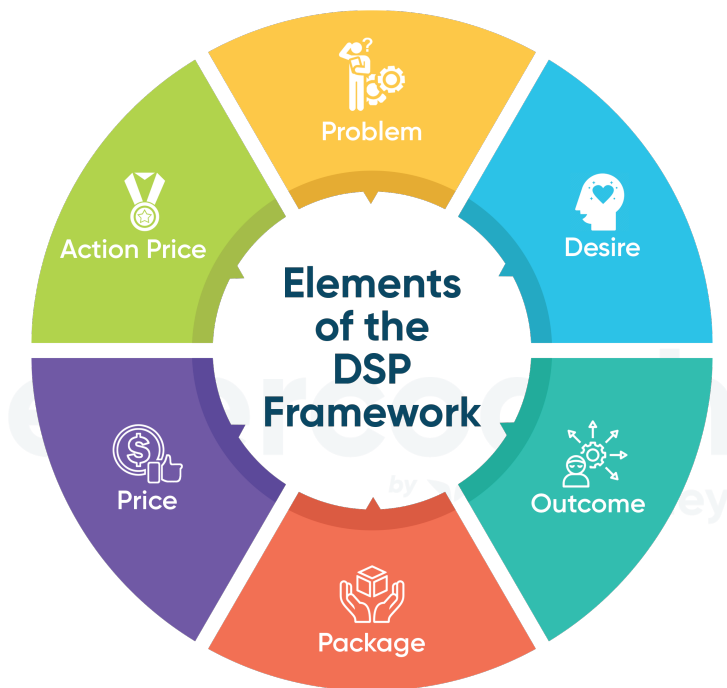


Coaching Package Template

The DSP Framework (Desire – Solution – Package) is designed to create the ideal outcomes for your clients while making it easy for you to enroll them. It focuses on the Desire that your clients have, and the Solution you have to offer in order to craft your Packages.

First, you have to consider: Your goals, your preferred style of working with people, your client's goals.



1 PROBLEM

Our potential clients are operating from a reality. In that reality, they have a problem. A challenge. It doesn't have to be a life-threatening challenge. It's just an obstacle they want to overcome. This is a Problem for them.

Here are some real-life examples to show how to use this framework effectively.



EXAMPLE 1

My clients have a challenge of growth. They run companies that are growing, but managing the team, the brand and the processes can get to be overwhelming, and they might feel lost.

EXAMPLE 2

My clients are new coaches. They tend to have the problem on how and where to get started. Their practices are either non-existing or really frustrating because it seems like everything is really hard.

EXAMPLE 3

My clients have a problem with scalability. They started as one-on-one coaching. Now they want to move online and serve more people in the world. They get stuck in "not knowing" or "having to do it all." It gets frustrating and they can use some help.

DESIRE

Desire is what's behind the problem that our clients suggest they have. Is what they really want to get as an outcome. What moves them to take action.

Here are examples of it.



EXAMPLE 1

Their real desire is freedom while maintaining growth. They don't just want to grow, they also want to enjoy their growth. They don't want to work that hard for the results they get.

EXAMPLE 2

They want success. They want to know they can do it. They want to make money so they can quit whatever else they are doing. They want to see their impact on someone's life.

EXAMPLE 3

They want recognition. They want to see their work being acknowledged. They want to leave a legacy.

7 OUTCOME

Outcome is the result they need to create that will take them closer to their ultimate desire.

EXAMPLE 1

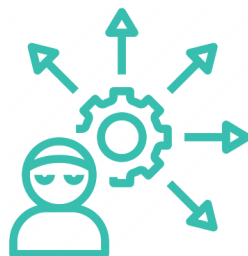
They need a clear strategy to get to the freedom they want.

EXAMPLE 2

They want a step-by-step process of what to do.

EXAMPLE 3

They need a way to spread their message with certainty.



PACKAGE

Now you can create an exact package they can sign up for, directly related to the outcome they desire.

