CONTENT PRICING

Life is like a bank account, and time is our currency. In that economy no one is rich, no one is poor, and we all have 24 hours each. The goal is to learn how to spend that currency well.
Melissa McCrery

WORKBOOK

Offers That ACTUALLY Sell!

Learning how to price & package your services for more sales.

In the spirit of working smarter, not harder, it is time to take an in-depth look at pricing to see where you can price and package your products for more sales.

This plan will help you to continually increase your value in the marketplace and make sure you are positioned correctly to command top prices for what you do and what you bring to the table.

Objectives:

1. Analyze where your business is at in the marketplace - and where your prices can increase
2. Hone and refine your USP to make sure you are attracting the niche client that you can serve best
3. Help price your services, packages, and programs to move more quickly towards becoming a leading authority and expert in your niche
4. Reassure and attract the right ideal client with your prices
5. Decrease unnecessary work while intelligently increasing fees
6. Create an authoritative membership site that out-serves competitors and fills a market gap

**This workbook is created to be handed off to a VA

How to Help Achieve The Objectives:

Objectively analyzing where you are right now within the marketplace and in your pricing strategies will be crucial. You may need help with this, and also with overhauling and narrowing your USP to attract the client segment you need to reach. You will need to determine what you can, and should, do yourself, what you need to outsource to other service experts, and how you can tweak packages for maximum value – and maximum prices within your sweet spot.

- Preparation: Refine your messaging through research and analysis
- Research: Create a focus group and send out surveys and polls to find out what your followers and members really want from you
- Planning: Create a long-term strategy for increasing your prices and balancing your offer
- Time Stewardship: Making sure you do all of the above – and plan your time in the 4 quadrants (what you love to do, what you can do, what you would rather not do, what you hate doing) – to make the most of the pricing opportunities while genuinely increasing your value to my clients.

TIMELINE & BUDGET

THE TIMELINE FOR THE COMPLETION OF THIS PROJECT IS: _______________ (ONE MONTH, SPREAD OUT OVER TWO MONTHS, ETC.)

THIS PROJECT SHOULD BE DONE: ______________
(ONLY ONCE, EVERY MONTH, ETC.)

SPEND A TOTAL OF ______ HOURS WORKING ON THIS PROJECT THIS MONTH
FOR A TOTAL BUDGET OF $ ______.

THE BUDGET FOR EXTRAS IS: $ ______ (SOFTWARE, APPS, TOOLS, ETC.)

HERE IS HOW I WOULD LIKE YOU TO SPEND YOUR TIME: (WRITE DOWN THE TASK AND THE NUMBER OF HOURS YOU WANT YOUR VA TO SPEND ON A PARTICULAR TASK)

Task Description	Total Hours

Section One: Nail The Messaging

Even the best products won't sell without a clear message. I need to get crystal clear on what my message is and who it is for - who I serve best, what language they use, what struggles they face, and most importantly, how I can help them solve their biggest problems.

Step 1: Getting to Know My Clients
I need you to help me to go beyond creating a client avatar while still doing standard research such as demographics and surveys. Let's tap more deeply into psychometric data for my ideal client by utilizing real-world feedback and input.

1. Please organize a focus or feedback group consisting of past and current clients, and members of my prior courses, membership groups, or Facebook groups.

The purpose of this focus group will be to ask them about their experience with me - but the focus will be on their needs, expectations, and hopes.

Your role as moderator of this group will be a vital contributor to its success and accuracy: Please feel free to be flexible with questions and responses where a survey cannot, fitting questions to the level of group interest and giving answers that strengthen trust and build community.

There are some 'VA checkpoints' in this workbook to help us make sure we are on the same page and you are familiar with my goals as well as programs so you can direct research while building the group's confidence in the brand.

In the focus group please have them discuss:

- What results they expected versus what they actually received
- What else they would have liked you to "just handle"
- How you could have made the experience better/smoother/more fun

When engaging in these discussions, be sure to use specific Likert Scale-type questions that will inspire group members to give specific answers or feedback, rather than just dichotomous, closed questions which elicit only "yes" or "no".

