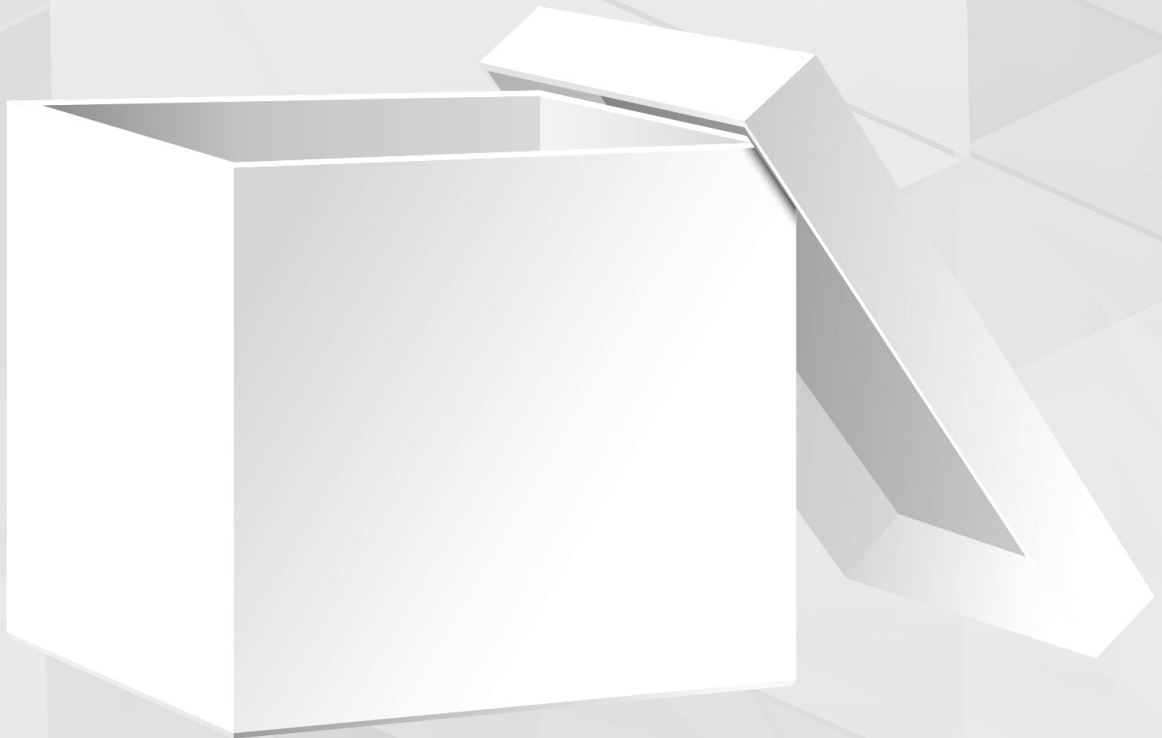


# SERVICE PACKAGES

— THAT SELL —

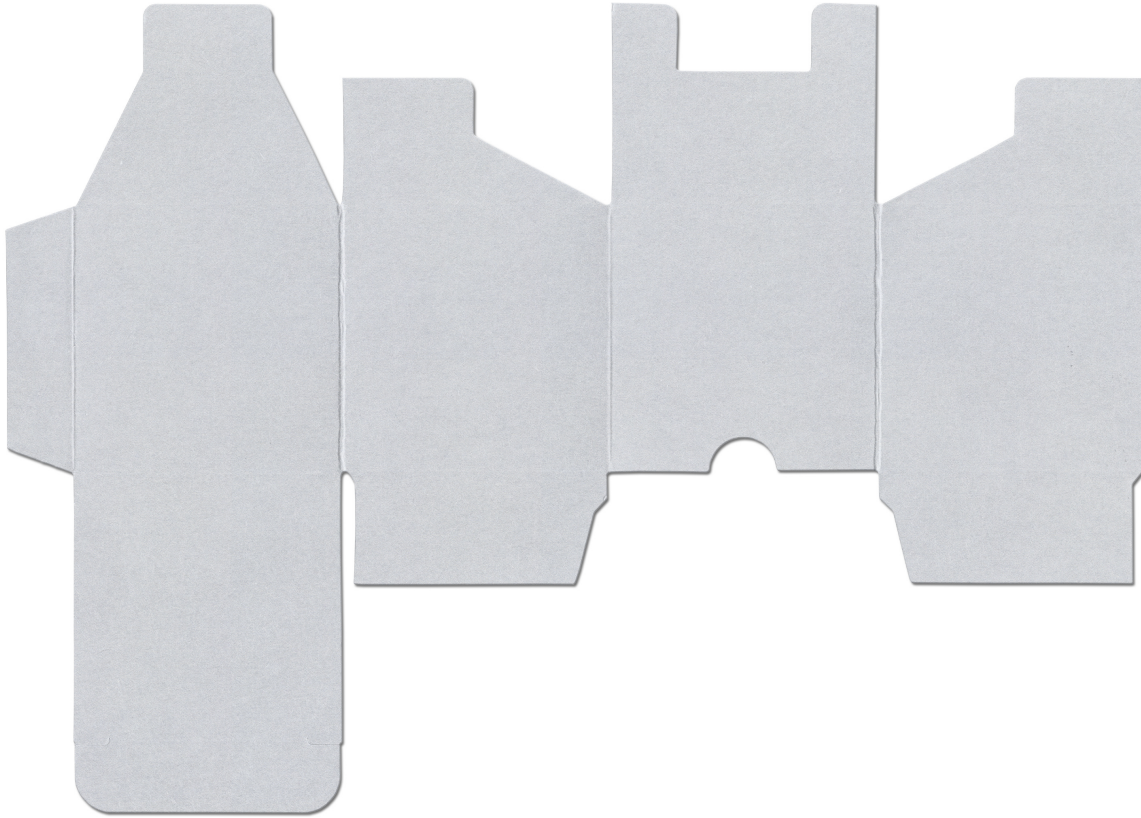
EVEN IF YOU HATE SELLING

MAKE A BIGGER IMPACT AND PLAY A BIGGER  
GAME WITH A SMALLER NUMBER OF CLIENTS



MELISSA SLAWSKY, PH.D.

# FIRST...LET'S DEFINE HIGH-TICKET PACKAGES



## PACKAGES

[IN GENERAL]

- A COMPLETE and COMPREHENSIVE solution to your ideal client's problem. It is based on:
- RESULTS (not hours),
- OUTCOMES YOU WILL CREATE TOGETHER (not your process),
- and the TRANSFORMATION they will receive (not YOU, your certificates, or letters after your name.)

## HIGH-TICKET

[GENERALLY OVER \$2,000]

- HIGH-VALUE - (real and perceived)
- REAL, tangible results (that can be measured and quantified)
- Your ideal client is HIGHLY motivated to solve that problem and get that transformation
- They are going to have an amazing EXPERIENCE from sign-up to finish.

# Critical Component 1

## THE "QUICK WIN"

**Step:** 1

**What:** A 'quick win' your client will get when they sign up for your program. It sets them up for success and gets the momentum going.

**Why:**

1. Success is HIGHLY MOTIVATING (and snowballs)
2. Know/Like/and Trust is built faster! (You DELIVER on your promises!)
3. Your client will be more motivated to listen to follow your advice going further.
4. INSTANT GRATIFICATION! - who doesn't want results, NOW!?

**How:**

1. Make a list of results your clients would LOVE to get as a result of your program (or get in general.) Choose the JUICIEST one for a starting point that would set the stage for the rest of your package.

2. Think of all the possible objections you may get when presenting your offer. Build your Momentum Piece around overcoming one of those objections. (e.g., money, time, will this work? will this work FOR ME?)  
[Remember - not all objections are about you. Sometimes they have to BELIEVE that THEY have the ability to transform.]