EXAMPLE 1

I created a 2-day intensive called the "Clarity Intensive", to guide entrepreneurs on what they can do to bring absolute clarity and focus to their business.

EXAMPLE 2

I created an online incubator that allows new coaches to work with me directly, so I can support them on their growth and impact without them feeling lost or overwhelmed.

EXAMPLE 3

I created "Action Weekends". A place where you come over a weekend to LA and we help you create everything you need from scratch.



PRICE

Then the most obvious one. The price. You set a price by looking at the time you invest, the value you bring to the client and how many of these packages you want to do.

Here is how you do it.

Find your hourly price. A simple way to do it is to find out how much you want to make it in a year and how much of your time you want to invest to get it.

Say, you want to make \$100,000 a year and you want to work 4 hours a day for 4 days a week for 45 weeks in a year.



That means your hourly rate is:

$$\$100,000 / (4 \times 4 \times 45) = \$138/\text{hr}$$

So if your package is a day intensive for 6 hours, your rate for the intensive will be $\$138 \times 6 = \828 .

Keep in mind, this is just an example. You can charge significantly more if you can get better results to people. Results based on their deepest desires.

EXAMPLE 1

My one day intensive is \$12,000 which means clarity intensive (2- days) is \$24,000. Getting the type of clarity we are talking about here is worth about \$250,000. The intensive price is 1/10th of the value of the outcome.

EXAMPLE 2

Our online incubator is \$9,000 which is 21 weeks of coaching with me or my coaches directly. You are likely to generate \$90,000 in coming years from what you will learn and execute in the accelerator. That's 10 times the price of the product.

EXAMPLE 3

Action weekend is \$6,000 which is a 2-day group action weekend where we get something done. For example the next one we are doing is on Webinars in July. Now a webinar can easily generate \$60,000 for a client. That's 10 times the cost of the product.

ACTION PRICE

Here is the catch. You always want to reward action takers. Action takers are the ones who will get better and faster results with you. So reward them.

Here is how I do it.

EXAMPLE 1

Clarity weekend, if booked in our first 2 conversations, is available for \$18,000 instead of \$24,000

EXAMPLE 2

Our online incubator can be joined for \$6,000 if you say yes when speaking with my team

EXAMPLE 3

"Action weekend" can be yours for \$4,000 if you say yes in time.



If you are a new coach or a seasoned coach who is looking to expand their practice, you know you are your biggest blocker in your success. You know you can do it with the right training and support.

You know if you got your practice off ground you will make your investment back in weeks if not months. Which also means it's a no-brainer for you to invest in this program.

For anyone who is a coach doing under a \$100,000 in annual coaching sales, the online accelerator becomes a no-brainer.

Now because you are an action taker you get a \$9,000 product for only \$6,000. This product is the same that has the potential to generate \$90,000 over a period of time.

Having clear and specific offers makes it easier for clients to decide if it's a 'yes' or a 'no.' It also takes away the need to customize your offer for every single client.

It's simple for both parties.

It's a product approach to packages. When a company makes a product, it looks at a problem and then finds the solution to the problem. The solution stays consistent to all clients.

MORE TIPS ABOUT PACKAGES

- 1 The formula is to come up with a ballpark but you can charge what feels best for you.
- 2 Your packages will change over time as you deliver them.
- 3 Listen what is working best for your clients and implement their preference.
- 4 Do not come from a place of lack (there are not enough clients)
- 5 Don't discount. You are already giving them a price that feels good to you.
- 6 Don't tweak a package to fit a client's needs, you only offer a different one if it doesn't fit for that person. If a lot of people ask you to tweak, then consider.

ACTION STEPS

What do you want to achieve with your packages?

evercoach

How do you prefer to work with people?

by mindvalley

Consider what your clients need and how you'll create results for them.

ACTION STEPS

Price your packages and practice saying your price to 2 people.

DESIRE	OUTCOME	PACKAGE	PRICE	ACTION PRICE

evercoach
by  mindvalley