

Module Two:

Structuring for Profit

Worksheet:
❖ Building Value

Building Value

There are many ways you can build value into your product. Often it simply involves highlighting in your marketing materials the key parts of your package. It can also mean adding extra tools and resources to help cement your client's the transformation. You might include extra support services, consultations with other industry partners, reading books or other resources. You may include an online video learning modules and workbooks.

These questions are designed to stretch your thinking as well as bring out the value of what you already have in place.

What are the key items involved in your package that you need to highlight or feature? (Number of sessions, group sessions, diagnostics etc)

If you could provide your clients the very best information, learning and support what would this involve?

What creative extras might you include? (see list on slide)

Tip:

Allow your imagination to roll, as it is only when you take the time to define 'perfect' do you start to see what's possible.