



The Premium Package Blueprint

With Julia Bernard-Thompson

A Complete High-ticket Selling System to Create and Sell,
Premium Packages, High-End Programmes and VIP Days.

Module 2

Create your Premium Package Step –by Step

How to demonstrate the value of what you do so clients want to buy from you

Here's what You'll Learn

1. Why you Need to package your Services
2. What Is A High-end Package
3. Key Elements Of A Premium Package
4. The Easiest Kind Of Premium Package To Implement straight away

Why Do You Need To Package Your Services?

Packaging is all about presenting your core concepts and principles in ways that defines how you are different, your methodology and brand.

Effective packaging of your particular service is the path to far greater profits.

A package:

- Provides what your Ideal Client wants
- Includes everything needed to do that
- Turns Your Service into a Product
- Packaging Your Services Will Increase Your Sales
- Makes your intangible service . . . Tangible

What a Package Isn't

A package is not a gift basket.

Think of a gift basket: you get 5 different types of chocolate, or 3 different types of wine or 6 different types of coffee and a coffee mug or something similar.

This is not a package because there is no clearly defined outcome and no fixed result that comes from the contents.

A gift basket is designed for mass appeal.

As you know from the last module *Identifying your Ideal Client* you know that you're not creating something that appeals to everybody you're creating a package that appeals to one specific person.

So a package is not a gift basket.

Why Your Business Will Benefit from a Premium Package

1. Easy to get started- clients can sign up right away
2. You can get clients without a list (and even better with a list!)
3. Highly profitable (you are compensated more for your time)
4. Builds your positioning as credible expert
5. Designed to give your clients big results (people pay for big results)
6. Can be designed so that it leads to your next offer
7. Your clients are more committed – and thus more enjoyable to work with
8. Your clients aspire for big results – and so you receive powerful testimonials, which attract more of your ideal clients. (Ultimate result)
9. THE BIGGEST BENEFIT: It's more fun to serve a small, select group of highly committed and motivated clients who are willing to step up and invest into achieving extraordinary results!

How to know what will sell like hot cakes?

In the last session, you listed three main pain points that your ideal client is facing and three “what they need right now” solutions.

For this section the “end result” is what you wrote for the answer in “what they need right now”.

So, your package is solution focussed and the solution is “what they need right now”

For example, if you wrote what they need right now is an easy website template then your end result for your package needs to be an easy website template.

EXERCISE

The end result my client wants is

To achieve that they need...

- 1.
- 2.
- 3.

****The more specific you are, the more sales you can make****

What to Include to make your Premium Package Irresistible



Example : End result is an easy website template

What do they need to achieve that:

- Templates for different types of industries to choose from
- An instruction manual
- Examples of the finished product so they have an example to follow

Etc. So at this stage you include everything your client needs to achieve that end result

Your Answer

End Result

What do they need to achieve that:

Online or Offline?

This is where you decide HOW to deliver your service comes into play.

There are a variety of options. Online, offline, in person, 1:1, group programmes, VIP days etc.

The most effective way to make that decision is to answer the question “what is the best way for my client to receive what they need”

Let's look at our web designer example

One of the answers to “what do they need to achieve that was “An instruction manual”.

Now you can deliver than instruction manual via a CD, via printable PDF document, Via pre-recorded video or via a live coaching session.

Remember in module one you looked at buying behaviour. This is where that buying behaviour comes in.

If they buy more online then include online in your package. If they prefer 1:1 then that is what you would include.

This how you decide how to deliver your package.

*****When you deliver in a way that your ideal client wants then your sales will increase*****

Your Answers

“what is the best way for my client to receive what they need”

***refer to your buying behaviour questions in session 1- Identify your Ideal Client

Premium Package Models

Here are 3 basic “models” for creating Premium Packages. The model you use depends on what stage you’re at in the development of your business.

Typically you start out with one to one packages, and as you get more experience with delivering results, you can choose to progress to leveraged or group models.