Open-ended questions have their place too, but please use them sparingly, remembering that this type of question is by its nature prone to being generic or vague. You need to remember the "focus" part of this group – and keep them focused on helping you elevate their experience with my programs and courses.

Be careful also to maintain focus on the group purpose. (It is easy to get sidetracked so that a focus group becomes all about individuals or problems.) You want to keep the feel personal but make sure it doesn't become all about personalities or tangents.

Keep the focus on ensuring that participants have reason to be proud to be chosen for this focus group, understanding that their participation is valuable and appreciated.

When creating questions, please be selective about the type of data you want for that particular question: Quantitative or qualitative.

EXAMPLES:

- Quantitative:
  - "How many of this company's courses have you taken?"
  - "How much money did you spend on courses last year?"
- Qualitative:
  - "Which lesson did you get the most out of, and why?"
  - "What did you enjoy most about the livestreams? Why?"

A useful focus group will only ask quantitative questions when these have a direct relation to a qualitative question's purpose.
The qualitative response you need to be on the alert for involves anything that affects the group and its responses to your business that you can't measure in statistics and figures:

- Feelings
- Attitudes
- Life choices
- Mood
- Thought patterns
- Beliefs
- Peer pressure

Please watch for the way they interact and influence each other too.

RESOURCES:

- What is a Market Research Focus Group? (The Balance)
https://www.thebalancesmb.com/what-is-a-market-research-focus-group-2296907

- Likert Scale Questions with Examples (QuestionPro):
https://www.questionpro.com/article/likert-scale-survey-questions.html

VA CHECKPOINT:

PLEASE DEFINE:

My message is...	'Who' will respond the most strongly

VA CHECKPOINT:

1. Please complete this sentence on my behalf.

“I serve people who ____

And ____.”

2. Please list words my ideal client base repeats and uses the most often.

_____________________ _____________________ _____________________

_____________________ _____________________ _____________________

_____________________ _____________________ _____________________

_____________________ _____________________ _____________________

_____________________ _____________________ _____________________

3. What three problems does my ideal client struggle with the most?

____

____

____

____

____

____

VA CHECKPOINT:

4. Define the most compelling of these three problems.

☐#1

☐#2

☐#3

Why? ____

____

5. Which of these three issues is most in line with my mission?

☐#1

☐#2

☐#3

Why? ____

____

6. What other programs, packages, or courses do they wish I would create?

____

____

____

____

VA CHECKPOINT:

7. How will my packages and programs help them solve these specific problems? (List each offering and provide specific detail.)Title

Title How does it help my ideal client?

____

____

____

____

____

____

____

____

____

____

VA CHECKPOINT:

8. What is missing from these existing packages and programs?

Title What does it need?

Step 2: Create a Client Avatar Cheat Sheet

Please document the words and phrases my ideal client uses to describe her life, her problems, and her dreams. Look for these in:

- ☐ Comments on my blog
- ☐ My Facebook Page and other social media
- ☐ Comments on my competitors' blogs and social media pages
- ☐ Discussions within my Facebook or LinkedIn group
- ☐ Discussions and responses within my focus group
- ☐ Amazon reviews for books dealing with my key topics
- ☐ Webinar audiences and Livestream comments

Please note where my ideal client is most likely to hang out (e.g. Facebook, Instagram, Tiktok, LinkedIn, etc.
Keep in mind also and watch for the specific time of day/day OR week/season OR year that they are most likely to be found there.

Please be aware of and utilize tools and insights in:

- ☐ Each specific social media platform
- ☐ Content manager apps and SaaS that I subscribe to

When you have concluded this phase of our research, please update my actual client avatar (sample bio sheet for my ideal client, using a fictional person who is an average of this client's most common or prominent traits.)

Section 2: Sell Them What They Want: Deliver What They Need

Programs and courses gain wild success when they promise what one's ideal clients want – and go beyond that to deliver what they actually need. We need to figure this out for my programs and courses in advance and make sure we make the right promise in my message – one that addresses hidden yearnings, as well as the keyword phrases seekers, have searched with.

Step 3: My Audience Really Wants...

