

Packaging Your Coaching, Consulting or Services

By Debbie Allen

What is the difference between coaching, consulting and mentoring?

Coaching = Taking people step-by-step through a process and working along with them to help them achieve their goals. Coaching is very personalized and takes on more of a hand-holding approach.

Consulting = Used for someone who is an advisor, guide or expert on how to develop a particular skill or trade or advise in how to grow a company. Consultants take on more of a guiding roll and allow their clients to do the work it takes to achieve results.

Mentoring = A high-level advisor and/or expert with years of wisdom in business building and/or particular skill or trade.

Your coaching or consulting services should be broken down into bulk packages (never sell your services by the hour). Build more value by creating packages that offer different levels and different names (make them unique to what you specialize in).

Once completing your coaching or consulting programs post them on your website along with pricing and also have a backup as a PDF file to quickly email prospects.

Below is an example of how to set up your service packages. As you will notice the program levels offer discounts for longer programs to entice buyers to move to a higher level of coaching or consulting.

Please use these as a **guide only** on how to set up your own unique coaching or consulting services packages. You may also view my mentoring programs as a guide as well at www.debbieallen.com/mentoring.

Example of a consulting program created for one of my clients:

Personalized Consulting with Karin Fogerty

Break-through Your Barriers Program (2 months)

The Life Transformation Shift personalized consulting program will help you transform your attitude, accountability and action “ability” from your very first session. Discover how to embrace a more positive belief system, break through mental and emotional

limits and tap into your internal power source for results-proven success techniques. In just two months you will experience a new and heightened emotional/energy level, more clarity in your direction and purpose, a sharpened focus on your true goals and a plan of action for success. This program will allow you to take action and make a shift in your personal growth immediately.

Break-through Barriers Includes:

- Personalized 1:1 “Break-through Barriers” Consultation with Karin (includes life-changing Core Belief “re-training”)
- Personalized Assessment and Evaluation Blueprint for Accomplishing Goals
- Unlimited email access to Karin for Ongoing Personal Consultation (60 full days)
- (2) Transformational training programs by Karin
- (2) Additional Personalized 1:1 Follow-up Consultation Calls with Karin
- (1) Guest Pass to Live Group Mastermind Call + Q&A Session with Karin

Total Investment Value: \$3500

Unleashing Your Ultimate Potential Program (5 months)

This comprehensive personalized five month program will allow you to shift limiting beliefs into powerful confidence. You will also learn how to create clarity of your life’s direction, bring focus to your purpose and give you solid tools and support to accomplish your goals and sustain your ongoing success. During this transformational experience, you will watch your enthusiasm for life be re-ignited, your personal accountability solidify, your achievements multiply and your overall sense of self-worth and personal value skyrocket. You will be amazed in how just five months of personalized support and ongoing guidance will allow you to unleash your ultimate potential.

Unleash Your Ultimate Potential Includes:

- Personalized 1:1 “Break-through Barriers” Consultation with Karin (includes life-changing Core Belief “re-training”)
- Personalized Assessment and Evaluation Blueprint for Accomplishing Goals
- Unlimited email access to Karin for Ongoing Personal Consultation (5 full months)
- (3) Transformational training programs with Karin
- (5) Additional Personalized 1:1 Follow-up Consultation Calls with Karin
- (3) Guest Pass to Live Group Mastermind Call + Q&A Session with Karin

Bonus! (2) FREE VIP Guest Passes to LIVE “Unleash Your Ultimate Potential” Retreat in Los Angeles, CA in January 31st & February 1st, 2015 (Valued at \$1994)

Total Investment Value: \$7500

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