

A top-down view of a clean, white desk. In the upper left, a portion of a white keyboard is visible, showing keys for G, H, J, K, L, V, B, N, M, and command keys. To the left, a white tablet is partially visible. In the center, a white cup filled with dark coffee sits on a white saucer. To the right, a small succulent plant in a white pot is visible. A pink pencil lies diagonally across the desk, passing behind the text.

How to Create Coaching Packages that

sell!

By: Angel Richardson

Notes:

Around the 15 minute mark on the audio is when the call opens up for Q and A.
The call also gets really noisy at times but if you can stick it out,
you may be able to get something really valuable out of the Q and A.

There is no right or wrong way.

What kind of coaching do you want to do?
(one-on-one coaching, e-coaching, group coaching)

What's important to your clients?
([surveymonkey.com](https://www.surveymonkey.com))

How long is your coaching package?

Create a unique title.

What are the benefits?

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Notes:

Create different levels people can engage with you.

Those closer people get to you, the more they need to pay.

1. Define and know your target market.
2. Choose a specific niche.
3. Package your content into doable steps.
4. How do you want to meet with your clients?
e-coaching, one-on-one, group
5. Price your packages well for your clients and yourself.
6. Pick a name that speaks to your clients solution.