

## Offering Structure

- **Build this first:**

- o **Programs** (turn your one-off services into programs)

- 3-12 months
    - Consistent clients
    - Creates raving fans
    - Builds your testimonials

- o **For corporate/organizations**, most of you will start with a half day or one day or a free training to get your foot in the door

- **Build this second:**

- o **Free** Free virtual gifts, trainings, videos, etc.

- Allowing people to get to know you

- o **For Corporate/Organizations**: A free training – virtual and in person options Plus virtual gift from above

- **Build these third – ORDER WILL BE SPECIFIC TO YOU:**

- o **Low-Priced Products or Groups** – \$27-\$47

- Easy Win Allows for commitment
    - Good when paired with an order bump to increase cart size

- o **Mid-Priced Courses or Groups** – \$195-\$495

- 4-6 week program
    - 4-5 module course
    - Allows people to get to know you
    - Good when paired with an upsell at the end of the program

- o **Higher-Priced Courses or Groups** – \$300+ per month

- 3-12 months
    - Good for increasing your cash flow monthly – can bump you up to 6 figures or above
    - Starts to replace 1-1 work
    - Great for creating connection and intimacy

- For Corporate:
  - o Your work will be proposal oriented – so you'll focus on getting in the door with your lower end offerings like full and half days and freebie trainings.
  - o Then you'll move onto longer term engagements

**Next Action from this Training:**

- Understand the overview from above of the kinds of offerings you could do now and in the future
- Keep going! There's more specifics in future trainings
- Start to think about the kinds of programs you want to offer