<p>Model 1: One to one</p>	<p>The basic idea with the one to one premium package is that you’re still providing one -on-one services, but you’re making a big shift away from the “dollars for hours” model.</p> <p>When you offer a premium package, you’re offering high quality package of services designed to get to a highly desirable result that’s especially attractive to clients who are willing to invest.</p>
<p>Model 2: Leveraged One to one</p>	<p>Once you’re successfully offering high value one- on-one Premium Packages, you can then begin to create and offer packages that have more leverage.</p> <p>Leverage simply means that not all of the value you are delivering to your clients requires 1-on-1 time with you.</p> <p>You can create this kind of leverage in your packages by adding elements to your package IN ADDITION TO one to one time with you.</p>
<p>Model 3: Group Premium</p>	<p>With the premium group package, you serve your clients mostly in a group setting with additional one to one support from you.</p> <p>IMPORTANT: Most people create group programmes in order to have a low-priced offering for people who can’t afford a one to one package.</p> <p>When I am talking about premium groups, I am referring to group experiences that are designed specifically for achieving the high quality results your clients really want.</p>

One to One Premium Package Menu

Here's a menu of premium one to one premium packages to choose from. All of these packages make it easier for you to offer more than a session or an hour of your work, and they make it easier for you to "package" your services to offer a desirable result. You'll find examples of these packages on page 6- "One to one and Leveraged Examples"

NOTE: With all of these packages, your clients get the benefit of your packages being results-oriented.

One to one Package Type	Description	Benefits For You and Your Clients	
Time Period Packages Examples: - 1 Month Starter Package - 90 Day Success Package - 6-12 Month "Big Result" Package	Overall, this is a package where you work with a client for a specific time - period, and with a specific result in mind. Clients typically get a substantial savings for making a longer-term commitment.	When you offer a 1 month or 3 month package, this is relatively low commitment and easy for your clients to say yes. This can be your first big step away from offering one session or one hour of work at a time. When you offer a 6 or 12 month package, you offer a substantial result and you receive premium compensation. If this package goes well, you can often re-enrol your clients.	
VIP Day	The intention of a VIP Day is to help your client to get to an initial result FAST.	This can be a great initial package for clients who want results quickly. Can lead to additional, deeper work with your client.	

Key Package Elements

- 2-3 one to one sessions per month
- A "kick-off" session to create a plan for your work together
- A VIP Day (virtual or live)
- Email support
- Assignments after every session
- A small number of "emergency" or "whenever you need them" calls (these can be 10-15 minutes, ideally to be scheduled during business hours)
- "Done-for-you" templates or services "Done For You" items (examples: ready to go marketing materials, resumes, online dating profiles)
- Recordings of sessions

PACKAGE CREATION TIPS

If you're starting out in business, I recommend that you start out with simple packages.

And if you're more experienced in business, you can shift your focus to adding more value or leverage.

Here are some tips on package creation:

When you're starting out in business or new to packages, focus on creating packages that involve:

- Shorter time periods
- Basic elements that are easy to deliver, mostly one to one time
- A modest level of results
- Simple pricing

When you have more experience with offering packages and delivering results, focus on:

- Packages where clients work with you longer (if that serves them)
- More emphasis on RESULTS achieved in the programme, rather than the amount of time spent with you
- Valuable leveraged elements in addition to your one to one support. (However, be careful with overloading your clients – and yourself – with too many elements. Many successful premium packages are very simple)
- Having a system to help your clients achieve a highly-desired results
- Often including a VIP Day or mini-retreat early in the package to give your client a surge of results at the beginning

Leveraged One to One

WHAT IS A “LEVERAGED ONE TO ONE PACKAGE”?

In a “leveraged” package, you are able leverage your time by providing valuable elements to your clients that help them get results WITHOUT requiring your one to one time.

KEY PACKAGE ELEMENTS

You can provide a combination of one to one time with PLUS elements that give you greater leverage. For example:

- Pre-recorded trainings. If there are elements of your one to one work that you provide to clients over and over, why not create a training audio or video that clients can watch on their own? And then reserve your time to answer questions or provide accountability.
- Done-For-You templates, which make it easy for clients to complete work on their own. (For example, if you’re a career coach, you can provide an “Executive Resume Template”).
- Monthly accountability journal. This tool allows your clients to track goals, actions, and progress. It’s extremely valuable to their progress, and since clients do most of the work, this represents greater leverage for you, and much more accountability for them.
- An online community of support and accountability (for example, a Facebook group) that includes all of your one to one clients.
- Bonuses or high-value Consultation that other business owners create that you add to your package.
- Tickets to a retreat, workshop, or event.
- Presentations or services from guest experts.
- Online assessments (for example: enneagram or DISC)
- For holistic practitioners – labs or tests performed by other practitioners
- Someone else you hire provides part of the service. You can pay someone per hour for part of a premium package

EXAMPLE BLUEPRINT: LEVERAGED ONE TO ONE COACHING PACKAGE (6 MONTHS)

- 2 One to one sessions/month (50 minutes)
- Pre-recorded training programme (3 audio recordings) on an essential topic
- Online assessment tool for 5 of your friends/colleagues to give you feedback about your strengths
- “Done-For-You” worksheets to support the client’s most important results
- Free 30-minute session with a complementary service provider
- An online community of support and accountability (for example, a Facebook group) that includes all of your one to one clients

NOTE

To get started with offering group packages, you can begin to include group elements in your one-on-packages. For example, include a group call or retreat in your one-on-package, so everyone can experience the power of the community all pulling together toward a similar result.

