

Sample Service to Package

Here are the 12 Steps:

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

>> Individual Nutrition Counselling Services

2. List out what you charge for one session. **\$100.00**

3. List how many sessions you need to be the MOST Effective with the client and for the client. = 3 months and weekly sessions = **12**

4. Multiply #2 by #3 = **\$1200.00**

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, worksheets ... list it all out.

Food / Activity Journal, sample recipes and shopping list, sample activity sheet, customized meal plan.

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 = **\$200.00**

7. How much behind the scenes time do you spend on working with this client, just behind the scenes time. Total time to review worksheet and make meal plan 2 hours = **2 hours total**. *** By the way, this is probably time you have given away by not accounting for it in a One Off Session*

8. Value of your Behind the Scenes time. Multiply # 7 by the per hour rate you charge in # 2. = **\$200.00**

9. Add together the total values in #4, #6 and #8. This gives you the total value of the package. This = **\$1200.00 + \$200.00 + \$200.00 = Total \$1600.00**

10. Take the total in # 9 and divide by # 3 – the number of sessions you want to offer in the package = **\$133.33** – This is your TRUE per session rate because it factors in time behind the scenes and value of the resources added in. We will make your rate for a one off session to this rate: \$ 125.00

UPGRADED VALUE. This TRUE RATE raises the value of the entire package. We now base the value of those 12 sessions at \$125 per, making their value is \$1500 and the total value to be **\$1900.00** = \$1500 + 200+200 (we edit the total created in #9)

11. To create the value based package price use your current rate (though if you really feel you have been shortchanging yourself on time given away – raise it) in #2 as the base for your package rate. It makes it more attractive as a package price and shows the client they save money doing this as opposed to the one off sessions.

ie. **12 Session Package at \$ 100.00 = \$ 1200.00 total and One – Off sessions are now \$125.00 per = \$1500.00 if you paid for 12 separately.**

12. Payment plans. Depending on how often a session will be held you may want to offer a full pay and multi pay option. ie. if we are talking 12 sessions over 3 months or 6 months ... offering a 3 pay or 6 pay option will help the client budget for payments but ensure your contract states the term and number of payments required.

To price it for marketing... 12 sessions over 3 months would be:

Full Pay option \$1200.00 and a **3 pay option \$450** x 3 payments (\$1350.00)

The 3 month program full pay option saves a client \$700.00 on the full value, and a 3 pay options saves \$550. remember we based the value of the program at \$1900.

So ... you now have a 3 month package that gives a client 12 sessions, with the bonus items and resources listed. If they pay in full the cost is \$1200 saving them \$ 700 if they were to buy the 12 sessions separately.

You can even offer an additional bonus or two for the 3 month package, making it even more attractive than the One Off Sessions.