

## Three essentials to package, structure, and price your programs and services by Ted McGrath: worksheet

This worksheet covers three essentials to package, structure, and price your programs and services, so you can:

- charge what you're worth
- build a lifestyle friendly business, that gives you
- time freedom
- and money freedom, so you can
- bring income month after month, as well as
- working with your dream clients from anywhere in the world.

**Packaging:** packaging your life story, life lessons, and life experience that you're going to teach to your clients, into a program, so you can deliver the transformation that's going to help them pay you what you're worth

**Structuring:** creating group programs so you can serve more people at once and create a deeper transformation, trade less time for more dollars, and set up your lifestyle however you want

**Pricing:** how to double and even triple your pricing in your programs so you can get paid what you're worth (once you know how to structure your programs properly)

### **Structuring your group program**

I'm going to tell you exactly where to start for the most profitable and lucrative coaching business.

***The first piece is creating your group program, which is about income and cash flow.***

Let's face it. In the next 30- 90 days you want to bring in cash flow. The first type of group program or structure I want to talk about is the phone coaching course. Let me share with you some client stories to illustrate how this program structure works to cashflow your business.

#### **Trina:**

One of my clients, Trina, was stuck because she was trying to sell a one-on-one program at a \$25,000 price point and she was frustrated doing phone call after phone call.

I showed her how to launch a group phone program, where she can coach from the phone, and she decided that she wanted to create a six week course.

(The length of the course is very important here when you're starting out, to decide on what's the length going to be.)

Trina decided to create a six week coaching course that she could run from the phone from anywhere in the world. She charged \$2,000 for her program.

Within a few days, she put three people in her program and made \$6,000. Her goal for filling the course is to get 10 people in her program. That's \$20,000 in revenue.

Think about this for just a moment: Trina was struggling to get one client. Now she's going to have an abundance of 10 different clients and I think she's going to fill it in the next three weeks to 30 days and she'll bring in \$20,000 in revenue.

What if Trina did this month after month and made \$20,000 a month for the next 12 months? That's \$240,000 in revenue from a one six week phone course.



## Alex:

Alex is teaching business. His phone coaching course is an eight week program. When he started out he started charging \$5,000 per client to be in the program. Now, about two years later, he's charging \$10,000 for the same program and he's putting about 10 people in the program each time.

When he launched his first program and he put 10 people in it, he made \$50,000 in revenue from launching his first group coaching course.

So what's he teaching? Alex has a stutter, and his biggest challenge in life has been communication. The ironic thing is he now teaches sales and communication. He has a program called the Effortless Enrollment System and he's charging \$5,000 for his group course.

Now the wild thing about this is that Alex made \$50,000 from his phone coaching course. But he also upsold those 10 clients in his first course to a higher end program, and made an additional \$71,000 in programs from these same 10 clients. His first group course ever led to \$121,000 in income.

Recently when he launched his program again, this program made him over \$218,000 from launching this one program with 10 clients.

You can see the evolution that when you have the foundation and you start with your phone coaching course, that foundation can lead to a significant amount of revenue from just 10 clients in a group program. It's pretty amazing, right?

What if you would like to run your first group program in person?

## Jeanne

Jeanne teaches spiritual transformation. When she launched her first group program, she charged under \$1,000.

What she was delivering was a retreat format. Rather than doing something over the phone, she was inspired to get together in a group for a 2-3 day retreat experience.

Now when she started out her biggest fear was that her voice wouldn't be heard, and so she started out with a little bit lower price point. But the cool thing is, in Jeanne's first year this program structure helped her make \$77,000 in revenue - *in her first year in the business*. In that year Jeanne did multiple retreats with multiple upsells to different programs.

## David

David also teaches content that's based on personal transformation, but he's charging \$5,000 for his live 3-day Man On Fire retreats.

David went from being a chiropractor in an office where he getting paid \$50 per client, to charging \$5,000 per client for a three day retreat.

How did he do it? The key is, he changed the outcome of his brand. He decided to target men. He knew the biggest pain point for men was they weren't rising fully into their potential, they weren't tapping their power, their passion, and their purpose, and they were struggling massively in their career and their relationships. So he created the Man on Fire brand.

He decided to charge \$5,000 because he was focused on the transformation that he was delivering to men in pain, and he was focusing on high achieving men that would invest a good portion of money to get out of that pain.

The difference between the \$1,000 program and the \$5,000 program is the value of the transformation and the outcome that your clients actually want. The key is, you want quality clients paying you what you're worth.

If you do the math on David's retreat, eight clients at his last retreat at \$5,000, he brought in \$40,000 by selling that retreat. These eight clients then led to another \$100,000+ in income for him because he upsold them to his high end programs.

## What will your story be?

I can't promise you what your results are going to be. I don't know. The true disclaimer of it all is you're going to determine what your results are because I can't promise and I can't guarantee it.

But what I do know is if you don't set up an intelligent structure for delivering your programs (either by phone or through live workshops) that serves your lifestyle, and serves your clients, then you're not going to bring in the revenue that you desire.

You're not going to know even where to start because you haven't picked a starting point and at the end of the day you're not going to bring in a consistent stream of revenue like my clients are bringing in.



## Action Step

The action step that I want you to take right now is I want you to decide: Is it going to be a phone program for you to start where you're coaching over the phone? Or is it going to be a live workshop and retreat?

Decide right now:

I also want you to pick a number. What's the number of people you want?

## The Blueprint

I want to show you right now how to create your content for your group programs.

Are you going to teach in a six to eight week course or a two to three day retreat? The key is understanding the transformation and the outcome that you're offering up to your clients.

It is important it is to have a message that pulls in your dream clients. I'm going to use David's message as an example.

A really good message highlights the key transformations and the key outcomes and benefits that the client is going to receive.

