

# 6 Figure Soul Infused

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*(No Bullsh\*t)* Profit Plan

## Module 4: Packages & Pricing

## Designing your Package!!!

Remember that awesome Transformation you create in the world?! The one we worked on in Module 3? Well now it's time to apply all that work to create packages that will set you apart and help your clients receive and value the gifts you offer to the world.

Let's get started!

1. Copy the beginning and end points of that transformation from the "Documenting Your Transformation" worksheet here:
  
2. Now write the hours your client must work with you in order to experience this transformation. *(If there is some other way your clients work with you other than hourly you can use that in place of hours in this section.)*

Excellent! This is the foundation of your package



## Extras Brainstorming

Write down all the little extras you give your clients. It is likely you take many of these for granted. If you need help unearthing your extras, ask your clients what they found special or unique about working with you!

*Some examples are:*

*Products that enhance your service such as: essential oils, candles, fresh water, etc.*

*Workbooks*

*Checklists*

*Done-For-You Materials*

*Gifts*

*Recordings*

*Access to your Contacts/Rolodex*

*Discount on other products and services*

*Advance access to ticket sales*

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Building Soul-Infused™ Businesses

## Extras WISHLIST Brainstorming

Write down all the little extras you'd LOVE to give your clients but aren't yet. These are the extras that would enhance the transformation your client experiences. Or perhaps they are extras that would make offering your services lots more fun for you.

Most likely you've held back on offering these extras because there is a time or money cost involved that doesn't make sense for your business. However, if you add one or two in you can likely increase the value of your offering significantly!



## What Do I Charge?

Early on in my business I always struggled with what to charge my clients until I discovered this handy dandy Intuitive trick, which made me realize I ALWAYS know the exact right amount to charge.

Understanding what is the correct amount for YOU to charge is critical to running a successful business. It is very easy to fall into a habit of moving your pricing according to what you believe the person you are selling to might pay.

Although there is something to be said for understanding what the “market will bear,” generally many entrepreneurs undercharge for what they sell. It is possible you are keeping your prices low, because you are afraid if you raise them no one will buy.

This fear is less about “what the market will bear” and more about what you believe you deserve. Understanding you deserve to make heaping piles of money and that abundance is your soul’s natural state is a truth we all must come to accept at some point – so why not now?

I’m completely serious here. Even if you never fully accept the abundant and deserving nature of your soul while you are on earth, you will understand it once you leave your human body. When you are in heaven hanging with heavenly non-ego burdened souls you will perceive the vastness of creation and your own creative powers. Nothing is beyond limits – NOTHING! So wouldn’t it be fun to experience life in the human form with this understanding?!!

Let’s check in with your intuitive self and see what your self says about your ideal pricing...

Connect to your intuitive self by taking a few deep slow breaths. Use the Intuitive Voice Tool guided meditation if you need support.

Now run through the numbers high to low on your price range to feel into what is your optimal sale price.

If you are currently charging \$100 for your product but think perhaps it should be higher, you might do it this way:

Does \$200 feel better or worse than \$100?

If it feels better, next you might want to try a number lower than \$200. If it feels worse, try a number higher than \$200

Does \$150 feel better or worse?

Continue to ask yourself this same question, "Does \$\_\_\_\_\_ feel better or worse?" until you get to the number that feels best for you. Congratulations! This is your optimal sale price at this time!!! *(If you have trouble with this exercise try to have a buddy help you – this can be much easier if you have someone asking you the questions. If you can't get a buddy, try using the "Number Worksheet" for help.)*



## Number Worksheet

This is a simple way to ask yourself what your optimal number is. You can use this to obtain your optimal price. Simply ask your question like "What is my optimal price for my product?" then run down the numbers and get a "yes" or "no" from your intuitive center (your gut).

Once you get a range of "Yes's" (i.e. you get a yes for 50- 100) – start asking "Better or Worse?" until you get the exact number. (i.e. "Is \$50 better or worse than \$60?")

If you need a different range of numbers, simply write or type those out and do the same exercise using your range of numbers.

50  
75  
100  
125  
150  
175  
200  
250  
300  
400  
500  
750  
1,000  
2,500  
5,000  
10,000

## Features & Benefits

It's likely that once you priced your package intuitively, the investment level you found your soul says you should charge is higher than the amount you feel comfortable charging.

Understanding your features and benefits will really help you anchor the value you are offering. Document those here.

### Features

Your features answer the question "What's included?" Write what is included here from the pages above. Are there items from your *Extras Wishlist* you'd like to include that would make this package even more fabulous? Include those as well.



## Benefits

Benefits answer the questions "So What?" It also explains to your ideal client why they should care about everything included in your package. Write your benefits here.

## Name it!

Woot Woot!!! Now that you have your beautiful amazing transformation package all set and ready to go it's time to name this baby!

If you already know what you want to name it write that here:

If you need some help creating a name here are a few ways to approach it...

### **Get measurable results in X amount of days**

*1 Month to Younger Skin*  
*Intuitive Downloads in 30 Days*  
*Double Your Followers in 60 Days*

Write yours here:

### **Specific results made easy or simple, done-for-you**

*Crowdfund with Ease*  
*Social Media Done For You*  
*Simple Twitter Transformation*

Write yours here:



**From \_\_\_\_\_ to \_\_\_\_\_ (the beginning and end of your transformation)**

*From Stressed to Soulful – The Busy Mom’s Guide to Spiritual Decluttering*

*From Overwhelmed to Overjoyed – How to release the people and tasks that are keeping you stuck*

*From Boring and Blah to Bold and Beautiful – The Transformational Wardrobe Makeover for Busy Entrepreneurs*

Write yours here:

**System, Blueprint, program, formula**

*The Super Simple List Building System*

*Organic Eating Blueprint for Busy Moms*

*Speak to Serve Formula*

Write yours here:

**3 juicy words that describe the end result of the transformation**

*Rich, Hot, Happy (Marie Forleo)*

*Strong, Smart, Sassy*

*Clear, Content and Clutter Free*

Write yours here:

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## Soul Infused Package Outline

**Name:**

**Features:**

**Benefits:**

**Investment Level:**