

# Training How to Charge for a Coaching Program

Watch the video training here and follow the notes:

<https://www.schoolofinspiredlife.com/post/how-to-charge-for-a-coaching-program>

- 1) What can you guarantee principle (give you trainings and tools, spend time with you, giving you straight personal feedback on your work and personal patterns)
- 2) Don't overpromise - instead do 1 thing you promise very well - put it in the contract (my personal feedback is the best - so I prepare to be fit to do that!)
- 3) Overdeliver - user experience (personal style - what you want them to feel on your program - me:
  - looked after,
  - Givers can Receive,
  - not patronized - straight direct honest answers,
  - trust in your ability to implement or take responsibility for your delays or your level of ambition,
  - support your bigger vision and help with that even if it's not in a program,
  - offer the next level program when appropriate,
  - create extra trainings to support you personally,
  - predict sabotage and help to break the pattern,
  - give personal attention and love)

**Level 1 - Minimum Benefits:** (most coaches thrive for that! (mistake) - phony business strategists, or 'intuitive' coaches) Recognize by 'copying the content' but never have the same conviction, passion and success.

see how it works  
re-sell the program

## **Level 2 - Normal Benefits:**

Implement the system and get results.

(In my case: create a program, learn advanced tools to get results for their clients, market sufficiently and get clients, learn sales and use the process to sign up high end clients)

Have a financial leap - triple their fees, work less, take a breath.

Relationships - start dating the right people, learn communication and stop arguing, start having sex, set boundaries and get what you want.

Health - loose weight, stop addictions, style makeover - new wardrobe

### **Level 3 - Maximum Benefits:**

Understand the Method behind the system and implement that again to create a

- 1) consistent results business/marriage/health
- 2) a bigger next level leap triple income/soul-connection, higher standards/fit and strong and beautiful body, inner beauty and confidence, no matter what you wear.
- 3) repeat (higher standards, bigger vision/dream, next ambition - next business or project/book/program/relationship/health issue)

### **How you SERVE:**

#### **Level 1**

Show the behind the scenes

Tell stories about yourself

Give them a curriculum and workbooks

(Certification, Be Phenomenal Business, Be Phenomenal Mindset, 90 Days to Love Life, Release 20 Pounds of Pain, Sales, Marketing Programs) - all can be used after the program is finished again and again.

#### **Level 2**

Coach live, give feedback, keep accountable, help on the need-to-know basis

(9 month weekly sessions) - what is implemented will get results long term, short term - be straight what would be expected to change.

Example: do the 'Shadow work' and you will get over your fear of success and succeed: do the assignment after the session - 'incorporate your shadow into your FB live - get a client.

Heal your parental programming - gain confidence and permission to make \$1K per day - heal the 'over-the-top ambition - father issues, stop hustling and become strategic and focused - mother issues.

Do the 52 Marketing topics the way I teach you - you will have a marketing for a year, consistently attracting clients.

Brand yourself, publish a book - get recognized, raise your prices

Network, speak, do the Fb lives the way I teach you - get people reach out to you.

Set up a website with the automated sign-up system and cut your hours in half, have better prospects on the sales calls.

Have the work ethics/business model I teach - have an better easier going business, less hustle, more confidence, more money.

### **Level 3**

Be a role model, let clients in (show them what deeper work you do) - take them on the journey with you - my summer camp (spiritual and personal growth program)

Teach the concept

Explain the context within which you apply the concept/method and show how else it affects and can affect their life

### **Create your program**

mistakes:

process vc results oriented - too long, no purpose, no benefits exact good feelings  
results without a bigger desirable context - end benefit is what people are paying for  
disbelief in your niche/specialty - changing too soon

### **Set:**

niche - commit

bigger benefit - message to masses

results - benefit - process to serve that

Write down the 4-5 step process to bring on the results

Title your program as a benefit

Brand yourself as an expert in your niche - 1 year plan

## **Create Offer That Sells**

Context - why are you using those tools (not selling the tools or the method)

Results - guarantee - test and prove - nothing else

Method should work :

radically - making a big change

fast - no fluff (because you are not insecure)

original - beat competition - you can't get this set of skills, approach, energy, personality anywhere else!

Price - according to the value not your self esteem - yours or your coach's