

ACTION PLAN

Charge More:

Be Authentic, Raise Your Rates and
Work with High End Clients that you
Love

Action Plan—Brainstorm Your Program or Incentive

This action plan will help you brainstorm and plan your perfect sign up incentive, package or program.

Create or refine your mission statement:

*("I help people who want to _____ by _____
and _____")*

Brainstorm a three-word "title" for yourself that symbolizes how you want clients to think of you:

Decide what is most easy for you to plan and create right now...



- A new signature program
- A unique type of strategy session
- A powerful sign up incentive
- A big-ticket event or package
- A product that fills a need and/or a pricing gap in your product line

DESCRIBE YOUR NEW _____ :

A large, empty, rounded rectangular box with a blue border and grey scroll-like tabs on the left and top-right corners, intended for writing a description.

NAME YOUR NEW _____:

[Insert name here]

MAKE THE NAME:

- o Easy to remember
- o Make people think instantly of you and what you do
- o Feel natural to say
- o Be descriptive
- o Be dynamic
- o Excite people

THIS _____ PROMISES TO....

Practical Exercise – Find your Coaching Practice’s Exciting Differences

It is all very well to say “find the differences” or “make your coaching really unique” but another thing altogether to begin the process and actually do this. Following these exercises will help you think outside the box and begin the exploration.

To make your coaching really unique, examine every facet off your practice and ask yourself two questions:

| “Is this the best way to...?” | | “How can I make this even more...?” | |
|-------------------------------|---------|-------------------------------------|-------------|
| <input type="radio"/> | Present | <input type="radio"/> | Dynamic |
| <input type="radio"/> | Explore | <input type="radio"/> | Interactive |
| <input type="radio"/> | Explain | <input type="radio"/> | Simple |
| <input type="radio"/> | Show | <input type="radio"/> | Fun |
| <input type="radio"/> | Package | <input type="radio"/> | Exciting |
| <input type="radio"/> | Excite | <input type="radio"/> | Innovative |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | | | |
| | | | |

1. What could you use on your site ***instead of those standard tactics*** that would be/feel different? Interesting? Catch people's attention?

2. What skill is so easy for you, you automatically discount it?

3. Name at least one way you can apply that skill to your coaching.

4. Go to the websites of ten competitors. Write down common marketing tactics all or most use on their websites.

E.g. offering a "strategy session"

1.

2.

3.

4.

5.

6.

5. What old or overused idea could you put a new twist on?

6. How would this help your clients?

7. What do your clients need the most help with?

8. How can you solve their problem in a way your competitors haven't? How can you provide a similar solution—but with a superior twist?