Examples: One to One and Leveraged

Example #1: Love Coach

“Soul Mate Breakthrough” 6-Month Package

- 2 Sessions per month (50 Minutes)
- 2 Day “Love Transformation” experiential retreat
- Monthly “Amplify Your Love Vibration” training audio (pre-recorded) with home practices to expand your ability to receive love
- BONUS: Initial “Remove Your Love Blocks” session
- BONUS: Online Dating Profile Makeover
- BONUS: Get support and community from our private client Facebook group

Investment

Example #2: Weight Loss Holistic Coach (Leveraged Package)

“90 Days To Weight Loss” Package

- 1 initial “Get Inspired, Get Clear” kick-off session (90 minutes) to customize your programme with me
- 2 50-minute coaching and support session a month
- Unlimited email access for questions and support
- A weekly recorded training call (MP3 recordings of each call that are yours to keep & listen to any time)
- Weekly action guides to help you stay on target with your health & personal development goals
- 3 pre-recorded calls to your launch experience as soon as you sign up: (5 Power Steps To Weight Success, Transform Your Eating Desires, Eating for Daily Energy)
- Done-For-You recipes to help keep you on health and on a high vibration
- Weekly transformational audio visualizations for transforming ingrained beliefs in between sessions
- VIP access to our private Facebook group so you can connect with other participants, find support when you need it, and share your successes
- BONUS: my popular “15 Minutes A Day” Fitness Programme for busy people

Example #3: Marketing Consultant

“Strategy & Marketing Consulting”

- Provide strategic marketing consulting to create a sales/marketing plan to double sales over the next 12 months
- 2 2-hour meetings per month with the marketing department
- Deliver 2 strategic planning offsite meetings (8 hours) to determine client’s strategic direction for the next 12 months
- Develop a 12-month marketing plan that specifies the direction for client to follow over the next 3-6 months
- Develop a clear and powerful brand positioning in the market place
- Create an effective sales kit for the sales team
- Oversee the development of a more effective web site that attracts and converts prospects into clients

Example #4: VIP Day -Business Coach

“12-Month Business Plan & Vision In A Day”

- 1 in-person Full VIP Day (6 hours plus lunch) to develop your business plan for the upcoming 12-months, as well as the vision and direction for your business
- An in-depth business assessment (over 60 questions) to assess the current state of your business
- 30-minute call prior to your VIP to set a high-value agenda
- 2 30-minute follow up strategy session calls within 30 days after your VIP day, to make sure you get the accountability and support you need to implement all that we covered during your VIP day
- Worksheets, templates and checklists to reference and support you in our work that day and beyond
- VIP Day is held in a uplifting, beautiful setting
- A complimentary ticket to my next live event
- BONUS 1: MP3 Recording of Your VIP Day
- BONUS 2: My complete Sales Mastery Training Programme (retail £997)
- BONUS 3: VIP Lunch
- BONUS 4: Extra-special surprise goodies for you
- BONUS 5: You may bring a business partner or spouse as additional business support

Example #5: Family Portrait Photographer

“Precious Family Memories Package”

- Half day shoot (4 hours) in your home to create beautiful lifestyle and candid portraits
- Up to 2 hour family shoot to create scenic family portraits at one or two locations of your choice
- Receive a rich variety of group family shots, parent and grandparent shots, shots of each child and shots of all of the kids together (take advantage of large family gatherings or holiday gatherings)
- Consultation to create your precious moments and to craft your vision for the portraits
- Wardrobe consultation
- 35 high-res images retouched, colour corrected for you to keep, print & share on Facebook
- Online photo gallery to share with friends and family
- Ability to order extra prints online at any time
- £100 print credit toward additional online prints
- One disc of images for you and your family to keep
- Large print 12x14 as a featured portrait in your home

Group Premium Packages Overview

WHAT IS A “GROUP PREMIUM PACKAGE”

With the premium group package, you leverage your time by serving your clients mostly in a group setting with additional one to one support from you.

This is good to offer when you have:

- a sizeable list
- substantial marketing reach
- pent-up demand to work with you
- ability to do a package or programme launch so you can enrol multiple people at the same time
- an Ultimate Results System that you take your group through

IMPORTANT: People often create group programmes to have a low-priced offering for people who can't afford a one to one package.