Looking at past clients, blog comments, support tickets, social media, and other feedback, identify the top 3 things clients come to me for.

1.____

2.____

3.____

Please read through comments and data you collected during Steps 1 and 2, looking for the subtext – what's not being said but what is there if you look for it.
This involves putting yourself in the speaker's shoes and asking yourself, "What is she really saying? Wanting? What is she really complaining about?"

EXAMPLE:

When they say: " *"I still haven't set up my autoresponder. I'm no good at technology."*
They are really saying: *"I wish someone would set it up for me, but I don't know how to find the right person."*

Possible solutions we could then consider might include any of the following – as separate offers, bonuses, or as part of a membership:

☐A step-by-step guide featuring specific autoresponder services

☐Access to a recommended contractor's list

☐Autoresponder and first list setup included in the membership

☐Information about services like LeadPages that provide autoresponders and easy wizards

☐X hours per month access to a VA who will do this for the client and maintain her autoresponder updates

☐Training videos

☐Resources recommendations

Please identify subtext in the comments, questions, and complaints of my ideal client.

When they say....... They are really saying.......

____

____

____

____

____

____

____

____

____

____

____

____

Once you have at least three specific ways we could go beyond and anticipate or figure out their unspoken needs, please consider the best way we could deliver on that solution – both in format and in the method of delivery:

- ☐ The next infographic or blog post we share
- ☐ A bonus in an upcoming launch
- ☐ An upsell in an upcoming launch
- ☐ A service we provide
- ☐ A video
- ☐ A separate product – free
- ☐ A separate product – paid

And so forth.

This involves knowing my ideal client – not just reading words in a comment box. That is when my Facebook group and/or my focus group becomes priceless… through interaction that you experience. You get to know them organically, and you are all focused on a common interest (them!)

In the real world, neither you nor I would immediately start selling to someone we'd only just met. We'd get chatting about our common interest. We would bump into each other at the organization we belong to or the church we go to. We'd talk about our dogs or our gardens or our elderly parents. We'd compare problems and solutions. If we met in a business setting (for example, a gift boutique where you are the owner), you might talk about the weather as well as gifts that ship well for your family member overseas.

The key to making sales magic happen organically is simply this:

- ☐ Let the client initiate the topic
- ☐ Explore it with them
- ☐ Be ready to suggest a solution when there is the right opening for your CTA

If the client says, "Hi, I'm in here today for a gift for my bedridden grandmother," then you would jump right in and start suggesting gifts. If she's "just looking", you would remind her in a simple, friendly way that you're there to answer any questions, and you'd back off and give her space.

It's the same with my online clients. We need to give them space, listen deeply to their conversation – and be ready with a solution before they even know they need it so we can suggest it at the right time, in the right opening.

Step 4: My Proven Systems Are...

Based on my content framework, and using case studies or past results, please outline a step-by-step process for the three top-requested services/coaching. Reference how it works, why it works, and the typical results my clients get.

These proven systems are repeatable processes and my blueprints for client success. And it doesn't matter whether the process is simple or contains several steps, as long as the results are virtually guaranteed providing the client faithfully follows those steps.

Please analyze my process, and determine which are most successful and repeatable.
If I do not have a clear, step-by-step blueprint for a specific part of my business, please create one.

	Product	Product	Product
Framework 1			
Framework 2			
Framework 3			
Framework 4			

RESOURCES: IMPLEMENTING A SYSTEM AND REPEATABLE BLUEPRINT PROCESS (MICHELA QUILICI): HTTPS://MICHELAQUILICI.COM/IMPLEMENTING-SYSTEM-BLUEPRINT/

Step 5: The Results Will Be...

When we can clearly state the results my clients can expect, it's easier to charge premium prices. Not only that, but it helps solidify my roadmap by placing clear milestones along the way.

When creating blueprints for my coaching program and other processes, please define specific milestones that both my clients and I can aim for and use for gauging – and reinforcing – the success of that program or method.

