

ASIAN FEMALE

ENTREPRENEUR *collective*

# Packages & Pricing

*"Shine and Rise"*

# Packages & Pricing

What are all of the products/services you offer?  
Group them by low, middle and high price point

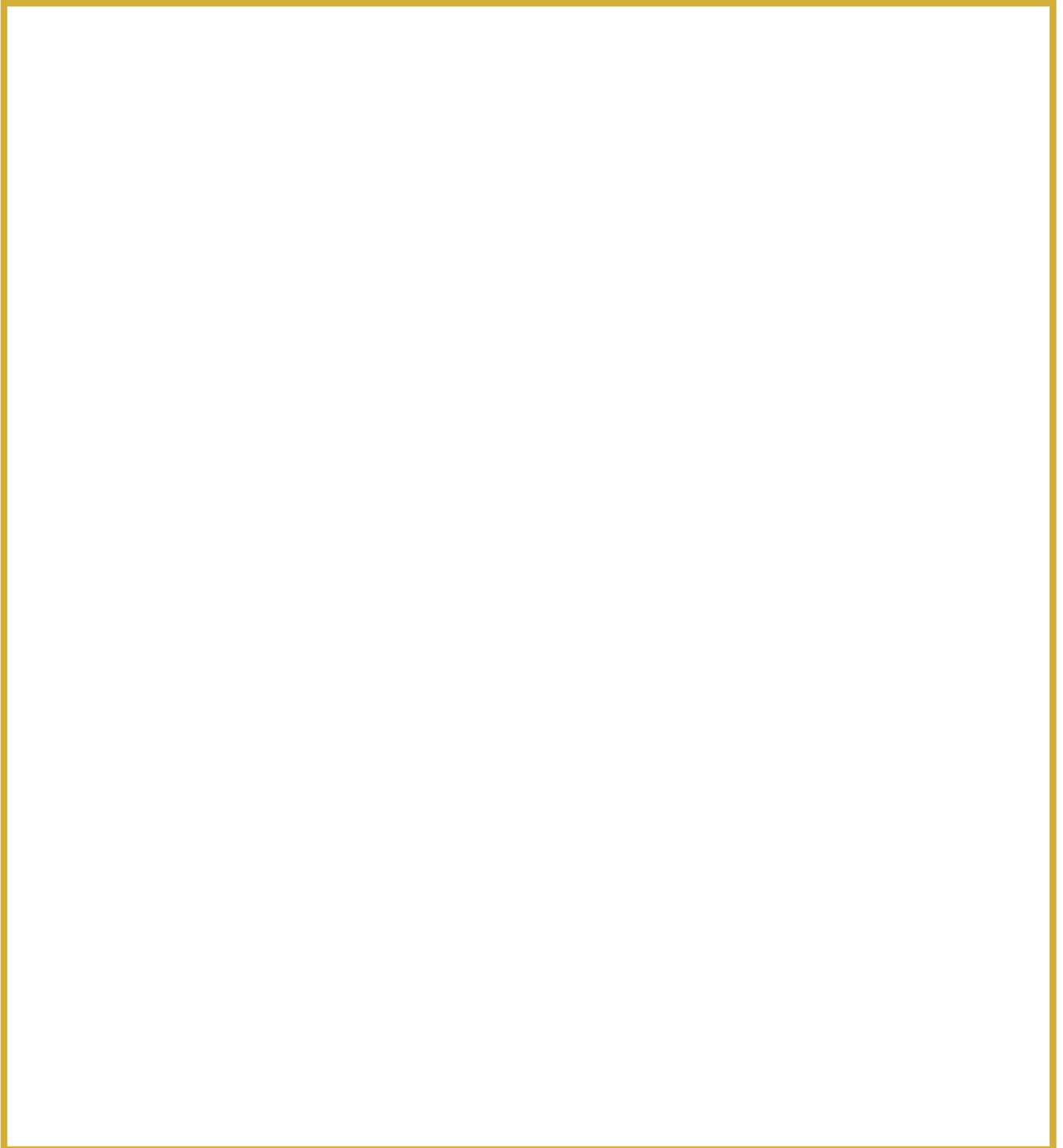
High price point offerings

Middle price point offerings

