

Create Your Packages

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Create Your Packages

What is a Package?

A package is a series of private 1-1 sessions.

Why Create Packages?

Creating a package is a win/win.

You win because:

- a. Payment Plans (or monthly payments) help you create a more stable monthly income.
- b. Full Pays give you a lot of money up front.
- c. You will have more invested and committed clients.

Your client wins because:

- a. They are committing to an important result and the work it will take to reach that result.
- b. They only have to decide once to get that result rather than after every session.
- c. They get your presence in their life for an extended period of time.

How Many Packages Should You Have?

The goal is to have an hourly rate for 1 session at a time and two generous package rates you feel great about.

How do I Choose the Perfect Rates?

What's more important than having perfect rates is simply having two packages that you feel aligned with.

Will My Price Change?

Yes! The size and rate of your packages will change as your confidence increases and you discover what works best for you and your clients. So don't sweat it now. Just create something.

STEP 1: CHOOSE YOUR HOURLY RATE

Choose an Hourly Rate that's high enough that you can discount your packages by 15-25%. This will naturally incentivize people to sign up for your package instead of opting for 1-off sessions.

A Guide to Choosing Your Hourly Rate

| Pricing Component | Explanation | Rate Yourself 1-Low, 10-High | How to Increase Your Number |
|--|---|---------------------------------|--|
| 1. Urgency of the problem you solve | The more urgent the problem is to your potential clients, the higher your number. | | Choose an Urgent Problem like: avoiding divorce, making more money, reducing major health issues, or another problem on the Choose Your Ideal Niche Template. |
| 2. Your positioning | The more impressive your positioning statements are, the higher your number. | | If your number is low, see the Mastery Template: Position Yourself Like a Rock Star to increase your positioning. |
| 3. Your Confidence | The more confident you feel in yourself and your work, the higher your number. | | Thrive Academy will help you become more confident in yourself. And every client session you give will increase your confidence. |
| 4. What you compare your pricing to | Comparing your price to higher priced colleagues increases your score. | | Programs are expensive or cheap based on what you compare them to. If you'd like to feel more confident and generous, compare your program to more expensive programs. |
| 5. Your image | If you dress in a way that has you appear wealthy and has your soul shine, give yourself a higher number. | | We have amazing image consultants in the Thrive Community who can help you with this very important aspect of client attraction. |
| 6. Your Branding (website, professional photo, etc.) | The more amazing your marketing materials look, the higher your number. | | To increase your number, find a professional graphic designer whose work you love. |
| | | Total Points = | |

| Score | Recommended Rate for Someone who buys 1 Session (this will get discounted for packages) |
|-------|--|
| 6-18 | \$50-\$100 |
| 19-30 | \$100-\$150 |
| 31-42 | \$150-\$250 |
| 43-60 | \$250-\$1,000 |

Do You Have to Stick With the Recommendations From This Chart?

No. Your rate is a very personal thing. You don't need anyone's approval but your own. This chart gives you guidelines, but you get to charge ANYTHING you want and your Potential Clients get to say "Yes" or "No."

Is It Okay to Start With a Lower Rate and Build From There?

Yes! If your confidence is low, it's ideal to start with a lower rate where you KNOW that you'll get "yes's," and increase your rate as your confidence grows. At the same time, charge enough that you stay excited to do the work and don't get drained or resentful.

| | |
|----|--------------------------|
| \$ | for 1 session at a time. |
|----|--------------------------|

If you didn't fill in a dollar amount, do so now.

Once you fill in the dollar amount, that number is your hourly rate (until you change it).

STEP 2: CREATE 2 PACKAGES

Create Packages that help You Thrive

If you want to be making \$10K per month and your package is \$1,000, this means that you have to sign at least 10 people up per month and 120 people up per year.

That is a LOT of work.

And, once you get good at delivering consults and dancing with concerns, it's nearly as easy to sign people up for a \$1,000 package as a \$5,000 package.

To have \$10,000 months, having a \$5,000 package means signing up 2 people per month (or 24 people over the year.)

Note: Some people will cancel early but some people will enroll in another package.

Create a Package that People Would be Crazy to Say No to

Getting clients is challenging enough. And if you don't believe that your people would be crazy to say no... getting clients becomes much harder.

This is NOT "fake it until you make it". This is you being really honest with yourself. And the best way to get honest is to go to the extremes:

Thought Experiment | Extremely Overpriced Package

Imagine that you charge 100 million dollars for a 6 month coaching package.

At the end of your Free Consult, you offer this package. You find yourself thinking: This person would be crazy to say yes to this.

Thought Experiment | Extremely Underpriced Package

Now, imagine that you charge \$1 for a 6 month coaching package. It's the end of your Consult and you offer this package. You find yourself thinking this person would be crazy to NOT say YES to this.

Create a "Just Right" Price

Start to raise the price from \$1 to \$100, \$1,000, to \$2,000 to \$3,000 to \$4,000, to \$5,000 all the way up to \$10,000, \$20,000 or higher.

Notice when you start to get a little bit unsure... at that point, you'll either need to:

- a. Increase the value of your package or...
- b. Decrease the package price

Thrive's Recommended Prices

6 month Premium Package: \$4,997 or \$997 / month for 6 month
3 or 6 month Basic Package \$1,997 or \$397 / month for 6 months

Nearly every one of our hundreds of members who have had \$10K months, 6 Figure years and 7 figure years have charged these rates... or more.