Typical milestones include achievements such as:

- Mastering a specific skill
- Getting over a psychological barrier/changing behavior and/or response
- Gaining a particular number of clients
- Reaching a specific figure in monthly income
- Being able to invest in a particular reward
- Turning a profit for the first time
- Being able to do something one previously couldn't do

Milestones are always measurable and tend to be achievement-based – but 'achievement' and even 'measurable' can be subjective, as well as specific to each individual client. For example, if I'm coaching someone to get over a fear of horses, leading a real, live horse round a ring or even just approaching and patting one would be a measurable milestone and significant achievement for a highly-phobic client.

In spite of the need for personalized milestones, let's not forget common milestones – ones every client can achieve – are vital to making sure my systems and processes work – and deliver positive results! (Example: A client landing her own first client ever.)

For each of my proven, repeatable processes, please identify specific milestones we can aim for and utilize for the benefit of my clients.

Program	Program	Program
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.

MILESTONES ARE NOTEWORTHY ACHIEVEMENTS ON THE WAY TO A SPECIFIC GOAL AND MARKERS THAT ONE IS STILL ON TRACK. THEY'RE LIKE PIECES OF A JIGSAW PUZZLE, WITH THE GOAL BEING THE PUZZLE'S ULTIMATE COMPLETION.

Step 6: What is My USP?

What makes me and my system or strategy unique? What do I bring to the table that no one else does? It helps to have an objective pair of eyes to determine such answers. I need you to be my objective pair of eyes and help me pinpoint and re-define my USP. This is a good strategy for us because you are familiar at this point with my business and my clients!

A USP or unique selling position/point/proposition is nothing more than what makes my coaching stand out.

·What do I offer that my competitors don't?
·What do I include for free that my competitors charge for?
·What major benefit does using my services give clients that they can't get from competitors?

If I don't have a clear USP, then we need to build one in immediately.

When it comes to benefits, advantages, or features that stand out and catch potential clients' attention, that depends solely on the client and our ability to identify what it is that she would love – to the point of purchasing my program or joining my group even without all the other benefits.

For some people, it's saving time (especially among higher-end audiences). Show them how you can help them get to where they need to be faster and more efficiently, still with high-quality results and service, and they're interested.

With audiences just starting out, often the most crucial advantage is price. If we charge less than others, that could be our USP.

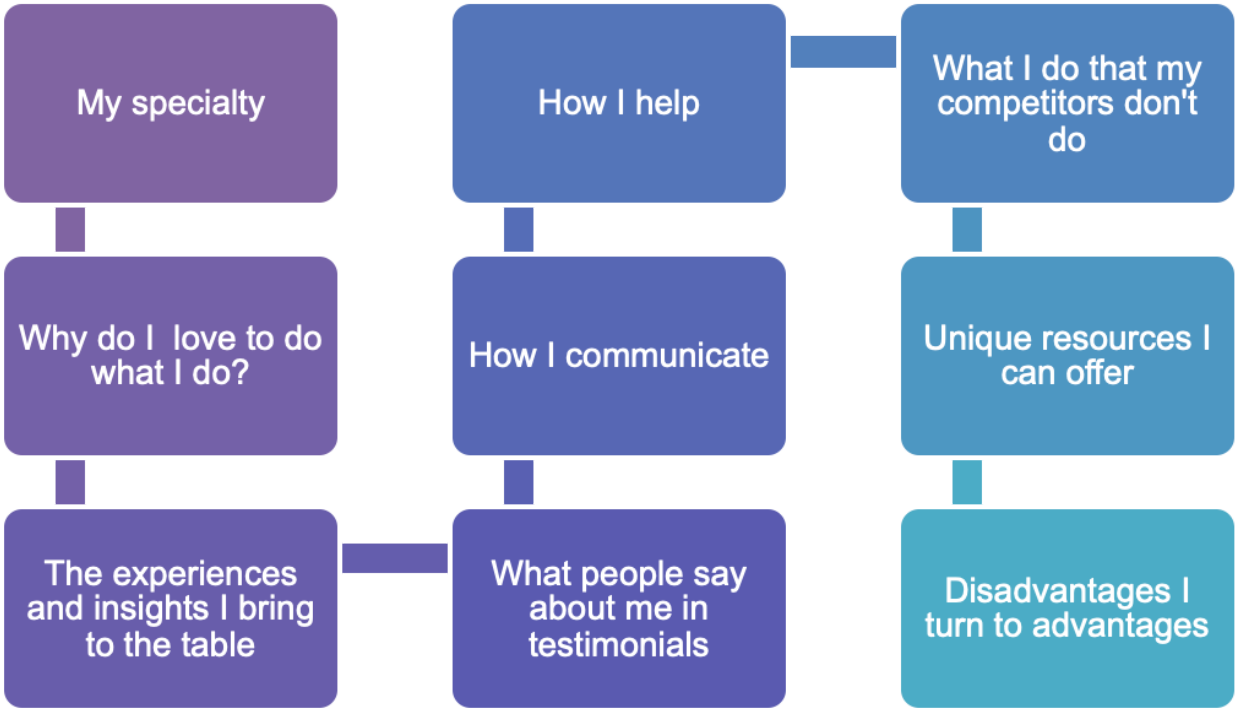
Please help me:
·Identify my USP
·Ensure it's the right USP for my ideal audience
·Find a better USP if it's not

