

Charge More:

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



Checklist—Module 1: How to Position Your Own Unique Style of Coaching / Freelancing as the Hottest Flavour of the Century that they can't resist

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I have put thought and analysis into where I fit in, within my niche or field

I want people to think of me as _____

I want to be known for _____

I plan:

To have large numbers of clients lining up at my door

To have only a select few clients

I have decided:

How many hours a week I actually want to spend in coaching

Whether or not to include extra services to add value to my coaching

How much time I can allot to preparing and delivering these extra services

What style of coaching I prefer and whether or not I will add extra styles or media

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How much time to allot to individual coaching sessions for my ideal client:

_____ hrs/week/month

How many people I can serve, using my preferred style of coaching

Whether or not this is cost-effective and—more important—able to
generate profit

I have determined how much money I...

Want to make \$ _____

Need to make \$ _____

I have factored in other expenses and costs of doing business:

I have determined:

What type of client I want to attract

An average ballpark figure re: how much this type of client makes
annually

What my ideal client's spending habits are like

What she is typically used to paying for similar services

My overall cost per client

Other _____

I have discovered what makes me truly remarkable

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I am committed to:

Passionately living my mission

Focusing that energy on my clients' needs

I am creating/have created a unique:

Program

System

Method

Other _____

I have identified current coaching "clichés" in:

Titles

Sign-up incentive types

Current linguistic phraseology

Strategies

Approaches

Other _____

I am looking at what has become so common in internet marketing coaching conventions that people tend not to "hear"

I have re-examined my own sales pages and promotional material in a critical, objective manner, eliminating clichés and overused terms and phrases

I have given my own signature program a clear, dynamic name:

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I have coined my own unique terms and phrases in a fresh, direct way

I have started from a place of simple, accurate description (what I do; what I can do for the ideal reader)

I am committed to continuously and consistently talking up and branding my signature programs, strategies, methods or offers

I have not stopped there: I have dug even deeper in my brainstorming, using strategies such as:

Finding a carefully-chosen partner or team members to brainstorm such components as programs, program names, etc. with me

Writing a mission statement—to help further clarify my unique advantage and focus

Writing a motto or tagline—a “snapshot” of what I offer

Assign yourself a title or “handle”—one that you'd like people to use!

Describing my coaching persona/position in three simple words

Identifying what my competitors do—and what I won't (or don't) do

Identifying what my competitors don't do—and what I can do that they can't (or don't)

I have done my best to crystallize my position, my signature program and my unique gift down to its absolute essence

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I am committed to inspiring my clients to use my coaching to take action—and
achieve their goals!