Here are the 12 Steps to Packaging a Service:

1.   Choose your most often requested service. The one people come to you for the most, your top seller.

2.   List out what you charge for one session. $ _____

3.   List how many sessions you need to be the MOST Effective with the client and for the client. = _____

4.   Multiply #2 by #3 = $_____

5.   Make a complete list of all the extras you give clients with this service when offered in the most optimal way. ie. what extras do you give them: handouts, resources, behind the scenes work you do… list it all out.

6.   Put a $ value on the resources and extras you 'give' a client as part of the service. ie. If you give them a recording of a class or a program or product – what do you sell that for – or did you sell it for? If you give them a handout what value can you place on that? Value it all. Total = $_____ ** By the way, this is probably time you have given away by not accounting for it in a One Off Session.

7.   How much behind the scenes time do you spend on working with this client, just behind the scenes time. Total time = _____

8.   Value of your Behind the Scenes time. Multiply # 7 by the per hour rate you charge in # 2. = $ _____ ** More time given away.

9.   Add together the total values in #4, #6 and #8. This gives you the total value of the package. = $ _____

10.   Take the total in # 9 and divide by # 3 – the number of sessions you want to offer in the package = $ _____ This is your TRUE per session rate.

This also raises the value of the entire package. We now base the value of those sessions at the TRUE per session rate. Create the new Value of the package based on this per TRUE session rate.