

Soul Money Success

Increase Your Revenue to \$10K Months & Beyond

High Ticket Offers

Determine the price of your program or package. This is always the hardest part for most people, and I can understand why - especially when your service is high-end and you're charging a high-end price. So, here are two things to keep in mind when you're trying to figure out what to charge:

Does the price take into consideration the number of hours you'll be working on it? Does the price FEEL good to you? Don't charge less than \$300 an hour if you don't want to and don't EVER sell anything at a price that doesn't feel amazing. It will be hard to sell anything if you don't believe in the price (for whatever reason).

Reach out to previous clients and ask for testimonials. Although you don't NEED testimonials to sell a program or package, it definitely makes things a hell of a lot easier when you have sweet words from previous clients sprinkled throughout your sales page.

If you don't have testimonials yet, I recommend doing some work at no cost, in exchange for testimonials. That way you have a few that you can use on the sales pages of your offers.

How are you going to research what your ideal client wants?

(Facebook post, email list, etc.)

What questions are you going to ask them to get clear on their wants?

Who is this program/package for? Describe them exactly - who they are, where they currently are in their life, and where they want to go.

Why do they need this program or package?

How long will the program be? Don't go by what the "norm" is for programs
- how long will your clients actually NEED to get results?

What will you cover each week that you're working together? Be specific.

Who will you collaborate with for this program/package?

How exactly will you be collaborating with them? What will they be offering?

What will the price be for this program or package? Remember: It has to FEEL good.

Will you have a payment plan available?

What is your refund policy?

Who will you reach out to for testimonials? How many testimonials do you want to get?

Write your "Can I pretty please have a testimonial?" email here

Raising Your Rates

The best part of working for yourself is the ability to make as much money as you want in as little time as you want. The bad news? You have to price your services accordingly - which is SUPER scary for a lot of people.

"What if no one signs up?" I hear you. I was scared, too. But if I know anything, it's that if you want to be treated as a professional, you need to act like a professional. And a professional woman knows her worth - and charges it

If you're in a spot where you want to raise your prices, here's how to do it with grace, so you can work less and earn more:

Step 1: Decide what your new price will be. Write it on a Post-It. Stick it up all over your house. Practice saying it to yourself over and over again every day (Example: "My coaching package is \$5,000 for 3 months") until it comes out easily and doesn't make you feel tense (which often happens when we raise our prices - especially for the first time.)

Step 2: Email your list and post on social media that you are raising your prices (usually 1-2 weeks out) and offer a limited number of spots/packages at your current rate. This is an easy way to make a good chunk of cash before your prices go up and there's a bit of a lull before you get new clients at your new rate.

Step 3: Raise your prices. Update your website and anywhere else your program/package price is listed. Email your list and post on social media that your new prices are starting NOW. Offer a super juicy bonus to the next 1-2 people that sign up at your new rate.

Step 4: Raise your prices again in a few months. (Usually after every 10 new high-end clients or so (or every \$50K), or until your current rate just feels too low.)

Creating VIP Intensives

What Are VIP Intensives?

VIP Intensives are private events, usually between you and one other client. The most common VIP intensives are half-day (3-5 hours) and full day (6-8 hours). You get together either in person or via Zoom for a coaching session,

jam-packed with helpful tips and strategies on your specific issues. VIP Intensives are a fantastic way to make thousands of dollars in just a few hours.

And if you're meeting your client in person, you get to spend time out of the house and away from the pile of laundry staring at you all day long - bonus!

How to Create VIP Intensives

Step 1: Decide the length of your VIP intensive (you can do both half-day AND full-day, if you want, or just one or the other).

Step 2: Create a guideline on what you'll be covering during your intensives. Of course they will be tailored to your client's specific needs, but it's smart to have a guideline that you can follow, if needed.

Step 3: Determine what you will include in the intensive. Lunch? (For in-person events.) Overnight stay in hotel? Follow-up call after the intensive? Throw in as many bonuses as you can.

Step 4: Decide on the price of your intensive. Take into consideration the amount of time the intensive will take, what you will spend on food and hotel/venue (for in-person events), etc.

The average price for a half-day intensive can be something like \$2,500-\$5,000. The average price for a full day intensive - \$6,000-\$15,000. It's all up to you. Choose a price that FEELS GOOD.

Step 5: Promote your intensive. Whenever you introduce a new service or offer to your audience, it's a good idea to start with an early-bird price for the first few people that sign up. This brings in money fast for you and since people love getting a deal, your client will be happy, too!

That's it! Pat yourself on the back for completing the work :)

I still want you to share your revelations and ah-ha's with me.
Send me a note and if you want more content like this, join me
In the Facebook group [here](#).

Here is the [link to schedule a breakthrough call](#). Have an amazing day!

With Love,

Cheryl Moses