3. Don't be afraid to do some market research. Ask your prospects exactly what they are looking for! (and give it to them)

# EXAMPLES

1

## **BUSINESS**

Result - \$\$\$  
Cash Injection Intensive, or other money-generating activity  
Objection - "I don't have the money."

2

## **HEALTH**

Result - pounds/inches lost (#s)  
Drop-a-dress size, your first 5 pounds, pantry clean-out, etc.  
Objection - "I've tried everything! Will this work for me?"

3

## **RELATIONSHIPS**

Result - LOVE  
Online dating profile revamp, assessment (what they want and non-negotiables)  
Objection - "I've been through a lot of duds! How do I know this will work?"

4

## **CAREER**

Result - Fulfilling Career/JOB  
Resume Revamp, Interview-getting cover letter, assessment (career options)  
Objection - "I don't know what I want!" or "I need a job like YESTERDAY!"

5

## **DFY SERVICE PROVIDER**

Result - More clients  
Client-Getting About Page, Client-Attracting Social Media Package, etc.  
Objection - "I know you're saving me time, but how do you get me more clients?"

6

## **CREATIVE OUTPUT**

Result - Beyond the thing you do, what is their MOTIVATION to purchase the thing you do?

7

## **STUCK?**

"We'll start out with a 60-minute KICKSTART call to map out your goals, and identify any potential stumbling blocks along the way."



## COMPONENT 1

# THE 'QUICK WIN'

[Get the momentum going for your client.]

The PROBLEM my package solves is:

Some 'quick wins' my client and I can achieve together include: (1-5)

Bonus Points: The OBJECTION my 'Momentum Piece' overcomes is:

# Critical Component 2

## THE SERVICES

**Step:** 2

**What:** Access to you and the results you are going to achieve together. [Ideally presented in a step-by-step order with 'so that' statements that tells them WHY it is important and what's in it for them.]

**Why:**

1. Your client wants to know that they aren't going to be left to their own devices.
2. They want to know a bit about the 'steps' you'll take them through and what you'll achieve together.

**How:**

1. Make a list of all the sources of support and access your client will get to you. (sessions, ongoing support through email, etc., FB group, etc.)
2. Even Better - add 'so that' statements so they know why it's important and 'what's in it for them?'
3. Bonus Points - List out some of the results you will be achieving together in a step-by-step fashion or order.

# EXAMPLES

1

## ACCESS

How many sessions?

What kind of support in-between?

EX: In this 90-day program, you will have three 60-minute sessions per month with email and Voxer support in-between. You'll also have access to our EXCLUSIVE FB group...

2

## EVEN BETTER

Next - Add in 'so that' statements after each piece (why is that important?)

You'll have three 60-minute sessions per month so that we can create a customized strategy I can help you troubleshoot any individual issues that may arise. In between, you'll have unlimited email and Voxer support so you can ask questions or quickly get over any stumbling blocks that may occur along the way. You'll have access to my EXCLUSIVE Facebook group, where you'll get to interact with and learn from others walking the same path.

3

## BEST

Technically, the above statements are still FEATURES. In order to turn them into benefits, you'll want to set an INTENTION for your sessions (with a step-by-step process)

Ex: Business Coach/Funnel Consultant  
First, we'll start off with a 60-minute KICKSTART call to map out your goals and identify any stumbling blocks along the way.

Next, we'll take a look at your content and offers and make sure they are optimized to CONVERT!

Then, we'll MATCH YOUR MESSAGING to make sure it really resonates with your ideal client, etc...

## COMPONENT 2

# THE SERVICES

[Access to you and what you'll do together.]

What access will they get to you?  
(sessions, etc.)

Even better: Can you list what you will  
achieve together in a particular order?

BONUS POINTS: Add in 'so that'  
statements so they know why it's  
important and what it will do for them.

# Critical Component 3

## THE CONTENT

**Step:** 3

**What:** Resources that your client can refer to over and over again (at their own pace) which also helps you leverage your time. [Includes videos, audio files, PDFs, checklists, cheat sheets, swipe files, templates, etc.]

**Why:**

1. Your sessions can be focused on TRANSFORMATION and TROUBLE-SHOOTING (rather than information.)
2. Your clients will have the ability to refer to these resources on their own time and at their own pace (over and over again.)
3. By systematizing the parts of your process you do over and over again, you leverage your time.

**How:**

1. Make a list of what your client would need to get the results and transformation your package is providing.
2. What are the pieces that can be SYSTEMATIZED and TEMPLATE-ized so you're not saying the same thing over and over again.
3. You do not want to STUFF your packages with fluff, but if there is some content you have on hand that could have your client get BETTER, FASTER, or MORE results, feel free to include them!



# EXAMPLES

1

## VIDEOS

Videos of you walking them through a step-by-step process  
Behind-the-scenes  
Training for a relevant process  
\*Hint- Get them into implementation mode ASAP!

2

## AUDIO FILES

Mindset & Motivation  
Meditation tracks (if applicable)  
Training (for auditory learners on the go)  
Relevant podcast episodes, etc..

3

## PDFS

Checklists/Cheat Sheets  
Copy-and-paste templates  
swipe files  
resource guides  
\*Again, get them out of 'information mode' and into 'implementation mode' ASAP!

## CONSIDER

Consider taking screen shots of what has worked for you in the past.  
Ex: You'll get to swipe my exact Facebook ad that gets 20-30 clients a day into my group for less than 60 cents a day!

## HINT:

It can be so tempting to give EVERYTHING to our clients because we want to give so much value. Sometimes the more we give, the more we end up confusing them. Only give enough info to get them TAKING ACTION right away so they can GET THE RESULTS. [Keep the content short, simple, and ACTIONABLE!]

## COMPONENT 3

# CONTENT

[Leverage your time AND get them even more results.]

What content can you create so your clients can refer over and over again?

Even better: Can you list WHAT these content pieces will cover and WHERE they will fall in your program?

BONUS POINTS: Add in 'so that' statements so they know why it's important and what it will do for them.

# Critical Component 4

## THE BONUSES

**Day:** 4

**What:** Resources and access to you that can get your client BIGGER, FASTER, and MORE results.

**Why:**

1. Who doesn't want BIGGER, FASTER, and MORE results?
2. It makes your package even MORE of a complete and comprehensive solution.
3. It makes your package look like a GREAT DEAL.

**How:** Warning: Do not stuff your package with FLUFF to make it look more valuable. Only include RELEVANT bonuses that can short-cut or fast-track their success.

1. Make a list of what it would take to get your clients BIGGER results? What ELSE would they need to knock this out of the park and blow this out of the water?
2. How about FASTER results? How can you SHORT-CUT or FAST-TRACK their success? [Think templates, swipe files, and examples of the processes YOU have used to get success in the past.]
3. How about MORE results? (a relevant next-step, etc.)

# EXAMPLES

1	<b>BUSINESS</b>	BONUS IDEAS: BIGGER-increase income, boost the bottom line, leverage FASTER- JV partnership playbook, swipe files MORE-leverage results, the relevant next step
2	<b>HEALTH</b>	BONUS IDEAS: BIGGER-Bust through setbacks w/ ____ FASTER- Fast-track results w/ ____ MORE-Energy-boosting ____, Make your skin glow with ____
3	<b>RELATION-SHIPS</b>	BONUS IDEAS: BIGGER-Up your dating game FASTER-Increase profile views MORE-Boundaries and healthy patterns
4	<b>CAREER</b>	BONUS IDEAS: BIGGER-Negotiate higher salary FASTER-Get 5 interviews this week w/ MORE-Start your new job out on the right foot and become a superstar employee
5	<b>DFY SERVICE PROVIDER</b>	BONUS IDEAS: BIGGER-more services (done-with-you) FASTER-done-for-you or swipe file MORE- turn what you do into additional content or create SOPs (stand. operating procedures, etc.)
6	<b>CREATIVE OUTPUT</b>	Bonus ideas - Something extra (something special)
7	<b>STUCK?</b>	I love to brainstorm this stuff! Hit me up!

## COMPONENT 4

# BONUSES

[How can you get your clients MORE results FASTER?]

What else might your client need to get MORE results?

Even better: What might give your clients FASTER results? [Think of swipe files, templates, and other bonuses.]

BONUS POINTS: Add in 'so that' statements and give each bonus a dollar amount.



# Critical Component 5

## THE 3 "NOW FACTORS" /URGENCY

**Step:** 5

**What:** The 3 "Now Factors" that motivate your prospect to buy from you SOONER, rather than later.

**Why:**

1. If they don't buy now, shiny object syndrome will take them somewhere else.
2. If they don't buy now, a competing problem may take their attention somewhere else.
3. If they don't buy now, they may never find a solution to their problem...

**How:**

1. Build in REAL, authentic scarcity.

[Deadlines, only 10 spots available, countdown timer, etc.]

2. Use 'Value-Added' Bonuses -

[The first 3 people will receive X, if you sign up by \_\_\_\_, you get \_\_\_\_.]

3. Provide promotional discounts/deals

[Reward action takers with an early-bird price, holiday pricing, 50% off until \_\_\_\_, etc.]

\*\*\*Feel free to combine, mix-and-match and stagger your 'now factors.'

# EXAMPLES

1

## **REAL SCARCITY**

Deadlines (use a countdown timer)  
Only 10 spots available...  
Date-specific (events, etc.)  
The last time this will be given live  
You won't see this price again...

2

## **VALUE- ADDED BONUSES**

The first 5 people will get \_\_\_\_\_ [bonus]  
Sign up by \_\_\_\_\_ [date] for this [bonus]  
Early-bird special bonuses  
For you, I'll bonus in \_\_\_\_\_

3

## **PROMO DISCOUNTS /DEALS**

Early-bird special  
50% off until \_\_\_\_\_ [date]  
Holiday deal  
[Hint - create a wait list for your offer and  
offer them first dibs at a discount.]

## **COMBINE**

Don't be afraid to combine these and mix-and-match. You can offer different bonuses depending on when people sign up, etc.

## **KEEP IT REAL!**

Do not let your credibility go down the drain by using false claims just for the sake of building in scarcity. Keep it real!

## COMPONENT 5

# URGENCY

[The 3 "NOW FACTORS"]

How can you add in REAL scarcity?

Even better: Can you think of any 'value-added' bonuses to offer for action takers?

BONUS POINTS: Mix-and-match and combine with a promo discount/deal to motivate them to buy NOW rather than later.

# PUT IT ALL TOGETHER

[5 CRITICAL PACKAGE COMPONENTS]

"QUICK WIN"

CONTENT

SERVICES

BONUSES

URGENCY

# 5 THINGS NEEDED TO TALK ABOUT YOUR OFFER

## TEMPLATES TO NAME:

- Use the Result(s)
- From [Before] to [After Result]
- From [Pain] to [Pleasure]
- The XYZ System [Note: Use results and not process.]
- Add in System, Program, or other program name

- Remember - High-Ticket is traditionally over \$2,000
- Consider what feels good for you
- What would allow you REALLY serve and support your client?

- List out ALL the results your client can expect as a result of this package.

- What are the steps you'll take them through (and add 'so that' statements so they understand why it's important.)

- The "Quick Win"
- The Services
- The Content
- The Bonuses
- Why they should buy NOW rather than later (e.g., real scarcity, value-added bonuses, and promo discounts and deals.)



# PUT IT ALL TOGETHER

[5 THINGS TO TALK ABOUT YOUR OFFER]

NAME

STEPS YOU'LL  
TAKE THEM  
THROUGH

PROBLEM  
SOLVED

OUTCOMES  
CREATED

PRICE &  
PAYMENT  
PLANS



# YOU DID IT!

---

This stuff is NOT easy, so  
pat yourself on the back!