

PROFIT

MOD 2 : PACKAGING DESIGN & STRUCTURE

READY TO CASH IN ON YOUR PASSION AND MAKE A LIVING DOING WHAT YOU LOVE?

MY FAVORITE TIP IS TO WORK BACKWARDS.

START WITH YOUR DESIRED YEARLY INCOME DIVIDING THAT INTO A MORE REALISTIC NUMBER WITH MONTHS.

ONCE THAT NUMBER BECOMES MORE TANGIBLE YOU CAN START DESIGNING YOUR PACKAGES SO YOU CAN SEE WHAT YOU NEED TO SELL TO EQUAL THAT MONTHLY REVENUE.

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STEP 1 : FIGURING OUT YOUR 'D.Y.I' (DESIRED YEARLY INCOME)

EX. \$90,000

WHAT IS YOUR D.Y.I? (DESIRED YEARLY INCOME)

STEP 2 : FIGURING OUT YOUR 'D.M.I' (DESIRED MONTHLY INCOME)

EX. IF YOUR DESIRED YEARLY INCOME IS \$90,000 DIVIDE IT BY 12 MONTHS. ($90,000 \div 12 = \$7,500$)

TAKE YOUR D.Y.I AND DIVIDE IT BY 12. THIS WILL EQUAL YOUR D.M.I (DESIRED MONTHLY INCOME)

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STEP 3 : FIGURING OUT HOW MANY CLIENTS YOU NEED A MONTH.

PRO TIP : MAP OUT HOW MANY CLIENTS YOU CAN TAKE ON WITHOUT FEELING OVERLOADED OR OVERWHELMED.

HOW MANY CLIENTS/PROJECTS CAN YOU TAKE ON EACH MONTH?

STEP 4 : FIGURING OUT WHAT YOU SHOULD BE CHARGING PER CLIENT.

WHAT YOU NEED (OR A GUIDELINE) TO CHARGE PER CLIENT EACH MONTH..

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EX. IF YOU ARE WANTING 3 CLIENTS/PROJECTS A MONTH YOU NEED TO MAKE \$2,500 ON EACH CLIENT. ($7,500 \div 3 = \2500)

OR TWO CLIENTS/PROJECTS AT \$3,750 A MONTH EQUALS \$7,500 ($7,500 \div 2 = \$3750$) OR IF YOU HAVE A PRODUCT THAT IS AT A LOWER PRICE - SAY, \$250 YOU KNOW YOU WILL HAVE TO SELL 30 ITEMS THAT MONTH ($7,500 \div 250 = 30$)

NOW, LET'S MOVE ON TO CREATING YOUR PACKAGES.

MAKE SURE YOU TAKE TIME TO DEVELOP YOUR PACKAGES, ADD VALUE AND BE CLEAR OF EXPECTATIONS FOR YOUR CLIENTS. LET ME KNOW WHAT PACKAGES AND PRICING YOU CAME UP WITH,

I WOULD LOVE TO SEE HOW YOU PLAN ON MAKING THAT MONEY, HONEY!

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DESIGNING YOUR PACKAGES ONCE YOU HAVE YOUR INCOME MAPPED OUT. I RECOMMEND HAVING A GOOD, BETTER AND BEST PACKAGE.

PRO TIP : REMEMBER THAT PEOPLE DON'T LIKE TO BE CONFUSED SO I USUALLY JUST OFFER ONE PACKAGE TO THEM THAT I FEEL SUITS THEM AND THEIR NEEDS.

IF AFTER THEY FEEL LIKE THEY NEED SOMETHING LESS OR MORE I WILL OFFER ANOTHER PACKAGE THAT OFFERS MORE OR LESS.

PACKAGE OFFER EXAMPLES

GOOD : \$2,000 MONTHLY

3 COACHING CALLS A MONTH
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WELCOME PACKET
EMAIL ACCESS 24/7

BETTER : \$2,500 MONTH

4 COACHING CALLS A MONTH
WELCOME PACKET
EMAIL ACCESS
MARKET ANALYSIS
SOCIAL MEDIA ANALYSIS

BEST : \$3,500 MONTH

5 COACHING CALLS A MONTH
WELCOME PACKET
EMAIL ACCESS 24/7
MARKET ANALYSIS
SOCIAL MEDIA ANALYSIS
3 HOUR VIP CALL A MONTH