



## **Platinum Program Content Ideas & Packages Training Information**

The key to being able to charge what you're worth – and get it, is to leverage your time by creating packages that include items that get client results, but don't simply require your time. With the model I've helped you create, the package you'll be adding the most of this type of item to is the Platinum level package.

Please make a list of everything you think you'd like to include in your Platinum Package.

Brainstorm every single thing you do for your clients. Or, if you're new, brainstorm everything you anticipate doing for your clients. I've given you a comprehensive list of over 30 possibilities below. Read each one thoughtfully and allow it to spark your imagination.

A. List every physical item you offer, or plan to offer. This includes:

- worksheets, workbooks or manuals
- templates
- resource lists
- Journals to record progress in
- written assignments
- audio recordings
- video recordings
- meditations
- Articles
- E-courses
- E-books
- Needs assessments



- Personality or work style assessments
- Manifestos
- Questionnaires
- Special Gifts
- And anything else you can think of!

B. Then list every service you offer, or plan to offer, including

- Consults
- Coaching or mentoring calls (**For new coaches, I recommend three 45 minute sessions per month for six months.**)
- Training sessions
- In person seminars, workshops & talks
- On-line webinars and teleseminars
- Virtual or in-person VIP days or retreats
- Recordings of private sessions or trainings
- On-line chat support
- Email support
- Phone support on an "as-needed" basis (divide quick, 10-15 minute laser calls and longer as needed calls in to 2 different categories, if offered)
- Texting
- On-line participation by you in private forums for clients
- Reading client progress Journals
- Visibility on your website, in your newsletter, on a teleseminar, or at a live event.



- Role-playing important conversations with you for practice & feedback
- Writing, editing assistance and feedback for important emails, letters, or any type of marketing and promotional copy.
- Accountability follow-up
- Expedited turn-around time on delivery of products or services
- VIP status, with special privileges and gifts
- Anything you do as a special added "perk," that you just "throw in," or think of as being "just part of what you do for your clients, doesn't everyone?" (No, everyone probably doesn't!)
- Any of the above that can be presented as a group offering as well as a private offering.
- Anything you resent having given your clients after the fact, no matter how small, is something that should be on this list!

It's important to note that most coaches and experts tend to undervalue "access to them," and "turn-around time." Yet those are two of the most powerful ways to offer value to your clients while leveraging your time spent.

It's of immense value to a client to have the comfort of knowing you are available to them if they need you for on-the-spot questions or challenges.

Even if they don't use this perk or use it often, they will pay to know it is there. And 10 minutes on the phone to help someone in an immediate situation is worth many times more than that same help on a casual basis.

The same is true for turn-around time. Many experts think it's "just good business" to turn around products or services quickly. To a certain degree, that's true. But people will pay for speed. They will pay to save time. This concept is why the "VIP Day" model is working so well in the coaching industry right now.