



COURSE

WORKBOOK

HOW TO CREATE, MARKET AND SELL
5-FIGURE COACHING PROGRAMS
WITH INTEGRITY AND EASE

LIRA KAY

PURPOSE

**THIS COURSE WILL
HELP WOMEN
COACHES, HEALERS
AND CONSULTANTS
DRAMATICALLY
RAISE THEIR FEES
AND GET PAID FOR
THE BRILLIANT
WORK THEY DO IN
THE WORLD**

PERSONAL MESSAGE FROM LIRA

ARE YOU AN EXPERT WITH A HUGE HEART, FOLLOWING YOUR CALLING, CHANGING PEOPLES LIVES? STAND WITH ME FOR CREATING AUTONOMY, MASTERY AND PURPOSE IN YOUR LIFE!

YOU DESERVE FINANCIAL FREEDOM WHILE DOING YOUR BRILLIANT WORK IN THE WORLD.

WHETHER YOU ARE A SPEAKER, AN AUTHOR, A COACH, AND HAVE A PURPOSE TO HEAL AND INSPIRE PEOPLE, SHOW THEM HOW TO OVERCOME THEIR CIRCUMSTANCES AND HELP THEM SUCCEED, YOU TOO, NEED TO BE TAKEN CARE OF. AS WELL AS YOUR FAMILY AND YOUR CHILDREN.

WE WOMEN HAVE TO MAKE A STAND AND CLAIM OUR FINANCIAL INDEPENDENCE. WE NEED TO CHARGE OUR WORTH TO BE ABLE TO SUSTAIN OUR GENEROUS GIVING. WE NEED TO LEARN HOW TO RUN A SUCCESSFUL BUSINESS THAT MAKES A POSITIVE IMPACT DAY AFTER DAY.

HOW MUCH MORE YOU COULD DO, HOW MANY MORE LIVES YOU COULD TRANSFORM IF YOU KNEW HOW TO GET PAID FOR YOUR VALUE AND CONTRIBUTION?

THIS WORKSHOP WILL TEACH YOU EXACTLY HOW YOU CAN SELL YOUR BRILLIANCE. THERE'S MORE TO IT THAN JUST 'PACKAGING' OR MARKETING YOUR SKILLS, OR USING SALES SCRIPTS THAT MAKE YOU FEEL ICKY.

WHAT YOU WILL LEARN THAT TRUE VALUE COMES FROM A CAREFUL AND DEEP CONCERN FOR YOUR AUDIENCE, FOR YOUR CLIENTS AND CUSTOMERS.

YOU WILL LEARN HOW TO SERVE FROM YOUR HIGHEST CAPACITY, HOW TO MARKET WITHOUT GIMMICKS, AND HOW TO SELL WITH INTEGRITY.

JOIN US FOR THE MOST CREATIVE, PRODUCTIVE AND PROFITABLE 3 HOURS YOU'D SPEND ON YOUR CONSULTING, COACHING OR HEALING BUSINESS, TO CHALLENGE YOURSELF AND STRETCH YOUR VISION. YOU WILL CREATE YOUR OWN AUTHENTIC RADICAL TRANSFORMATIONAL 5-FIGURE PROGRAM YOU WILL BE PROUD TO OFFER AND SELL.

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3 biggest mistakes coaches make trying to raise their fees

3 most important elements of a high ticket program

Create your authentic program outline

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How to market and get your ideal clients reach out to you organically and consistently

Powerful 2-step funnel: show up once and sign them up

Social Media organic marketing

52 week content creation guidelines

03

How to close a 5-figure sale paid in full with full integrity and confidence

Bonding with authority:
breaking the empathy and sympathy trap

How to qualify your prospects and pre-sell

How to close a big sale without a script or any other manipulative tricks

01

Exercise 1

What will you never do again and why

1 Never undervalue my "Soft Skills".

Instead: Elevate my Coping Skill to the Valuable Gift people will pay any money for. Develop a 100% guaranteed result-oriented process.

