

# 3 Simple Steps

To Building Your Perfect Package



Workbook



## What Roadblocks, Fears, or Problems Have You Encountered When it Came to a New Pricing Strategy?



### *Remember*

Packages do not work if you continue to sell your \_\_\_\_\_  
instead of selling your \_\_\_\_\_ .

# STEP 1 – Knowing and Communicating Your Value

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1. Value your: \_\_\_\_\_

2. Value your: \_\_\_\_\_

3. Value your: \_\_\_\_\_

4. Value your: \_\_\_\_\_

5. Value your: \_\_\_\_\_

Insights and Action Items:

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# STEP 2 – Creating Your Packages

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## *Package Prep*

1. List the services that you currently offer.
2. Note if the items you listed is good for a “service” or a “support” package (remember, service packages have numbers or parameters while support packages are based on levels of support or profiles).

## *Benefits*

➤ Big Benefit #1:

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➤ Big Benefit #2:

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Insights, Action Items, and/or Service Listing:

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# STEP 3 – Pricing Your Packages

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## 2 Things

There are only two things you need to know in order to create packages:

1. \_\_\_\_\_
2. \_\_\_\_\_

## Lifestyle Formula

1. Choose a \_\_\_\_\_ of what you'd like to make each month.
2. Choose realistic number of \_\_\_\_\_.
3. Divide the \_\_\_\_\_ by the number of \_\_\_\_\_ and you have your base rate.
4. You can go further and multiply \_\_\_\_\_ by number of \_\_\_\_\_ to create a package price.
5. Example:

Number / Billable Hours

$$\text{\$} \_\_\_\_\_ / \_\_\_\_\_ = \text{\$} \_\_\_\_\_$$

$$\text{\$} \_\_\_\_\_ (\text{hr}) \times \_\_\_\_\_ (\text{clients}) = \text{\$} \_\_\_\_\_ \text{ package price}$$

Insights, Action Items, Pricing Formula:

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