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# Creating Continuity and Bundled Packages

Whether you are a coach, consultant or other service-based business, you will want to think about how to bundle and structure your services to keep your clients in your sales cycle for the longest about of time. Not only does this insure you more steady income, it also helps your clients seem more meaningful results.

Start to think about how you can create your own customized services and product bundles. You want to think about the needs of your clients, what will best service their budget and the time needed to get the results they want AND your time and value. It’s best to price your services as packages for example a VIP Intensive is $10,000 vs. a contract that asks for $1000 an hour. HOWEVER, to help you figure out how to price your packages, think about how much you do want to be paid per hour and price accordingly.

What is the shortest amount of time you think your ideal customer needs to get real, lasting results from your service or product? For example, if you sell skin-care products would it take a week, a month or 3 months to see real improvement in the skin? If you are a parent coach, how long would it take working with you before parents could see real results in their children’s behavior?

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How do I want to structure my service-based, coaching and one-on-one services in terms of time commitment?

Examples: VIP Day for 6 hours, ½ VIP Day for 3 hours, VIP Intensive for 6 hours and 3 months of follow-up coaching, 3, 6, 12 months of coaching with weekly/monthly calls. Etc.

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What is my desired hourly rate?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the price of my different packages based on my hourly rate?

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What services or products can you put together to create a bundle? What products or services can you add on to an existing program to make it more attractive?

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What other incentives can you give to these continuity clients that a NOT available to other people? Perhaps special sales or advance notice on product releases or access to certain material on your website? These will be valuable incentives for your most VIP clients. Be Creative.

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My programs, pricing and incentives will be: