



## Price Your Coaching Services

### **Price Your Coaching Services Introduction**

Hi, I'm Keith Webb and welcome to Price Your Coaching Services.

**Pricing is one of the biggest challenges for coaches, especially if they are building a business.**

Why? Because it feels like we're selling ourselves. And we got into coaching to help people.

But we don't have to look at coaching and selling coaching as mutually exclusive. To paraphrase the old saying, "the journey is the destination," the sales process is part of coaching.

The sales process helps gain the commitment of your clients.

If done correctly, clients will:

- Clarify the result they want in their lives.
- Experience the dynamics of a coaching process.
- Take the first step in getting that result - coaching with you!

When they say yes to your coaching package, they are not just buying a solution. They are deciding to move forward to life change. The fee actually helps ensure their commitment.

I am excited to share some of the best sales practices used by working professional coaches.

This course will help you create more value for your clients and at the same time make your coaching practice more profitable.

**I will teach you step-by step how to:**

- Identify exactly whom you should be coaching.
- Clarify what clients want from coaching.
- Create compelling coaching packages that people will say "yes!" to.
- Price your coaching appropriately.
- Gain confidence in presenting your coaching services.

Resulting in:

More value to clients.

More clients and higher fees for you.



## Price Your Coaching Services

I'll take you step-by-step through the Client Value Formula™ showing you how to package, price and present your coaching service to clients.

You'll have to do some work. Many of the modules have downloadable worksheets for you to use as you think through and implement each step of the Client Value Formula™. Do each worksheet in order, as each worksheet builds on the other.

This process works. It works because you're not selling, you're identifying and offering the value clients are looking for.

Are you ready to get started? I am!

We need to begin with the 3 big mistakes people make in pricing their coaching services. That's the next module. See you there!