



5 Cash Injections For Your Business

+ How to
Price Them

#1

90 Minute Intensive

Create a longer goal oriented session that is a gateway for clients to fall in love with you and your work. Look at the results you get your clients and pick one that you can solve in less than two hours. Gear the session 100% toward one result. ☆ Give it a result oriented name.

How to use it

- ▶ Clients who are on the fence about working with you.
- ▶ People who aren't quite ready to sign up for your more premium offer.
- ▶ As a bonus when you're signing a client up for a package or program.

How to price it

Take your average hourly rate and charge about 2/3 of that. You want this be a special offer and an easy "hell yes"!

Between \$297 - \$997

Brainstorm

Take a few minutes and come up with 3 different intensive ideas, Name them and price them! Boom!

1.

2.

3.

#2

Introductory Offer

Create a package of 3 -5 goal oriented sessions that's a gateway for clients to fall in love with you and your work. Give them an "experience" and really focus on giving them BIG results.

How to use it

- ▶ Clients who are on the fence about working with you.
- ▶ People who aren't quite ready to sign up for your more premium offer.
- ▶ As a holiday or any kind of special!

How to price it

Take your average hourly rate and charge about 2/3 of that + the amount of sessions in your package. You want this be a special offer and an easy "hell yes"!

Between \$997 - \$1597

Brainstorm

Create one introductory package. How many sessions?
What will you solve? What is the name? The price?

#3 VIP Day

Create a really awesome experience for your client. It can be a 4-6 hour day together or a "cyber" 4 hour day. Make sure it is experiential + result oriented. Think about how you want them to feel after their time with you.

How to use it

- ▶ As a bonus for a premium client.
- ▶ Offer it to select people who you think would benefit from it.
- ▶ As a holiday or any kind of special!

How to price it

Go with your gut! What are the results worth to your client? How transformational will the experience be?

Between \$997 and beyond

Brainstorm

Plan a dream VIP day! Throw a price tag on that baby!

#4 Group Intensive

Create a quick 6-12 week action oriented group program. Make sure to use 1 main goal to talk about it and it can be a great stepping stone for existing clients. Think - taking them on a sequential journey.

How to use it

- ▶ A spontaneous super-charged special!
- ▶ Offer it to select people who you think would benefit from it and who have taken other programs with you.
- ▶ As a holiday or any kind of special!
- ▶ Create longevity with existing clients. (their next step)

How to price it

Go with your gut! What are the results worth to your client? How transformation will the experience be? Use your other price points as a reference.

Above \$997 and beyond

#5

Master Class/Digital

Create a masterclass that really speaks to your tribe. Keep it result oriented and think of it as a lead in or compliment to the over arching concepts you teach.

How to use it

- ▶ A conversion strategy to see into something bigger.
- ▶ A low cost offer for people who are interested in your work.
- ▶ Turn it into an evergreen digital course after you have taught it live. Add workbooks and bonuses to enhance it's value.

How to price it

The original master class (1 hour with Q+A) can be from \$57 - \$97

The digital course can be from \$37 - \$297

(depending on the result/transformation/value)

\$37 - \$297

Brainstorm

Write out 3 different Masterclass ideas including titles and prices. You can sell this right away!

1.

2.

3.