



Empowering Educational Consultants to Achieve more Success, Freedom, & Impact

Learning Module 1

Course Guide

- ☐ Welcome to the Program
- ☐ What You Will Learn
- ☐ How to Get the Most From this Program
 - ☐ 7-Week Scope & Sequence
 - ☐ 2-Day Intensive Scope & Sequence
- ☐ Self-Assessment: Where Are You Now? Pre-Test (*Save this! To compare at the end*)



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Dear Educational Consultant,

Congratulations on investing in yourself and your financial success and freedom. **“How to Double Your Income This Year: Earn More, while Working Less,”** includes a proven system that is immediately actionable and includes multiple powerful strategies for earning more in less time.

Once you have learned the techniques, personalized the pricing model, applied the time saving strategies, and incorporated additional revenue streams into your income engine, you will generate more wealth as a consultant than you thought possible, in less time.

I spent years vastly undervaluing and underpricing my services and I HATE to think about all the money I left on the table. The truth is that as educators, we are not trained to think strategically about business. In our prior educational positions, salaries were pre-determined for us. But as a consultant, you are empowered (and expected) to set your rates and fees in line with the value that you provide your clients.

However, most of us are missing key opportunities to generate income through our consulting businesses and are working twice as hard than we need to. Fortunately, this program is designed to shift your perspective around pricing, lay the foundation for a more strategic (& time saving) business model, and position you to prosper.

My goal is to transform your educational consulting business and your life through the contents in this program. I'm excited and committed to ensuring that you have a great experience. Please reach out to me at Stacy@Upstreamdesignlab.com if you have questions. You got this!

Your Biggest Cheerleader,



Stacy McCoy Prime

Program Facilitator & Educational Consultant

Stacy@Upstreamdesignlab.com



What You Will Learn

In this premier program designed exclusively for educational consultants, **you will learn to maximize your pricing strategy and business model** so that you can:

- **Double your income** as an educational consultant over the next 12-months
- **Reduce your workload by at least 90-minutes every day** while earning more
- **Price confidently** with less stress

More specifically, you will learn to:

- **Determine which of the seven pricing models** works best for your offerings (**Learning Modules 2 & 3**)
- **Strategize your pricing** around your context, expenses, and competition to maximize profitability (**Learning Module 4**)
- **Immediately implement four time saving strategies** to earn more, while working less gaining more time and freedom (**Learning Module 5**)
- **Identify** the best passive and profitable revenue streams aligned to your strengths (**Learning Module 6**)
- **Troubleshoot and respond strategically** when clients say “no” to your pricing or when the project scope begins to creep (**Learning Module 7**)



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How to Get the Most from this Program

Primary Goal of this Program: is to empower you to double your income in the next 12-months as an educational consultant, while working less overall.

- This program is organized into **8 learning modules**.
- **You can complete these modules online on your own schedule.** You have lifetime access to the modules, so if you get interrupted you can return to your learning modules at any time in the near or distant future.
- Each module will take approximately **2 hours** and is organized by:



Short videos that summarize key concepts.



Program Guides to read through, highlight, and refer back to that explain the concepts in further detail. (You can print or store online)



Activities and templates to directly apply the new concepts to your educational consulting business.



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Optional Add-Ons (but Strongly Encouraged): Personalized feedback & 1-1 coaching on your work from the program facilitator

Depending how you learn best, there are **two suggested routes** through this Program:

7-Week Program	2-Day Intensive
<p>Work through 1-2 Modules each 1-2 week(s).</p> <p>Week 1: -Introduction -Developing Your Pricing Mindset</p> <p>Week 2: -Building a Pricing Model</p> <p>Week 3 & 4: -Approaching Nuances to Pricing</p> <p>Week 5: -5 Time Savers to Earn More in Less Time</p> <p>Week 6: -Add More Passive or More Profitable Revenue Streams</p> <p>Week 7: -Troubleshooting the 2 Most Common Issues -Conclusion & Next Steps</p>	<p>Work through 4 Modules a day.</p> <p>Day 1: -Introduction -Developing Your Pricing Mindset -Building a Pricing Model -Approaching Nuances to Pricing</p> <p>Day 2: -5 Time Savers to Earn More in Less Time -Add More Passive or More Profitable Revenue Streams -Troubleshooting the 2 Most Common Issues -Conclusion & Putting it Altogether</p>



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7-Week Program

Scope & Sequence

Work through 1-2 Module(s) each 1-2 week(s). Approx. 1-3 hours a week.

Week 1:

☐ Introduction

- ☐ Welcome to the Program
- ☐ What You Will Learn
- ☐ How to Get the Most From this Program
 - ☐ 7-Week Scope & Sequence
 - ☐ 2-Day Intensive Scope & Sequence
- ☐ Self-Assessment: Where Are You Now? Pre-Test (*Save this! To compare at the end*)

☐ Developing Your Pricing Mindset

- ☐ Why Educational Consultants Often Lack a Strategic Pricing Mindset
- ☐ 7 Pricing Models & Why You Should Understand All 7
- ☐ #1: Time-Based Pricing
- ☐ #2: Project-Based Pricing
- ☐ #3: Retainer-Based Pricing
- ☐ #4: Value-Based Pricing
- ☐ #5: Package-Based Pricing
- ☐ #6: Performance-Based Pricing
- ☐ #7: Equity-based Pricing

Week 2:

☐ Building a Pricing Model

- ☐ Suggested Model #1
 - ☐ Suggested Model #1 Pricing Matrix
- ☐ Suggested Model #2
 - ☐ Suggested Model #2 Pricing Matrix
- ☐ Suggested Model #3
 - ☐ Suggested Model #3 Pricing Matrix

Week 3 & 4: (2 weeks!)