In contract, premium group packages offer group experiences that are designed specifically for achieving the high quality results your clients really want.

“INGREDIENTS” FOR SUCCESSFUL GROUP PACKAGES

- Anywhere between 3 to 12 months in duration.
- The programme is designed to take clients through your system to deliver a highly-desired result in a powerful group environment (which simply can't be delivered with a few sessions of your work).
- Often includes a group retreat early in the programme to give your clients a “jump start” right at the beginning.
- Can include high value elements that aren't provided to your clients as part of one to one work - such as high value bonuses, a greater number of training and support resources (training calls, worksheets), group masterminding, group retreats, etc.
- The energy of a group moving in the same direction pulls everyone forward.
- Leverages the knowledge, support, and success of the group.

- Support can include one to one support and group support.

KEY PACKAGE ELEMENTS

You can provide a combination of one to one time with PLUS elements that give you greater leverage. For example:

- A group coaching/training call or mastermind call (where you can work with multiple clients at the same time).
- A methodology that consistently leads to results.
- A group retreat or workshop, where your group members get to form in-person connections and receive valuable training or support from you.
- Pre-recorded trainings. If there are elements of your one to one work that you provide to clients over and over, why not create a training audio or video that clients can watch on their own? And then reserve your time to answer questions or provide accountability.
- Organize your group members into small groups (or small mastermind groups) so that they can support each other and provide group accountability.
- Done-For-You templates, which make it easy for clients to complete work on their own. (For example, if you're a career coach, you can provide an "Executive Resume Template").
- Monthly accountability journal. This tool allows your clients to track goals, actions, and progress. It's extremely valuable to their progress, and since clients do most of the work, this represents greater leverage for you, and much more accountability for them.
- An online community of support and accountability (for example, a Facebook group) that includes all of your one to one clients.
- Consultation sessions with other business owners. o Presentations or services from guest experts.
- Online assessments (for example: enneagram or DISC)
- (For holistic practitioners – labs or tests performed by other practitioners.)

EXAMPLE BLUEPRINT: 6-Month Group Coaching Programme

- Monthly training/content calls
- 1 two-day live retreat
- 1 Monthly one to one session
- Group Q&A or Mastermind call
- Audio recordings and transcripts
- Online assessment (DISC)
- Done For You templates
- Quarterly goal tracking
- High-value bonuses

WORKSHEET

Choose Your Packages

Instructions:

Choose two package types that you want to design (or upgrade), from the options listed below. (Please check the box of the packages you want to create.)

Note that you can choose to create 2 monthly packages, for example, so then you can check that box twice.

One to one Premium Package	Leveraged One-On-One Premium Package	Group Premium Package
<p>Time Period Packages</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> o 1 Month Starter Package o 90 Day Success Package o 6-12 Month "Big Result" Package <p>Project Package</p> <p>VIP Day</p> <p>"Guaranteed Result"</p>	<p>Time Period Packages</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> o 1 Month Starter Package o 90 Day Success Package o 6-12 Month "Big Result" Package <p>Project Package</p> <p>VIP Day</p> <p>"Guaranteed Result"</p>	<p><input type="checkbox"/> Group Coaching Package</p> <p>Mastermind Retreat</p> <p>Other Group Package</p>

Design Your Premium Package

When you create a high-value premium package, you will:

- Increase the value (and results) you are offering your clients
- Increase the overall income you receive for each client you work with
- Increase the likelihood of being hired – because the client sees you have a package designed for getting to the result they want

To develop a compelling package for your business, please answer the questions in the worksheet below.

1. What Result Does Your Package Provide For Your Tribe? (Or - What Big Problem Does Your Package Solve?)

Write below the biggest result (or problem solved) that clients get as a result of your package. It should be based on what your tribe WANTS (example: lose 40 pounds), not what you think they need (example: good nutrition).

There's no need for perfection here: simply choose one important result or problem many people in your audience are strongly interested in.

Examples:

- *Lose 20 pounds in 6 months*
- *Find your soul mate*
- *No more back pain*
- *Get past the pain of your divorce and create a life you're excited about*
- *Get a professional job that pays £100K or more*

2. Your Premium Package Type

Write below the type package you want to offer

Examples:

- *VIP Day/ 90 Day*
- *Leveraged One to One*
- *Group Package*

3. Package Time Frame

What time - frame will your package be delivered over?

Examples:

- *A monthly package*
- *A monthly package with a 3 month minimum*
- *A group package that lasts 6 months (starting February 1)*
- *A 90 day package*

4. Package Title

A good Package Title is benefit-oriented, and it communicates the result that clients will get when they say YES to your package. So that when your ideal client hears the title, it will grab their attention. (Refer to the handout “Package Name Creation Formulas”.)