Brainstorming My USP

Let's start by considering the types of USP we could choose:

·Higher price but faster, easier results
·Low price for clients just getting their feet wet
·Extra or bonus materials included they would actually be glad to pay for
·Part or all of their systems set up for them
·Access to VA services through me
·Weekly Q & A webinars or livestreams
·Personal 1:1 coaching sessions once a month for group members
·Feedback and critique sessions

Sometimes things business owners would never think constituted a USP catch a potential client's attention – such as the platform for training. Knowing that a coach uses Zoom sessions might be an attraction for one client, whereas one who hates the idea of appearing on camera might run from that. So, let's factor in other features and benefits to me and my business model that I may be taking for granted.



1. I specialize in____

2. I help people by ____

and ____

3. The one unique thing I do in my business is ___________________________________

____

4. My big motivation for coaching is ____

____

5. People love my communication style and methods because _____________________

____

6. I have these exceptional resources my clients can share ________________________

____

7. The unique insights, skills, and experience I can offer include ____________________

____

____

8. In testimonials, clients often/always mention __________________________________

____

____

9.Disadvantages I have turned into advantages include ____________________________

____

Because ____

____

Section 3: Pricing for Profit

Step 7: Time Commitment Must Be Considered

It's an accepted fact that hours-for-dollars is not the most lucrative business model and that nowadays – especially as a coach – one must add passive income and group programs (membership sites, events, masterminds and courses) to reach six figures.

Even if I'm not working on an hourly basis, I still have to consider the cost of program and package creation vs the rewards.

Please help me calculate the best pricing options for my programs and packages.

Start with:
- How long the project will take to complete.
  - #hours x $hourly rate = $base price
  - Add at least 25% for "just in case" scenarios

Another important consideration to factor in: The actual time commitment: Please list and analyze all the steps and components that will go into getting my prices and packages up to speed and calculate:

- How much billable time I will lose by doing tasks myself
- How much time I will need to expend on learning curves
- Whether or not there are any specific benefits to me learning how to do certain tasks
- How much I will spend on outsourcing vs doing tasks myself
- How much I should actually make by having outsourced contractors take care of tasks requiring their unique specialty skills

An example of the latter: If it takes me 80 hours to set up a complex shopping cart/CMS (working my way through tutorials, waiting for responses from their Help department, actually setting it up, connecting it with my sites and other CMS, performing and checking integrations, et cetera) and my billable time is $100 per hour, I have potentially lost $8,000 of coaching income. Even taking into account the fact I probably wouldn't spend the same 80 hours coaching 1:1 clients – more like 30 hours, maximum – that would still cost me $3,000 in potential client income.

Compare that to outsourcing the same shopping cart/CMS setup to a specialist contractor certified and skilled in that particular system: If she charges $60 per hour and it takes her 8 hours, I'm paying out $480… all while I'm still working, bringing in $800 to more than cover that cost (8 hours at $100 an hour for my coaching sessions).
These are the decisions we need to be strategic about – and make.
We also need to consider raising my 1:1 coaching rate – and calculate whether or not this pricing strategy is still working for me.

