

# Become A Health Coach Certification

## Pillar 4: Proven Marketing & Business Systems

### Week 2

# How To Price Your Programs

# Learning Objectives:

- Pricing as a strategy decision
- Sample pricing by Phase of Business Growth
- How your pricing can grow into a 6-figure income

The reason it's so hard to price your programs (whether you're just starting out or you've been in business for years) is that you probably don't have any **CONTEXT** for deciding how to price your programs.

When you don't have a context for pricing your programs,  
the decision feels REALLY hard and you have no idea  
where to start.

Unfortunately most people look to what other health coaches are charging as the context for how to price – this is a sort of “they got away with it, maybe I can too?” or worse – “how can I trick people into paying me?”

We’re having none of that here. ;-)

Pricing is not a decision made in a vacuum, or a decision made based on what other coaches like you are charging.

It's not a decision based on what you were making at your previous job, and trying to match that income either.

How to price your programs is ultimately a STRATEGY question.

Why is that?



Because you are pricing your programs based on 2 things:

- The Phase of Business Growth you're in
- What offer you're leading your clients to next

We covered The Phases Of Business Growth in our first video for this week's training.

Why are the Phases of Business Growth important?

Because overwhelm, frustration and PAIN happens when we try to jump to a Phase of Business growth that we're not in yet.

I remember when I first graduated from my first health coach certification – I felt this ENORMOUS pressure, like “what’s my best-selling book going to be?!?! how am I going to be on Oprah?!?”

And I have to have this figured out NOW or I’m going to FAIL at this career!!!! Nobody is going to take me seriously if I’m not SPEEECIALLLLLLLLL!!!!!!!”

I went into a complete, full-on, tailspin!

And I got NOTHING accomplished in moving my business forward because I was PARALYZED by trying to be in Phase 5 of business growth when I was really in Phase 1.

I've see a LOT of health coaches in that same boat and it's a recipe for misery, disaster and feeling like you'll never succeed as a coach.

Earlier in this video I mentioned that pricing is a strategy decision based on 2 components:

- The Phase of Business Growth you're in
- What offer you're leading your clients to next

After last week's training, you likely know what Phase of Business Growth you're in, so let's move on to the second part of pricing strategy, which is to know what offer you're leading your clients to next.

What does this mean and why is this important?

In BHC, we've given you 2 programs to offer your clients.  
We've done that for a very specific reason.



Most health coaches are living in a world where their client finishes their program (if they're lucky enough to have one), and then that client is DONE.

Which means most health coaches are always scrambling for new clients. That's a lot of work!

We've introduced you to a world where – when your client is about to complete a program with you – you invite your client to RENEW her current program, or you invite her to move into a NEW program with you.

And you open up the possibility for your client to stay with you for years.

Now, how does that relate to how to price your programs?

# You have 2 programs in BHC:

1. The 14-Day Cleanse
2. The 90-Day Total Transformation

Together, these programs create what we call a “Cashflow Cascade”, because clients will move through these different packages with you.

# Here's an example →

- 14-Day Cleanse → 90-Day Total Transformation → 90-Day Total Transformation → The 14-Day Cleanse

# Or it might look like this →

- 90-Day Total Transformation → 14-Day Cleanse → 90-Day Total Transformation → 90-Day Total Transformation

# Or it might look like this →

- 90-Day Total Transformation → 90-Day Total Transformation →  
90-Day Total Transformation → 90-Day Total Transformation



When you're in Phase 1 of your Business Growth, the Cashflow Cascade is an important way to set up **CONSISTENT** income.

As you move into later Phases of Business Growth, you may add additional package or product options to increase your # of revenue streams....

Or you might simply keep these two packages and raise your fees and/or create group programs.

We go deep into Phase 2 and 3 of Business Growth, including how to create group programs in our advanced business and marketing training, called The Core Training.

If you want to accelerate your income and business growth with as much support as possible, we strongly encourage you to take Core once you complete your BHC certification.

# Recap!

- Pricing is a strategy question (and is an extremely hard decision to make without a context)
- Your pricing strategy is based on 2 components:
  - Where you are in the phases of biz growth
  - What offer is coming next for your client
- The Cashflow Cascade occurs when clients move from one program offering to the next, thereby ensuring consistent cashflow, or income, for you

Now that you understand these concepts, let's move into some specific sample pricing.

We're going to focus on sample pricing for Phase 1 of Business Growth, as that's where most of you are.

If you are in Phase 2 or 3 and would like help with pricing, be sure to attend the next Office Hours call so Stacey or I can help you.

To begin, let's talk pricing **strategy** for Phase 1.

The pricing strategy for Phase 1 is not about making a million dollars per client – you're just starting out!

The purpose of phase 1 is to build your CONFIDENCE,  
and to do that, you'll need to consistently...



# You'll need to consistently:

- Attract ideal clients
- Close the deal
- Coach with confidence
- Be paid for your coaching work

What that means for you and for your pricing is that you'll create what we call a **Starter Fee**.

This is not your “Forever Fee” – it's just the fee that you're going to start out with so you can practice the skills needed to master Phase 1, which again are:

- Attract ideal clients
- Close the deal
- Coach with confidence
- Be paid for your coaching work

# ALERT!

- Don't make the mistake of trying to calculate what you'll ultimately make per year as a health coach from your Starter Fee.
- If you do, the math won't make sense and you'll end up super depressed and thinking "I'll never make a living doing this"!
- But you WILL make a living doing this. Why? Because you'll eventually raise your fees. Some of you will do it after 20 paying clients, some of you will do it after 2.
- You'll know when it's time to raise your fees because you'll complete a program with a client and think "I could have charged double for that!"

