

The Premium Package *Blueprint!*

A Complete High - Ticket Selling System to Create and
Sell Premium Packages, High-end Programmes
& VIP Days



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.

Your Ideal High - Paying Client

Here's what we'll Cover

1. The difference between Niche, Target Market and Ideal Client
2. Why "niching" causes problems with your marketing
3. Why narrowing down who you work with is the key to having more clients and not less
4. The 2 Different types of Ideal client
5. How to use one ideal client profile to easily generate new packages as you grow.

Step #1

“Demographics/Gender/Location”



1. Are they Male or Female? How old are they? Give an age range

2. What type of work do they do? (e.g. Cook, Cleaner, Business executive)

3. How much do they earn? (average weekly, monthly, annual earning)

4. How much spare cash do they have? (to spend on things that are NOT a necessity!)

5. What are their hobbies/interests/activities/? (eg running, reading, football, car boot sales, golf)

6. Where do they enjoy spending time? (what places to they visit, either online or offline)

7. Where do they shop for food/clothes your product or service already? (either online or offline)

8. What keeps them awake at night? (stresses... worries... planning?)

9. What do they talk about? (sports, tv, soap operas, children, shopping, debt, business)

10. They REALLY hate it when (they get messed around, under-delivery, disappointment?)

11. What are the bad past experiences they may have had with other people in your industry?

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12. When they buy your product or service they will no longer have to worry about what?

Your Ideal Client

What are they struggling/frustrated with	What do they need most right now
1.	1.
2.	2.
3.	3.

Remember that Your Ideal client is Specific



Example Ideal Client Profile- ICP

“Sarah”

I'm in the start- up stage of my business and I want to package my services so I can start taking paying clients.

You are within the first few months to a year of starting your business and you have had some free clients to build up your confidence. You seek guidance on packaging your services so that you can transition confidently to paying clients.

Who You Are

As a Strong Start Sarah you're a coach or therapist who is in the building stages of your business and looking to transition from free to paying clients or to bring more paying clients into your business. You are super-motivated and you know you have plenty to offer your clients. Your biggest need right now is having suitable packages to offer your clients at a price point that feels right to you and to have a sales funnel in place so that you can consistently attract clients into your business.

What Your Challenges Tend To Be

You're super-passionate about your business although sometimes the nerves get in the way little bit because it all still feels new. You so badly want to get started with seeing paying clients but right now you feel as if you have no idea how to package what you do and how to move your free clients into becoming paying clients. Your packages are not close to being finalised and you know you need to have a “free opt-in” to grow your list and you're worrying about giving away your best content, undercharging and attracting less than ideal clients.

What You Need Most Right Now

Your primary focus needs to be on creating a suite of sellable packages from your “free gift” to your paid packages so your ideal clients will say yes to working with you. It's about looking at your client attraction, delivery options (1:1/ group/online) and pricing and creating the right sales funnel and using it consistently so you spend less time launching new services and more time making sales.

If you're in the early phase of your business, transitioning from free to paying clients and you're looking to package your services so you can start making money!

Unlocking the The Key to More Clients



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

For example, think about personal trainers. Who's going have more success?

- The trainer who promises everyone and anyone that working out will make them feel better
- The trainer who promises 20-something men they'll double the size of their biceps in four months

Your Next Steps

1. Create your ICP for your primary and secondary IC
2. Identify what they are struggling with
3. Identify what they need most right now.
4. Start thinking of what you can offer to solve their most pressing problem

Notes and Ah-ha Moments