Sample Calculator Template

Costs	Qty (how many hrs they get during the program)	Unit Price	Total Cost	*add up cost then divide*	Things you need to know
					People hourly rates
					Fixed monthly expenes
					how much you want to hire
Example: Coaching Program 12 wks.					
	People				
You	12	$ 500.00	$ 6,000.00		
VA	20	$ 100.00	$ 2,000.00		
Contractor	2	$ 400.00	$ 800.00		
graphic design	1	$ 250.00	$ 250.00		
	Stuff				
pen	1	$ 3.00	$ 3.00		
notepad	1	$ 5.00	$ 5.00		
microphone	1	$ 300.00	$ 300.00		
Miscellaneous	0	$ -	$ -		
	Operating Cost				
zoom webinar	1	$ 55.00	$ 55.00		
CRM	1	$ 125.00	$ 125.00		
internet	1	$ 100.00	$ 100.00		
phone	1	$ 100.00	$ 100.00		
credit card	1	$ 100.00	$ 100.00		
	Future Expenses				
Mastermind		$ 3,000.00	$ -		
F-T Asst		$ 3,000.00	$ -		
Charity					
Total Expenses		**$ 8,038.00**	**$ 9,838.00**		
	Profit				
Profit Margin % (for future endeavors, expansion etc.)		70%	$ 6,886.60		
Profit Margin + Total Expenses			$ 16,724.60		
merchant fee (%)	4%	$ 16,724.60	$ 668.98		
Total Price (Total Expense+Profit Margin+merchant fee 1-1 Coaching)			**$ 17,393.58**		
			qty	**fee**	**profit sales**
			6	$ 3,000.00	$ 18,000.00
	qty	Profit	sales		
How many single?	100	$ 695,743.36	$ 1,739,358.40		

**Please create a spreadhseet with these formulas for future use

Step 8: Calculate the Real-World Value

This is easy for business coaches. "Join my $2000 group coaching program because you'll easily earn $5000 with the strategies you learn."

We have calculated where I fit in within my field and how much I need to be charging for 1:1 coaching, programs, courses, and packages with an eye to whether or not I am positioning myself in my market sweet spot. But we also need to keep in mind that pricing and packaging have a definite effect not just on my profits, but on how the market views me.

While it’s a sound strategy to spend a significant amount of time on community building, establishing trust, and enhancing visibility, how much I charge for my packages and programs also cements my place in my narrow field of influence.

One can do this in other industries, too – for example, a service provider can compare the cost of his/her program with the potential time and dollar loss of trial and error or the cost of the result versus the cost of hourly work (which can be never-ending).

Taking into account all the pricing and income research you have just completed for me, please analyze my perceived value in my field – how my competitors, fellow influencers and clients see me.

Refer back to the USP research you completed to factor in:

- What I am known for (what am I considered a specialist in?)
- How many active clients, customers, and followers I possess
- Whether or not I am in demand as a speaker or interview guest

If the answer to the last question is “not at all” or “haven’t done that yet”, please line up guest spots and interviews for me with other influencers in my field – and prepare a speaker sheet available for download on my website.

This may not seem directly related to packaging and pricing, but adding that dimension to my online persona will almost immediately add to my value!

Step 9: Research Similar Offers

Please check out the competition and see what they are charging for similar packages, establishing what prices constitute:

- The high end of the competition

$_________________ to $_________________

- The middle range

$_________________ to $_________________

- The low end

$_________________ to $_________________

Once you have completed this list, please determine from my branding and USP if I should price myself:

- ☐ At the high end
- ☐ At the low end
- ☐ Somewhere in the middle

NOTE: Middle-of-the-road pricing is almost always the wrong choice. It's usually better to be at the top of the low end than to push into that nebulous middle range.

Once we have completed our pricing and package overhaul, this will not only increase or maximize my pricing, it will significantly add to the value of my brand.

So, let's get busy and create more sales with ultimately far less work – and better prices!