☐ Approaching Nuances to Pricing

- ☐ Nuance #1: Your Expenses
 - ☐ Expenses Worksheet
- ☐ Nuance #2: Your Competition
 - ☐ Competitors Worksheet
- ☐ Nuance #3: Your Context



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Week 5:

❑ 5 Time Saver Strategies to Earn More in Less Time

- ❑ Time Saver Strategy #1: Target Your Prospecting
- ❑ Time Saver Strategy #2: Re-define Your Time
- ❑ Time Saver Strategy #3: Increase Lifetime Value with Return Business
- ❑ Time Saver Strategy #4: Upselling
- ❑ Time Save Strategy #5: Create More Passive or Profitable Revenue Streams

Week 6:

❑ Add More Passive or More Profitable Revenue Streams Aligned to Your Strengths

- ❑ Introduction & Overview of the Revenue Idea Generators
- ❑ Idea Generator #1: Extend Traditional Coaching & Consulting
 - ❑ Notetaker Tool
- ❑ Idea Generator #2: Create
 - ❑ Notetaker Tool
- ❑ Idea Generator #3: Develop Student-Centered Offerings
 - ❑ Notetaker Tool
- ❑ Idea Generator #4: Write
 - ❑ Notetaker Tool
- ❑ Idea Generator #5: Speak
 - ❑ Notetaker Tool
- ❑ Idea Generator #6: Convene
 - ❑ Notetaker Tool
- ❑ Idea Generator #7: Become an Influencer
 - ❑ Notetaker Tool
- ❑ Idea Generator #8: Manage or Recruit
 - ❑ Notetaker Tool
- ❑ Grand Totals

Week 7:

❑ Troubleshooting the 2 Most Common Issues

- ❑ What to Do if Clients Say They Can't Pay Your Price
- ❑ Scope Creep: What It Is & How to Fix It

❑ Conclusion & Next Steps

- ❑ Program Summary
- ❑ Guiding Questions for Reflection
- ❑ Self-Assessment: Where Are You Now? Post-Test
- ❑ Thank you & Survey



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2-Day Intensive Program

Scope & Sequence

Work through 4 Modules a Day

Day 1:

☐ Introduction

- ☐ Welcome to the Program
- ☐ What You Will Learn
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 - ☐ 7-Week Scope & Sequence
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- ☐ Self-Assessment: Where Are You Now? Pre-Test (*Save this! To compare at the end*)

☐ Developing Your Pricing Mindset

- ☐ Why Educational Consultants Often Lack a Strategic Pricing Mindset (video)
- ☐ 7 Pricing Models & Why You Should Understand All 7
 - ☐ #1: Time-Based Pricing
 - ☐ #2: Project-Based Pricing
 - ☐ #3: Retainer-Based Pricing
 - ☐ #4: Value-Based Pricing
 - ☐ #5: Package-Based Pricing
 - ☐ #6: Performance-Based Pricing
 - ☐ #7: Equity-based Pricing

☐ Building a Pricing Model

- ☐ Suggested Model #1
 - ☐ Suggested Model #1 Pricing Matrix
- ☐ Suggested Model #2
 - ☐ Suggested Model #2 Pricing Matrix
- ☐ Suggested Model #3
 - ☐ Suggested Model #3 Pricing Matrix

☐ Approaching Nuances to Pricing

- ☐ Nuance #1: Your Expenses
 - ☐ Expenses Worksheet
- ☐ Nuance #2: Your Competition
 - ☐ Competitors Worksheet
- ☐ Nuance #3: Your Context



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Day 2:

❑ 4 Time Saver Strategies to Earn More in Less Time

- ❑ Time Saver Strategy #1: Target Your Prospecting
- ❑ Time Saver Strategy #2: Re-define Your Time
- ❑ Time Saver Strategy #3: Increase Lifetime Value with Return Business & Upselling
- ❑ Time Save Strategy #4: Create More Passive or Profitable Revenue Streams

❑ Add More Passive or More Profitable Revenue Streams Aligned to Your Strengths

- ❑ Introduction & Overview of the Revenue Idea Generators
- ❑ Idea Generator #1: Extend Traditional Coaching & Consulting
- ❑ Idea Generator #2: Create
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- ❑ Idea Generator #4: Write
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- ❑ Idea Generator #8: Manage or Recruit
- ❑ Grand Totals

❑ Troubleshooting the 2 Most Common Issues

- ❑ What to Do if Clients Say They Can't Pay Your Price
- ❑ Scope Creep: What It Is & How to Fix It

❑ Conclusion & Next Steps

- ❑ Program Summary
- ❑ Guiding Questions for Reflection
- ❑ Self-Assessment: Where Are You Now? Post-Test
- ❑ Thank you & Survey