# ALERT!

- Trust us, you can and will make a generous living as a health coach and we'll show you how at the end of this video.
- AND you have to start somewhere.
- So give yourself the wiggle room to choose a **Starter Fee** - and once your confidence builds your fees will build as well!

Given that, here's how to create your Starter Fees for the 2 programs that you've been trained in in BHC, along with pricing examples.

You can follow along with the handout below this video called "How To Create Your Starter Fee".

# The Starter Fee Formula =

- Session times are \_\_\_\_\_ mins in length
- Total amount of session time = \_\_\_\_\_ hours
- Estimated time for prep/follow up = \_\_\_\_\_ hours
- Total hours given to client in program = \_\_\_\_\_ hours
- Desired Starter hourly rate = \$\_\_\_\_\_/hr
- [Starter hourly rate x Total hours for program] = Starter Fee

# The Starter Fee Formula =

- Create Your Payment Structure
  - Positioning Price [higher than Starter Fee] = \$\_\_\_\_\_
  - Invest In Full Price [equals Starter Fee] = \$\_\_\_\_\_
  - Payment Plan Option [total equals Positioning Price] = \_\_\_\_\_ payments of \$\_\_\_\_\_ each



# DFY Sample Starter Fee Formula For **90-Day Total Transformation**

- Session times are 60 mins in length
- Total amount of session time = 12 hours
- Estimated time for prep/follow up = 4 hours
- Total hours given to client in program = 16 hours
- Desired Starter hourly rate = \$75/hr
- [ $\$75 \times 16 \text{ hours}$ ] = \$1200

# DFY Sample Starter Fee Formula For **90-Day Total Transformation**

- Create Your Payment Structure
  - Positioning Price [higher than Starter Fee] = \$1497
  - Invest In Full Price [equals Starter Fee] = \$1197
  - Payment Plan Option [total equals Positioning Price] = 3 payments of \$499 each
  
- Notes on Payment Plan:
  - First payment is immediate, remaining payments are charged every 30 days.
  - Make sure payment plan completes before program continues.

# Sample Starter Fee Formula For The 14-Day Cleanse

- Pricing Strategy Notes:
  - Pricing should be low to “fill the funnel” for your 90-Day Intensive
  - Aiming for a range from \$297 - \$497
- Session times are 60 mins in length
- Total amount of session time = 3 hours
- Estimated time for prep/follow up = 1 hours
- Total hours given to client in program = 4 hours
- Desired Starter hourly rate = \$75/hr
- [ $\$75 \times 4 \text{ hours}$ ] = \$300

# Sample Starter Fee Formula For The 14-Day Cleanse

- Create Your Payment Structure
  - Positioning Price [higher than Starter Fee] = \$397
  - Invest In Full Price [equals Starter Fee] = \$297
  - Payment Plan Option [total equals Positioning Price] = 2 payments of \$199 each
- Notes on Payment Plan:
  - First payment is immediate, remaining payment is charged in 30 days

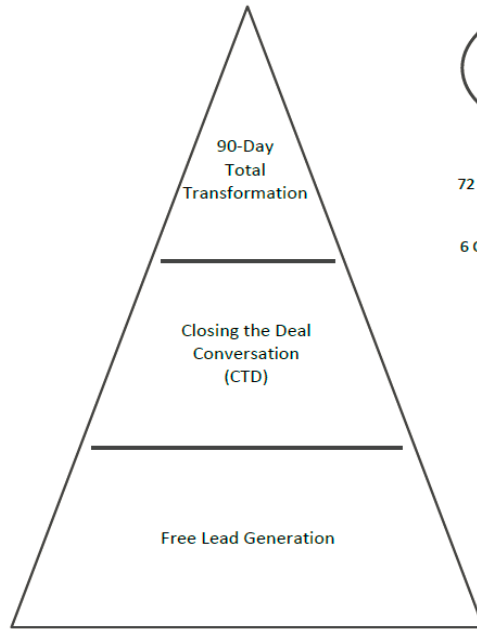
Now that you understand the strategy behind creating your Starter Fees, we want to give you a sneak peek at what yours fees can look like for a yearly income.

Remember early we mentioned not to use your Starter Fee to try to determine what your ultimate income as a health coach will be?

Because as you build your confidence and your success stories as a health coach, you'll also increase your fees.

Here's what a basic Phase One Profit Pyramid might look like for you once you've raised your fees.

(A Profit Pyramid is a simple structure we use to outline your health coach “business plan”.)



Income Goal  
**\$108,000**

72 CTD Conversations per year/12  
=  
6 CTD Conversations per month x  
50% closing rate  
=  
3 new clients per month x  
12 months per year  
=  
36 clients  
x  
\$3000  
=  
\$108,000

### Keys To Success

1. Master Closing the Deal
2. Block Schedule Coaching & Marketing Time
3. Renew Current Clients
4. Consistent Lead Gen for Phase One



Now that you understand how to create Starter Fees, and you have an understanding of how your Starter Fees will grow into a lucrative income, in our next video we're going to show you how to take payments from clients.

Before you go, leave a comment and let us know – ***what are your Starter Fees for your 90-Day and 14-Day programs?***