



***CREATE YOUR SIGNATURE
COACHING PACKAGE***

THE BUSINESS OF COACHING

In this Business of Coaching session, we will:

- Start to map out your signature coaching package
- Explore best practices to sell out your signature offering
- Have Q&A time to ask your specific questions



**THE END IS WHERE WE BEGIN
WHEN IT COMES TO CREATING
PACKAGES.**

1

WHAT IS THE TRANSFORMATION AND OUTCOME?

- *What is the biggest problem you are solving?*
- *What is the biggest desire you are supporting people in realizing?*
- *What transformation will people see at the end of working with you?*

2

WHAT FORMAT BEST SUPPORTS THE TRANSFORMATION AND OUTCOME?

Consider:

- *1-1, group experiences, or a combination*
- *In person sessions, or video or audio calls*

3

WHAT TIMEFRAME BEST SUPPORTS THE TRANSFORMATION AND OUTCOME?

Consider:

- *How long will you work with a client? I recommend most coaches start with a 12-week package.*
- *Will you offer an intensive option?*
- *How often do you have sessions in the timeframe?*

4

WHAT MODALITIES AND TOOLS SUPPORT THE TRANSFORMATION AND OUTCOME?

- *What are the core modalities and tools you work with to achieve the outcome?*
- *How does each modality and tool support the outcome and transformation?*

TRANSFORMATIONAL EMBODIMENT JOURNEY:

Discover

Deepen

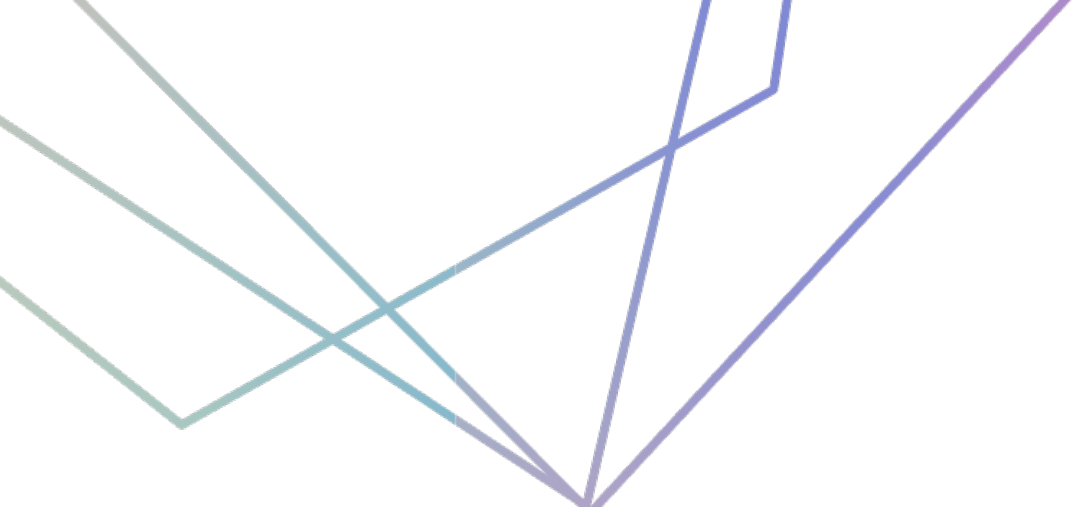
Transform

Envision

Embody

TIPS FOR SOLD OUT SIGNATURE PACKAGES:

- Start with one offer and become known for the outcome you support clients in achieving
- Choose a name that includes the outcome or transformation
- Align your content and marketing with the outcome
- Build case studies that clearly show how you support your clients in achieving the outcome



Q&A