

Creating Base Line Income Programs

Baseline Income - 1-1 Programs

- Long-Term: Programs should be between 3-12 months
 - o Changes the sales process: free initial sessions or low-cost introductory sessions

- Create Programs that will really help your clients.

Everyone will be happier in the process.

Don't be afraid to add or take things away as you learn.

- Start simple and add as you need to raise your prices.
- Programs can include**

- o Intensive Time with Your Client
- o Coaching Time
- o Teaching Time
- o Bonuses o Group Components

If you are just starting, keep your programs simple – as you advance and want to raise your prices you can add more.

Special Note for Hands-On, Health and Spiritual Professionals:

- Massage therapists
- Healers
- Psychics
- Doctors
- Healing arts professions
 1. Offer an intro session – can be a normal price or a discounted one
 2. At the end of the intro session – talk about programs
 3. Optional – offer an integration session – during that session talk about programs

Examples:

- Starter Program – Start here if you are just starting:
 - o Private Coaching Program with X (your name) - 3 months:
 - 1 90-minute kickstart call
 - 9 45-minute sessions (can be 30-minute)
 - Unlimited email

- Programs with More Bells and Whistles & Different

Models:

o The Relationship Rescue Program – 6 months

- 1 90-minute intensive
- 12 45-minute coaching sessions
- 1 60-minute relationship assessment phone call
- 6 group calls

o The Heal Yourself with Food Program – 6 months

- 1 Clean Your Pantry and Create a Shopping List (virtual or in-home)
- 12 30-minute accountability sessions
- 6 60-minute Eat Well training sessions
- 2 Eat Well Goodie Bags
- 3 Group Cooking Classes

o The Online Marketing Done For You Program – 6 months

- 1 60-minute assessment of goals
- 18 15-minute check-in and direction calls
- Set-Up of all Social Media Accounts Weekly posting to all Social Media Accounts 24 Blog Posts – Written and Posted for you

o Naturopathic Wellness Program – 6 months

- Introductory Session (paid or free)
- 90-minute intensive health
- 10 Phase 1: 9 60-minute sessions (nutrition, chiropractic or cranio-sacral)
- Phase 2: 9 30-minute accountability sessions and check-in sessions 60-minute customized meditation session
- 6 Wellness E-books (1 per month)

o Copy That Sells Program – Sales Page

- 1 60-minute Strategy Session
- 1 initial draft
- 2 Reviews
- 1 Final Sales Page
- Bonus: 1 promo email about the launch Pricing

- **1-1 Programs – What to Charge**

- o Starting at: \$300-\$550 a month (\$500 is ideal)
- o You can start with 3 or 6-month programs
- o Moving upwards from there to \$2,000 a month or more
- o An exercise for What to Charge
 - Take your comfortable rate, Double that, Charge the rate in between those rates:
 - e.g. comfort - \$300, double - \$600, Rate: \$450/month
- o The most important thing is that you get your first 10 clients and start getting confident about what you do
- o Always Offer: Pay in Full Investment at a discount: e.g: \$1,800 Installment Investment Plan: e.g: 6 payments of \$350

- **Advanced Pricing for Programs:**

Once you get confident, you can charge whatever you want for your programs. Premium programs range anywhere from \$800 – upwards of \$1,000 per month. You can also start offering 12 and 24-month programs. You can add in different bonuses and live events to your programs as well.

- o Strategy: To create your baseline income