Listen to this statement: *I help men rise into their passion, power, and purpose so they can reach their full potential and they can reclaim their career and their relationships.*

Passion is a key transformation. Power is a key transformation. Purpose is a key transformation. All the things he's saying in his statement when you do it correctly is ultimately the things you're going to teach in your actual programs.

None of this talks about his chiropractic techniques. None of this is talking about his methodology or his technique, which so many of his peers were trying to sell that versus David is selling the outcome. That's what people are buying. That's why people are paying him \$5,000 for his programs. Pretty awesome.



Example blueprint for my Message To Millions brand:

Step	Problem	Description/ Solution	Transformational Benefits	Tools and Resources
<b>Step 1:</b> The Story Formula	You don't think your story matters	Craft your story and find the message	<ul style="list-style-type: none"> <li>Freedom to be you</li> <li>Attract Your Tribe</li> </ul>	<ul style="list-style-type: none"> <li>The Hero Blueprint</li> </ul>
<b>Step 2:</b> The Money and Messaging Blueprint	You Discount Your Talents, Value, and Your Prices	Create and Brand Your Step by Step Transformational Sales Process	<ul style="list-style-type: none"> <li>Effectively Communicate Your Value to Your Customer</li> <li>Increase your fees 3-10 x's</li> </ul>	<ul style="list-style-type: none"> <li>The Blank Branding Blueprint</li> <li>The Fascination Email</li> </ul>
<b>Step 3:</b> The Breakthrough Sales System	Ineffective communication of what is most important to your customer	The 7 essentials to inspire customers to take fast and focused action.	<ul style="list-style-type: none"> <li>Gain Unshakable Confidence in asking for the sale</li> <li>Increase Conversions</li> </ul>	<ul style="list-style-type: none"> <li>The Communication Framework</li> <li>The Questioning Process</li> <li>The Action Conversation</li> </ul>
<b>Step 4:</b> The Breakthrough Results Formula	Most clients don't have the money mindset they need to succeed in business	A Scientific Process of Transforming Problems into Solutions	<ul style="list-style-type: none"> <li>Newfound Confidence in Your Abilities</li> <li>Renewed Belief, Faith, and Passion for Life</li> <li>Eliminate Stress and</li> </ul>	<ul style="list-style-type: none"> <li>The Full Potential Exercise</li> <li>The Breakthrough Process</li> <li>The Negative Pattern Eliminator</li> </ul>
<b>Step 5:</b> The Product Marketing Blueprint	Trading Time for Dollars	Automate your business online	<ul style="list-style-type: none"> <li>Lifestyle Business with Time and Money Freedom</li> </ul>	<ul style="list-style-type: none"> <li>26 Point Presentation Framework</li> </ul>
<b>Step 6:</b> The Strategic Partner Formula	Not surrounded by the right people	Identify and Commit to 50 New Strategic Partners this Year	<ul style="list-style-type: none"> <li>10x's Growth in Your Network and Business</li> </ul>	<ul style="list-style-type: none"> <li>*\$100,000 Strategic Partner Scripts</li> </ul>
<b>Step 7:</b> The Six Figure Seminar Model	Not leveraging your voice and your business	Create seminars to leverage time, dollars and message	<ul style="list-style-type: none"> <li>More Customers</li> <li>More Fun</li> <li>More Money</li> </ul>	<ul style="list-style-type: none"> <li>The Six Figure Seminar Map</li> </ul>



## **David Mehler example blueprint:**

The key to teaching a great course or delivering a great seminar is to know the exact steps that are going to create the transformation and the outcome.

David's brand is called Man on Fire. Man on Fire is also the name of his blueprint.

Now how is he going to deliver this promise of helping men get lit up on fire in their lives? He's going to teach them step by step how to do it.

Let's just say for example that step number one was called Man On Potential, and it was about helping men rise into their potential. That's something he could teach to his audience.

Now if he was doing a phone course he could teach it on week one, and talk all about how men have challenges rising into the potential and the problems they face with it, and he could teach a technique to help men solve that problem. That would be a step that he teaches in his course.

If he's doing it at a seminar on day one he could talk all about how men need to break through into their full potential because the challenge they're having in their relationships and their career is directly related to that. And that becomes a step.

Step two: now that you've risen into your potential and you're a man tapping into your potential right now, the next step is for you to own your passion. Most men have lost their passion in their lives, they've lost the fire in their lives. I'm going to show you how to rediscover that passion and infuse it back into your career and back into your relationships. Now step number two becomes Man On Passion.

Step three: most men, once they start lighting that fire of their passion, they ultimately realize that they can tap into a whole new level of personal power and they can achieve more in their lives, and then they have enough power for their career and their relationships at the same time. Step three becomes Man On Power.

Then when men start to do this, they find their back on purpose in their life and they're handling both their career and their relationships simultaneously but they want to go deeper into their career. They want to find their true mission. They want to go deeper into their relationships. They want to find true love and true passion. So in step four and five we talk about potential in your career, potential in your relationships and going deeper into it.

We just created a whole program there simply from one statement.

### Action Step

What would one step be in your blueprint?

Ultimately, the steps in the blueprint are what you're going to teach in your phone group coaching program or your live retreat or workshop.

Pick a starting point right now. What's the one step that you would start teaching to your actual customers in your group program?

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In video #3, I'm going to go into the exact seven steps you must know to actually bring in a consistent stream of income with your dream clients month after month after month. I'm going to share with you the entire system and every little step you need to take to actually launch your group program successfully and build up an entire business that supports you sharing your gift, sharing your message, and you getting paid what you're worth for your transformation and your gift.

I'll see you in the next video, and if you haven't joined my Facebook group yet, [click here to join the Facebook group](#), because I'm going to be delivering content over the next several days there and answering questions in the group and the community.