4 Ways to Increase the Value of your Package

1. Increase the number of months to as much as 1 year.
(Colleges sell 4 years at a time for \$25,000 per year and up.)
2. Increase the number of sessions.
3. Increase your availability.
 - a. Can you be available for Private Messages or Voice Messages between sessions?
 - b. Or laser sessions if they need urgent support
 - c. Might you create a "Coaching Gym" where you're available for unlimited 1-1 coaching a certain number of hours per week?
4. Turn Your 1-1 into a Group Program.
Add in events (on zoom or in person), an online course, coaching or bodywork from people you trust (perhaps Thrivers)...

3 Important Notes About Adding Value

1. Delight and Wow Your People

If you've got the time to go above and beyond... DO IT! Create a truly Deluxe, VIP experience that your people will rave about (and tell all of their friends about). Delight your clients. Create big promises and exceed them. Give them gifts. Seek to make their decision to work with you the best decision they ever made.

When your clients LOVE what you provide, it makes getting more clients easier... and can make you feel amazing.

And... when you create a high level of service, you can always scale back later, charge more, or hire other people to do some of the extra things you're doing now.

2. Don't drain yourself

This is not about draining and exhausting yourself. You've got one life and it's important that you live it in the most enjoyable way possible. If you find yourself getting drained and exhausted, it's time to tighten up your boundaries and get clear about what you will and won't do for your clients.

3. Set Clear Boundaries

If you make yourself more available, make sure to set clear expectations like:

You can expect to hear back from me within ____ hours on weekdays.

Or, my Coaching Gym Hours are open from ____ to _____. You need to schedule your session by ____ time to give me ample notice to prepare for our session.

What if I Just Can't Imagine charging \$2,000 and \$5,000 packages?

No problem. You can start smaller and set the intention to build your skills, confidence and mastery of Heartselling so that 6 months or 1 year from now, you're charging these rates or higher.

What if I've Never Had a Paying Client?

If you've never had a paying client, you can certainly start by creating a full package rate. But your most important goal is to get as many clients as possible so you can:

1. Build Confidence
2. Get Success Stories
3. Get Referrals

It's okay to decide that your first 3 clients get in free. If you do this, it's important to say: I've got _____(credibility) but I am new to coaching, so I'm giving my first 3 clients my package for free as my gift. At the end of these 3 months, I would love to get your feedback. And, if you have a great experience, I would love a success story and would love for you to refer me to 3 people. Does that sound good?

Then, you can stair step your way up to a 50% off package for the next 3 people. And then a 25% off package for the next 3 people, etc.

| EXAMPLE OF PACKAGES | YOUR RATES |
|--|--|
| <p>EXAMPLE 1 HIGH END</p> <p>Premium Package Full Pay: \$9,997 Payment Plan: \$997/month for 12 months</p> <p>Basic Package Full Pay: \$4,997 Payment Plan: \$497/month for 12 months</p> | <p>My Rates</p> <p>Premium Package Name () Full Pay \$ (save \$) Pay Plan \$ / month for months)</p> <p>Basic Package Name () Full Pay \$ (save \$) Pay Plan \$ / month for months)</p> |
| <p>EXAMPLE 2 MEDIUM END</p> <p>Premium Full Pay: \$4,997 Payment Plan: \$997/month for 6 months</p> <p>Basic Full Pay: \$1,997 Payment Plan: \$397/month for 6 months</p> | |
| <p>EXAMPLE 3 LOW END</p> <p>Premium Package Full Pay: \$1,997 Payment Plan: \$797/month for 3 month</p> <p>Basic Package Full Pay: \$997 Payment Plan: \$397/month for 3 months</p> | |

ADDITIONAL FAQ's

If I'm a Bodyworker, How do I Create a Package?

The perceived value is higher when you charge for the results your clients rather than for your 1-1 time.

If you're a bodyworker, you can include coaching (you don't have to be certified as a coach to do this) as part of your service.

If you do this, it's ideal to get coach training so you can get great at both supporting your clients' bodies through your bodywork and their whole life through your coaching.

Also, you can create a group program that supports your clients even more.

How Do You Present Your Rates?

The [Free Consult Template](#) provides great language to offer your Package in Section 4c

1. Show them the Premium Package Order Form first. (Full Pay and Payment Plan.)
2. [Dance with Concerns](#) using the Dance with Concerns Template.
3. If they still have concerns, show them the Basic Package Order Form.

Should You Practice Sharing Your Rates 10x Before Saying It to a Potential Client?

Hell yes!

Should You Make These Discounted Packages Available Forever?

Ideally, no. Make them available for 2-5 days after your Consult when you check back in with them. If, during your check in call, they make a special request to hold your package discount for a period of time, you can make an exception for them.

Should You Discount Beyond Your Stated Rates?

It's not ideal to discount beyond what you state in your package, because once you start making exceptions, you're paving the way for a lot more discounts and special cases. But it's totally your choice.

The best question to ask yourself is: How will I feel about this

- a. 1 hour from now (after the Consult is over).
- b. 3 months from now, when I'm in the middle of delivering on this package.

Should You Offer a Sliding Scale?

Ideally, no. Sliding scales force your Potential Client to make two decisions: whether to work with you and how much to pay. Instead, set your rates and let them decide.

How Do You Give Yourself a Raise (With Existing Clients)

See the template: [Enroll Your Client in Another Package \(.doc .pdf\)](#)

Are there Legalities to Packages?

If you're a chiropractor, acupuncturist, or therapist, check with your Board. There may be ways to still offer packages legally. And, even if you decide not to offer packages, packages are only one piece of mastering client attraction. They can be very beneficial but you can still create huge success without packages.