

Clarity Class

Your fast track ticket to a bespoke business blueprint

Module Seven

Products, Packages & Prices

This Week's Learning Objectives

- ✓ To understand how to put packages and services together.
- ✓ To be able to charge your worth for your products/services.
- ✓ To understand and implement the 'product staircase'.
- ✓ To create a (or review your current) 'tripwire' offer.
- ✓ To look into the flow of your current services from a client's perspective.

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*Piecing Things
Together*

- ✓ To understand how to put packages and services together.

In the entrepreneurial space, it's common to have a number of ideas regarding how your work can and will support your clients...

But another common trait can be *how to package and piece everything together!*

- ✓ To understand how to put packages and services together.

First thing's first...

There is no '*right answer*' to that question!

YOU operating as CEO means that *YOU get to decide!*

However...

There are some tried and tested methods which you can put in place in order to get you thinking and get you started.

- ✓ To understand how to put packages and services together.
- 1. We've spoken a lot about the WHY during Clarity Class and now, as we come to packages, products and services, the WHAT becomes hugely important.

What are you actually offering people?

Before you answer, here's what the what ISN'T...

- A 10 week course.
- A 1:1 coaching program.
- A 90 minute intensive

✓ To understand how to put packages and services together.

That is only one small part of your what when it comes to your offer!

Your what MUST be results focussed.

Here's an example from average to great:

Average: 'A 10-week freedom course'

Better: 'A 10-week course in freedom for the woman who is tired of working 12 hour days'

Great: 'A 10-week course in freedom for the woman who is ready to escape business overwhelm and only work 2 hours a day max.'

- ✓ To understand how to put packages and services together.

Results are what your clients and customers are going to want,
more than they want more modules, more videos and more workbooks.

And when you're clear on the results people are going to get from investing your product/service, you'll show up more confidently and your customer/client will be more clear and ready to buy...

Because confused customers never buy!

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Knowing Your Worth

- ✓ To be able to charge your worth for your products/services.

When you are clear on the results that your packages/products/services are providing, you can begin to get more confident in what you're charging.

That confidence comes right back to mindset.

There are also some other aspects which will help you gain that confidence too...

- ✓ **To be able to charge your worth for your products/services.**
 1. Free calls/sessions/samples to build your confidence in exchange for testimonials.
 2. Low-level offers to assess where your ideal clients/customers are at before sharing your signature offer.
 3. Market Research (*“How much would you typically be willing to pay for...?”*)

- ✓ To be able to charge your worth for your products/services.

But back to mindset...

(Helpful not only for you, but your clients too!)

What are you most concerned about regarding charging for your services or charging at a higher price point than you're used to?

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Product
Staircase

✓ To understand and implement the ‘product staircase’.

Understandably, you may want to reach a variety of people with your work (again, this is a choice!) and you may therefore be interested in the Product Staircase model.

A product staircase simply gives you the opportunity to serve people with a variety of products/ services at a variety of price points.

Let’s look at an example in a coaching business...

- ✓ To understand and implement the 'product staircase'.



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Creating Your *Tripwire*

- ✓ To create a (or review your current) 'tripwire' offer.

A tripwire is a small offer you share with someone who signs up for your free offer. The person is usually directed to it automatically.

Let's walk through one I've previously used together...

- ✓ To create a (or review your current) 'tripwire' offer.

The code to copy and paste where I just showed you if you're using Squarespace...

```
<meta http-equiv="refresh" content="0; url=  
http://1authenticheart.com/thankyouchosenbts" />
```

(Obviously use your thank you page URL, not mine!)

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Packages & Services

FLOW

- ✓ To look into the flow of your current services from a client's perspective.

This is just something to think about as we close out this lesson.

Remember... *Confused customers don't buy!*

That includes when taking them to the next level!

What is the next stage for a customer/client in your business once they've been through their current offer? How will you share it with them?

Reviewing Our Learning Objectives

- ✓ To understand how to put packages and services together.
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- ✓ To look into the flow of your current services from a client's perspective.

This week's action steps...

- ✓ {If you already have your products/services and they're live online} - To review your current services and pricing and check in with yourself about how you're feeling about where they're at.
- ✓ {If you DON'T already a product staircase online} - To write out a draft of your product staircase and to write in detail (perhaps a sales page) about the offer/product you'll be sharing first.
- ✓ Create or review your current tripwire offer and introduce it into your business model.
- ✓ Review or assess - Do you have a product/service flow?