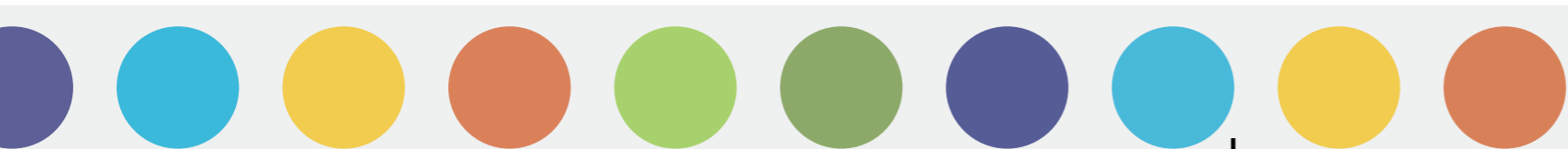


INTEGRATED PRODUCT SUITE (FOR COACHES/AUTHORS/SPEAKERS)

LEVEL	TARGET PRICE	DESCRIPTION	EXAMPLE	WHAT'S YOURS:
FREEMIUUM	FREE	Something free you can give to provide value. A free report, video, etc. This can be the thing you give away as a value add or for a gift if people opt-in to your email list.	5 Biggest Mistakes Entrepreneurs Make in Business PDF Download	
ENTRY LEVEL	Under \$49	A book, e-book, course, etc. Less than under	How To Get Noticed By Local and National Media 1 Disk Training \$25	
LOW LEVEL	Under \$250	Training, audio program, video program, event.	Marketing Mastery - 4 Disk Audio Training + Workbook \$197	
MID LEVEL	Under \$1,000	Longer training, audios, videos + events, or Higher level content and information, group coaching	Ultimate Entrepreneur Mastermind Event \$697	
HIGH LEVEL	Under \$5,000	One-On-One Private Coaching, etc.	1-on-1 Coaching 6 Week Program \$2997	
PREMIUM LEVEL	Above \$,5000	Mastermind Group + Private Coaching + Events	Marketing Mastermind \$8,997	



MICHELLE McCULLOUGH

Speaker • Strategist • Success Coach • Serial Entrepreneur • Show Host