Example:

“90 Days To A Life On Purpose” “Weight Loss Breakthrough”

“Land A Six-Figure Job: A Proven System For Getting A £100K+ Professional Position In Weeks Rather Than Months”

5. Your Package Elements

(a) List your package elements in the table below.

Try to look at your package elements through the eyes of your clients. What would a client think is valuable and is willing to pay for? Or if you removed an element from your package, would they even miss it?

(b) What bonuses will you include?

Element	What's the Benefit For Your Client	Your Time Needed To Deliver The Benefit

Craft Your Compelling Package Description

Fill in the blanks below to create your package description

Here's a simple formula for writing the marketing copy for your package, just fill in the blanks in the table below. Please refer to the example that follows on the next page to see how the pieces fit together into a coherent whole.

Package Title	
Short description of the problem you solve and the ultimate result you deliver	
Benefits of the package	
The Elements of the package	

Example: Filling In The Package Description Table

Package Title	Divorce Rescue Coaching Package
Short description of the problem you solve and the ultimate result you deliver	<p>{Problem} Is your marriage on the rocks? Don't panic. Even if your spouse said it's over, there's a lot that you can do to turn things around. Help is on the way.</p> <p>Take a deep breath. We know this is the most difficult time in your life.</p> <p>{Ultimate Result} In working with me, not only will you have a plan to save your marriage, you will know what to do every day to regain that loving feeling you thought you lost forever.</p>
Benefits of the package	<p>The Divorce Rescue Coaching Package will show exactly what it takes to save your relationship, including:</p> <ul style="list-style-type: none"> <input type="checkbox"/> With a coach by your side, you will be gently guided through a proven process that is guaranteed to support you in releasing the fears, pain, disappointment, and guilt of the past <input type="checkbox"/> Learn the 3 most effective communication skills you'll need to revive your relationship <input type="checkbox"/> How to get back the loving feelings when your partner is saying "I love you but I'm no longer in love with you" <input type="checkbox"/> How you can communicate your frustrations and upsets without hurting your partner's feelings and without negatively impacting your relationship
The Elements of the package	<p>This highly supportive coaching package gives you:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Three 50-minute Divorce Rescue sessions per month <input type="checkbox"/> Two 15-minute "on demand" phone coaching sessions to give you extra support when you feel stuck or when stuff happens in the relationship between coaching sessions <input type="checkbox"/> An initial one-hour "Relationship Assessment" kick-off session that will give you deep insights of what went wrong in the relationship and what you can do to turn it around <input type="checkbox"/> An action-oriented "Relationship Rescue Plan" tailored to your particular situation <input type="checkbox"/> Email support for conflicts you want to resolve with you're spouse NOW
Pricing	

30 Elements or Bonus Items To Include To Increase Your Package's Value

IMPORTANT: Don't overwhelm your clients with the number of elements you include in your packages! It's better to have a smaller number of items that your clients highly value and that help your clients make progress toward their results

1. Training programs (created by you or someone else) that meet a key need
2. A certain number of "Emergency" one-on-one calls with you
3. Ticket to an event, workshop, or retreat (yours or someone else's)
4. "Done For You" items (examples: ready to go marketing materials, resumes, online dating profiles)
5. Access to an exclusive online forum or community
6. Group accountability calls or mastermind calls
7. Insider interviews with guest experts
8. Services from guest service providers (example: a business coach can include a 30minute website review from a copywriter)
9. Opportunity to be promoted to your list (if a good match)
10. Audio recordings and transcripts
11. Initial kick-off strategy session
12. VIP Day with you
13. 2-hour mini-retreat via phone or Skype
14. Planning templates (e.g. 3 month plan for achieving a big result)
15. Attendance by spouse, partner, or key team member at events
16. Discounts on other offerings
17. Client-only newsletter
18. Bonus teleseminars on a key topic

19. Customized journal
20. (For holistic practitioners) Lab tests and other health diagnostics
21. VIP dinner experience at a workshop or retreat
22. Introductions to potential JV or marketing partners
23. Regular connection and attention from your team
24. Welcome letter and gifts
25. Beautiful or scenic locations for your client meetings
26. High-end photography portraits to enhance the client's branding
27. Transportation to events via town car or limousine
28. A powerful spiritual ritual or ceremony
29. A rejuvenating experience (such as time at a spa)
30. Adventure activities (water parks, boating, rafting)

This is just a sampling of what you can include in one of your packages