

# Charge More:

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



## Module 3—Checklist: Say Sayonara to that old outdated By-the-Hour Pricing and Introduce those Sizzling Packages that practically sell themselves

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I understand that cutting down energy-draining long hours spent in one-on-one coaching can actually increase my productivity and income

I am beginning to diversify and make the most of my coaching offerings by:

- Adding passive, self-serve products
- Restructuring existing packages
- Re-purposing content I have already created into products
- Creating new, high-value packages that will earn me more per unit than my old ones used to
- Other \_\_\_\_\_

I am considering the best types of offer to supplement my coaching power:

- Packages that cut down the actual one-on-one coaching, but support this thoroughly with email check-ins, templates and other resources
- Self-serve programs—tailored exactly to my client’s journey and goals
- A book teaching my signature method
- A series of books, each one progressing from the one before
- Self-serve, “on-demand” webinar training
- Private, exclusive membership sites

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- Private Facebook Groups to build community around my coaching and add value to my clients' lives
- Public Facebook Groups or membership sites to grow my following
- Monthly clubs (video training, podcasts, critiques, etc.)
  - Workshops
  - V.I.P. Days
  - V.I.P. Mastermind retreats
  - JV offers
  - Local events
  - Expert/celebrity summits
  - Other \_\_\_\_\_

I am paying particular attention to how I bundle packages together

I am ensuring that all bonus gifts are highly relevant to my packages single focus

I have created strong identities for my package so people know exactly what each package can help them achieve

I have created a strong affiliate program tailored to my happy clients and fans

I understand that as well as my clients, I too have to push past my comfort zone and I am committed to growing as a coach

I understand the importance of accessibility

I have built methods of accessibility to me into my packages and products, so that my clients feel connected and comforted

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I have made sure there are boundaries to my accessibility and tailored methods to ensure these are respected—for my sake and my clients’

I am stacking and bundling products and packages

I have ensured my bundles feel like a single entity bursting with highly relevant components

My bundle’s name or title is memorable, clear and catchy

I am using positive, “action” words (including niche-specific keywords) when creating bundle names or titles

My bundle name gives strong clues to:

- How it is going to function
- Its main purpose or benefit
- My bundle feels like a complete “kit” or “system”
- My bundle is results-based and focused
- I have ensured the visuals, linguistic patterns, pacing and words on my
- system or bundle landing pages are designed to appeal to/resonate with my specific ideal client
- I have created motivation to buy by setting start and end dates on my offers

I am both telling my best client what my packages and programs will help him produce and showing him with:

- Testimonials
- Photographs
- Measurable data results
- Other\_\_\_\_\_

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I have set up a system for showcasing and bragging about my best clients

Methods I use to showcase client successes include:

- JV with them on webinars or in special coaching courses  
Host
- special events with them
- Present guest articles from them on my website
- Highlight them in my “Success Stories” section, devoting a full page and promotion to each one
- Interview them on radio shows and podcasts—along with my other celebrity guests
- Other\_\_\_\_\_

I understand that successful clients are my best success too!