



Price Your Coaching Services Introduction

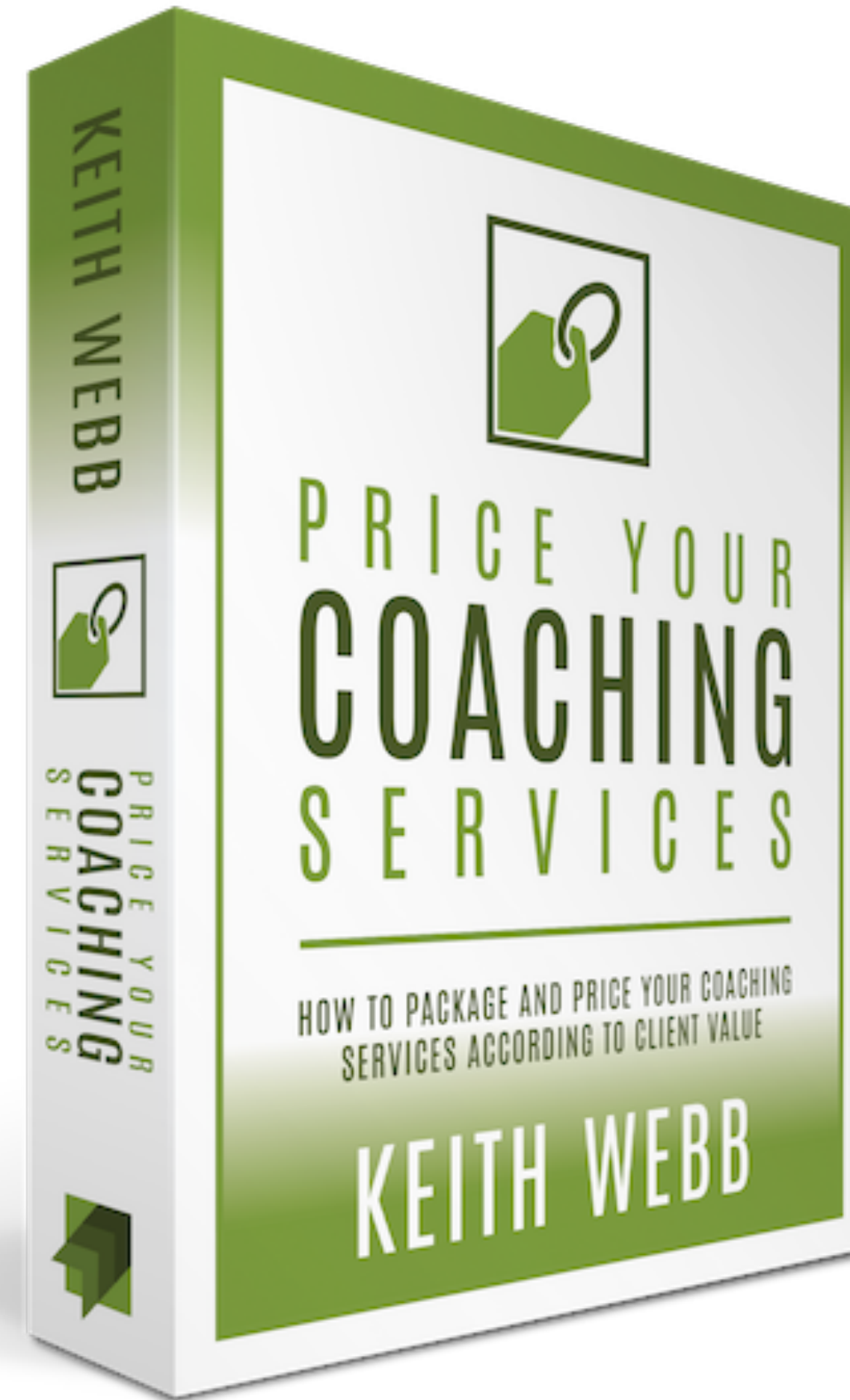


Price Your Coaching Services





Price Your Coaching Services







Price Your Coaching Services

- Clarify the result they want in their lives.
- Experience the dynamics of a coaching process.
- Take the first step in getting that result - coaching with you!



Price Your Coaching Services

More value to clients.

More clients & higher fees for you.



Price Your Coaching Services

- Identify exactly who you should be coaching.
- Clarify what clients want from coaching.
- Create compelling coaching packages that people will say "yes!" to.
- Price your coaching appropriately.
- Gain confidence in presenting your coaching services.



Price Your Coaching Services



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Client Value Formula™

Person (Promise + Package + Presentation) = Client Value

Price





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Person Worksheet

Identify your ideal client by reflecting on the questions below.

1. What experience or expertise do I have?
2. Who do I already connect with?
3. What has the problems or goals that I'm passionate about?

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Promise Worksheet

Identify your client's results by reflecting on the questions below.

1. What are my ideal client's pain points?
2. What are my ideal client's personal and career goals?

Create Promise statements: "I help people like _____

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Package Worksheet

Create a compelling coaching package by reflecting on the questions below.

1. What coaching schedule would encourage the most clients to sign up?
How often?
☐ Weekly
☐ 2x a month
☐ _____
Length?
☐ 35 minutes
☐ 1 hour
☐ _____
2. What additional information, services, or tools would you include?
☐ Assessment (personality, leadership, time management)
☐ Automated emails between calls
☐ Personal list
☐ Resource list
☐ Documents – worksheets or articles you've written
☐ A book, video, course
☐ Access to a group – in person or private Facebook group
What else would add value to your coaching package?

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Presentation Worksheet

Write two sample presentations by reflecting on the questions below.

1. What promises will I include in my presentation?
2. What's in my coaching package?

Presentation #1
Pain or Goal:

Presentation #2
Pain or Goal:

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Price and Invitation Worksheet

Write out how you'll say the price of your coaching package and invite people to begin with you.

Coaching Package Price and Invitation #1

Coaching Package Price and Invitation #2

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Price Your Coaching Services

~~Selling~~

Value to clients