2 Feel entitled to abundance in business.

Instead: Learn how to sell my work.

Apply High Ticket business model to make 6 figures in 2 hours of work per day.

3 Give away free sessions to explain what you do and how you work.

Instead: Develop my communication skills and market powerfully and authentically. Set an agenda to sign clients after every interaction with my audience.

Exercise 2

3 most important elements of a high ticket program

1 Create a radical transformation.

Diagnose accurately what are the deeper issues behind the syndromes my clients live. Know and deliver solutions to my clients' biggest most urgent pain.

2 Solve my clients' issues faster and better than my competitors. Become a very effective problem solver with a great track record.

Develop, evaluate and perfect my methods with the aim to minimize my effort to create a maximum result for my clients.

3 Position myself as an outstanding expert and become highly desirable and irreplaceable for my clients. Overdeliver on my promise, become original and authentic in my work. Serve from the edge of my limitations.

Exercise 3 My Example

Create your authentic program outline

My client's big desire:
make money while living their purpose.

My client's big pain (symptoms):
failing to sustain their passion and mission driven business.

My client's issue:
low self esteem standing on the way of being a business savvy woman entrepreneur.

Goal of your program:
Help women sell their coaching consistently and create a 6-figure business on 2 hr/day

Step 1 Understand coaching business.

Benefit: Have right expectations.

Step 2 Heal their self esteem.

Benefit: So they can charge 10X as much for their work.

Step 3 Create a 100% guaranteed method to solve their clients issues and create a 5-figure coaching program they can sell.

Benefit: they are now making money selling their coaching, living their purpose.

Exercise 3.1 Your Turn

Create your authentic
program outline

Your client's big desire:

Your client's big pain
(symptoms):

Your client's issue:

Goal of your program:

Step 1	Benefit
Step 2	Benefit
Step 3	Benefit
Step 4	Benefit
Step 5	Benefit

Exercise 3.2 Entry Program

Create your authentic program outline

Your client's big desire:

Your client's big pain (symptoms):

Your client's issue:

Goal of your program:

Step 1	Benefit
Step 2	Benefit
Step 3	Benefit
Step 4	Benefit
Step 5	Benefit

Exercise 3.3 Next Level Program

Create your authentic program outline

Your client's big desire:

Your client's big pain (symptoms):

Your client's issue:

Goal of your program:

Step 1	Benefit
Step 2	Benefit
Step 3	Benefit
Step 4	Benefit
Step 5	Benefit



Your Guarantee

1

2

3

4

Your Signature:

action plan

date

1

reward

date

2

reward

date

3

reward

02

Exercise 4

Powerful 2-step funnel: show up once and sign them up

1 Platform

2 Media

3 Topics

1

2

3

4

5

Exercise 5

Social Media organic marketing plan

Principles

1 Attract your audience by talking about their issues (syndromes)

2 Don't do hard sell in your posts. Instead, prove your credibility by showing them deep understanding of their issues and how to solve them, and then invite your audience into your sales funnel.

3 Be strategic and consistent in becoming highly visible to your audience. Automate as much as you can.

Rules

1 Don't be boring... Always have a point!

2 Don't give tips. Instead inspire confidence in yourself as a mentor and in your prospect being able to achieve success they desire.

3 Always invite a next level interaction. Your job is not to work for 'likes', but get paid for applying your skill to solve a specific problem.

Exercise 5 My Example

Social Media organic marketing plan

Strategy

Step 1 Single out warm prospects and close them next week. Date: next week.

Step 2 Reengage my old clients and upsell them. Date: next week.

Step 3 Ask my audience what they need and create a lead magnet to grow my email list. Then sell my programs. Date: next month.

Step 4 Grow my online audience via FB lives organically and by boosting my videos. Date: next 12 months.

