# Business Model ABC’s

Breaking Down Your Packages:

**Your Signature System:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# Premium Package

This is going to be your best, most juiced-up, most expensive offering. This package should include all the bells and whistles, extras and surprises. The transformation for your clients should be significant and thorough. An example might be a year-long program, a high-level mastermind, or a deluxe VIP experience.

What steps will your clients go through? Ideally it will be most if not all of your signature system steps. This will be your “A” package.

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**Premium Package Features**

How long is the program?

How many calls/meetings/sessions will your client get?

How long will they be?

Will they be recording?

What training materials will they receive? Video, workbook, checklists, templates etc.

Will there be any addition meetings? VIP Days, quarterly check-ups, retreats.

How much access will they get to you? Phone, email, text etc.

Will there be any additional networking or group exposure? What will that be? In person, online?

What additional bonuses will be provided? Access to outside experts, meals, event tickets, additional classes etc.

What is the value of this package?

What are the benefits and results of this package? What transformation can your clients expect?

Since this is your Premium offering, think of this package as deluxe and complete. This should be aimed at your high-end or advanced clients. Who is the typical person you can see benefitting from this program?

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# Standard Package

This will be your basic package. Think of it as your meat and potatoes, the one most of your clients will probably opt for first. This should be significant and provide high-value results, but will not have as many bells and whistles as your Premium or A Package.

What steps will your clients go through? This may still be all the steps of you Premium package, but not as in-depth. Or it may be a portion of the signature system. If you are doing a coaching model, it may be more a determination of time and access to you.

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**Standard Package Features**

How long is the program?

How many calls/meetings/sessions will your client get?

How long will they be?

Will they be recording?

What training materials will they receive? Video, workbook, checklists, templates etc.

Will there be any addition meetings? VIP Days, quarterly check-ups, retreats.

How much access will they get to you? Phone, email, text etc.

Will there be any additional networking or group exposure? What will that be? In person, online?

What additional bonuses will be provided? Access to outside experts, meals, event tickets, additional classes etc.

What is the value of this package?

What are the benefits and results of this package? What transformation can your clients expect?

For whom was this package created? Since this is your middle offering, think of this package as your main or basic one. This should be aimed at your average IDEAL client. Who is the typical person you can see benefitting from this program?

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# Step-In Offer

Finally, take away all but the most essential steps to the program. This will be your step-in or “C” package. This is going to be your most basic service. Think of it as a stepping-in option for those not able or ready to something bigger.

This may take the form of a condensed version of your other packages like a bootcamp or a mini-intensive or it could be a product such as a home study course.

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**Step-In Package Features**

How long is the program?

How many calls/meetings/sessions will your client get?

How long will they be?

Will they be recording?

What training materials will they receive? Video, workbook, checklists, templates etc.

Will there be any addition meetings? VIP Days, quarterly check-ups, retreats.

How much access will they get to you? Phone, email, text etc.

Will there be any additional networking or group exposure? What will that be? In person, online?

What additional bonuses will be provided? Access to outside experts, meals, event tickets, additional classes etc.

What is the value of this package?

What are the benefits and results of this package? What transformation can your clients expect?

For whom was this program created? Here you can use phrases like “quick, easy, fast start, mini, step-in, getting started, beginning” etc.

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Finally, be sure to include any testimonials you already have for each package from people who have already gone through the program. This “social proof” is extremely important to helping people take action!