, etc.), cost of group trips or tours, entrance fees if applicable, tips, meeting room if not-included in your retreat package, etc. And then add in an appropriate amount for you to net AFTER your expenses.

This is for you if you like to work with clients intensively for shorter periods of time, or helping clients get quick wins.

CREATE A POST RETREAT PROGRAMME

- One of the most lucrative ways to add to your bottomline is to create a group coaching program that your retreat members can follow up with. You may have some folks who are not interested in a group program but who are more excited about private coaching with you at premium pricing and that's fine too!
- For example, if you sold a six month group program to 10 people for only \$5000 each, you would generate an additional \$50,000 in income from your retreat

HIGH END GROUPS AND MASTERMINDS

- Private by invitation only year-long mastermind or circle
 - 3-month certification program
 - 6 weeks mastery programmes
- This is a more leveraged way of creating your offer, because you create it once and launch it several times of the year or it can be every You have more time freedom and your solving the same problem ONCE and taking a group of people through a transformation at the same time, Offering weekly, or monthly group calls and a Facebook group

Perfect if you are energised by, and love to facilitate, groups and communities. Perfect for your clients, they get to work within a community, have accountability and form lasting relationships

All of these packages allow your clients
to work with you at a higher level