Step 5 Automate my SM posts, schedule 2 years ahead for consistent engagement. Date: next 30 days.

Step 6 Retarget engaged audience and send them through a 'warm prospects' funnel. Date: ongoing.

Exercise 5 Your Turn

Social Media organic marketing plan

Strategy

Step 1

Date

Step 2

Date

Step 3

Date

Step 4

Date

Step 5

Date

Exercise 6 My Example

Message to your audience:

Heal So You Can Serve!

Your story, your WHY

In my life I had to overcome an issue of low self esteem coming from my upbringing (my mom was a single mother in Soviet Russia, overworked, critical, fearful) to be able to make a living when my husband died, leaving me a widow with three small children. I had to learn how to charge for the work I love doing. Now I am passionate about helping other women entrepreneurs who struggle with charging their worth, raise their prices and never compromise their spiritual gift, purpose or financial freedom.

What you offer:

Advanced Coaches and Healers Certification and Business Education for passion and mission-driven women entrepreneurs.

My topics:

1 Living with purpose while making money.

2 Healing childhood traumas and overcoming fears of abandonment to become a powerful influencer and entrepreneur.

3 Role the financial autonomy and mastery of skills plays in women empowerment and happiness.

Exercise 6 Your Turn

52 week content creation
guidelines

Message to your audience:

Your story, your WHY

What you offer

Topic 1

1

2

3

4

5

6

7

8

9

10

Topic 2

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- 2
- 3
- 4
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- 6
- 7
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Topic 3

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Topic 4

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Topic 5

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- 9
- 10

03

Exercise 7

Close a 5-figure sale paid in full with full integrity and confidence

1 Bond: skip the 'small talk', go deep fast to demonstrate how you are qualified to be your client's most trusted advisor, mentor and a coach.

2 Qualify and pre-sell:
- do it in your marketing with your videos and posts,
- send them to your website with FAQ and
- use an Application Form.

3 Close: have an irresistible offer with the most desirable bonuses and give a generous paid in full discount.

action plan

date	reward
1	
date	reward
2	
date	reward

takeaways:

I realized

about myself

about my clients

about my work

I learned

Skill 1

Skill 2

Skill 3

I will improve

1

2

3

Your next step:

Get your Master Coach Kit with

- coaching proposal samples
- coaching contract samples

<http://bit.ly/mastercoachkit>

About Lira

Lira Kay - Launching Phenomenal Coaches Charging Their Worth, International Bestselling Author, Speaker, Business Mentor

Lira has taught accelerated emotional healing, spiritual and professional growth for over two decades.



Lira's cutting edge techniques in emotional healing, straight-forward approach to spirituality, personable style, and impressive analytical skills have made her a frequent and highly sought out counselor for clients that include international leaders and speakers, famous therapists, extraordinary artists, scientists and entrepreneurs.

She is the mental coach, spiritual advisor and business mentor to outstanding entrepreneurs who are in need of support, inspiration and strong commitment to their life's work.

Lira trained as a psychotherapist in Europe, and is also a certified life and business coach.

Lira is the creator of the Advanced Healers and Coaches Certification, Be Phenomenal Business, and Be Phenomenal: Mindset To Empower programs used by coaches, speakers and creative entrepreneurs around the world.

She is the co-founder of the Kiure, the company with the mission to bring affordable mental health care to masses in a form of effective and fast-working digital applications. Lira has a passion for training outstanding experts to keep up with the ever- growing pressures of success, public exposure and extensive relationships demands.

Lira is an author of 3 books:

Now Or Never, How to Get What You Want Every Time You Say I Wish.

I Belong, The Journey From Lost to Found.

Release 20 Pounds of Pain, Practical Tools to Quit Addictions and Create the Body to Fit Your Dreams.

After traveling the world Lira settled in Walnut Creek, CA, US with her husband and their 5 daughters.

You can learn more about Lira's work at www.schoolofinspiredlife.com or www.lirakay.com