

Action Plan—Phase Out By-the-Hour Pricing and Introduce High-End, High-Value Packages that Wow Clients

This action plan will help you put together a bundle for your ideal client, giving it an identity and positioning it as a complete system.



1. What is the most valuable, stand-out core component of your new bundle? (Its main identifier)

- A coaching session?
- A webinar or video presentation?
- Course materials?
- _____
- _____
- _____
- _____

2. What are the irresistible, value-boosting add-on benefits?

- Access to one-on-one interaction with you at some point?
- Templates, worksheets and other resources?
- The privilege of asking email questions?
- Its on-demand status, allowing self-scheduling?
- Feedback and grading?
- _____
- _____
- _____
- _____

3. What makes this bundle complete?

4. What do you really not need in this bundle?

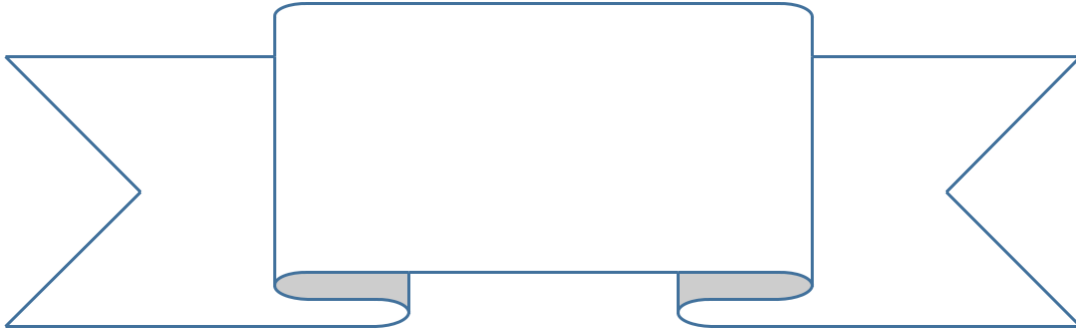
*(What feels like a tangent—like it doesn't really belong? What **distracts from the main bundle focus?**)*

5. What could you add to this bundle to give it even more impact and value?

6. Is this a complete system? Is it a perfectly matched bundle whose name gives it a strong identity?

I am calling this bundle...

(Brainstorm names like "The Affiliate Profits Accelerator". Then enter your final choice in the blank banner center area.)



- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Graphics I will use:

(Insert or paste thumbnails or actually sketch ideas)

To Do:













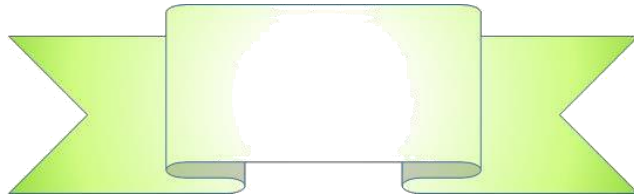






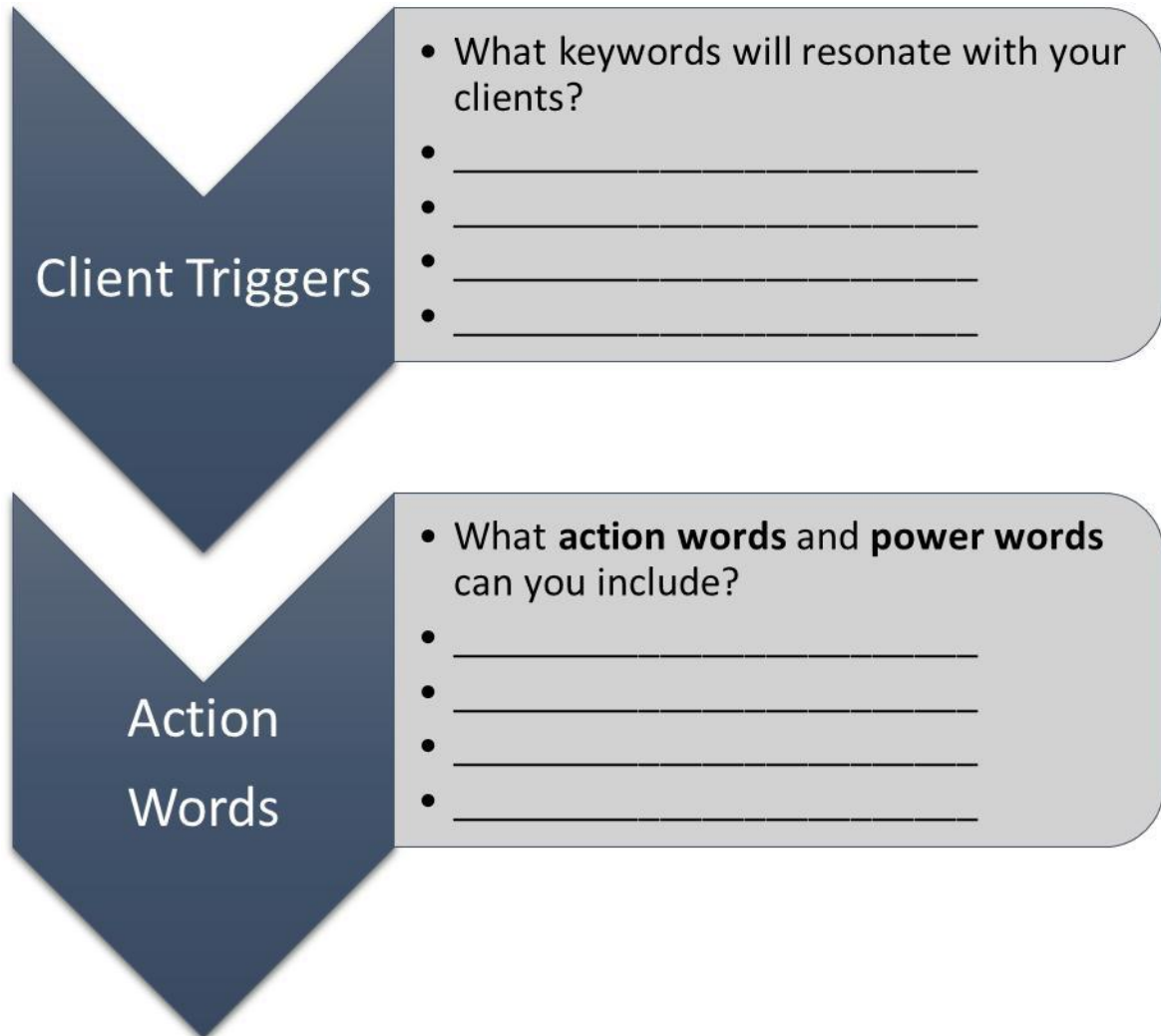






Practical Exercises—Supercharging your Offers with Language and Color

Work through these exercises after completing your Bundle Action Plan to supercharge your Bundle descriptive and promotional content with absolute focus.



Client Triggers

- What keywords will resonate with your clients?
- _____
- _____
- _____
- _____

Action Words

- What **action words** and **power words** can you include?
- _____
- _____
- _____
- _____

1. What **COLORS** will you use to support this bundle's message?

- o Why do you think this color scheme works?

- o What do these colors say to you?

- o What do you think these colors will say to your clients?

- o What emotions do these colors stir?

- o Are these emotions in line with what you want your potential client to feel?

Yes _____

No _____

Q: Who are you speaking to?

A: "Someone who..."

(E.g. "likes to multi- task; uses mostly her mobile", etc.)

