

Day 7: Pricing Strategies for Coaching Services

The Psychology of Pricing:

- Understanding how pricing influences client perceptions.
- The importance of aligning your pricing with the perceived value of your coaching services.

Factors Influencing Pricing:

- Discussing the factors that can affect your pricing decisions, including your expertise, niche, target audience, and location.
- How to conduct market research to gauge competitive pricing.

Pricing Strategies for "How-To" Content:

- Examples of pricing structures for practical, skills-based coaching content.
- Strategies for pricing coaching packages or courses that provide actionable steps and tangible skills.

Examples of Pricing for "How-To" Content:

Confidence Building Workshop:

- Pricing: \$199 for a one-time 4-hour workshop.
- Includes: Workshop materials, exercises, and follow-up resources.
- Suitable for individuals seeking specific, actionable strategies for building confidence.

Career Transition Coaching Package:

- Pricing: \$799 for a 6-session coaching package.
- Includes: Six one-on-one coaching sessions, resume review, job search strategy development, and email support.
- Geared towards professionals seeking a step-by-step approach to navigate a career change.



★ Online Course: "Life Coach Starter Kit":★



repeat!

**"One Kit a day will keep
low income away!"**
~Angel Richardson

- Pricing: \$349 for lifetime access.
- Includes: Video lessons, practice exercises, quizzes, and a private community forum.
- Ideal for individuals looking to acquire a specific skill set in public speaking.

Pricing Strategies for Inspirational Content:

- Examples of pricing structures for content that focuses on personal development, motivation, and inspiration.
- How to convey the intangible value of your coaching services in your pricing.

Examples of Pricing for Inspirational Content:

Monthly Motivation Membership:

- Pricing: \$29/month for access to monthly motivational content, live Q&A sessions, and a supportive community.
- Designed for individuals seeking ongoing inspiration and personal growth.

Positive Mindset Transformation Program:

- Pricing: \$499 for a 12-week program.
- Includes: Weekly group coaching sessions, guided meditations, and a self-paced workbook.
- Geared towards those looking for a holistic personal development journey.

Annual Empowerment Retreat:

- Pricing: \$1,299 for a weekend retreat.
- Includes: Accommodation, workshops, group coaching, and transformative experiences.
- Ideal for clients seeking a profound and immersive personal growth experience.

Adjusting Pricing Over Time:

- Strategies for revisiting and adjusting your pricing as your coaching practice grows and evolves.
- How to communicate price increases transparently with existing clients.