Low price point offerings

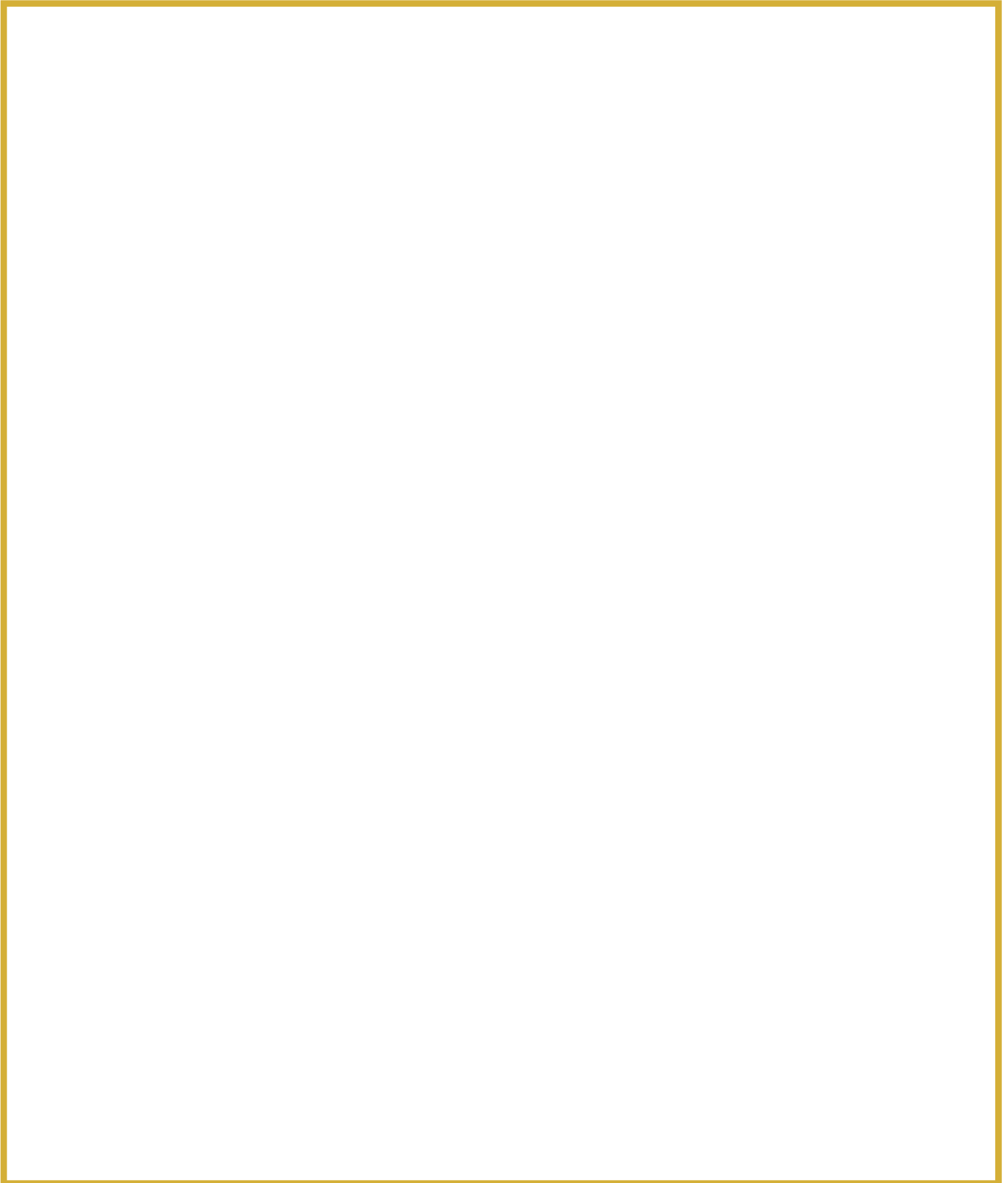
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List out the months that are historically high and low in sales for your business. If you are unsure then you should go through your last year (or more) and track this.



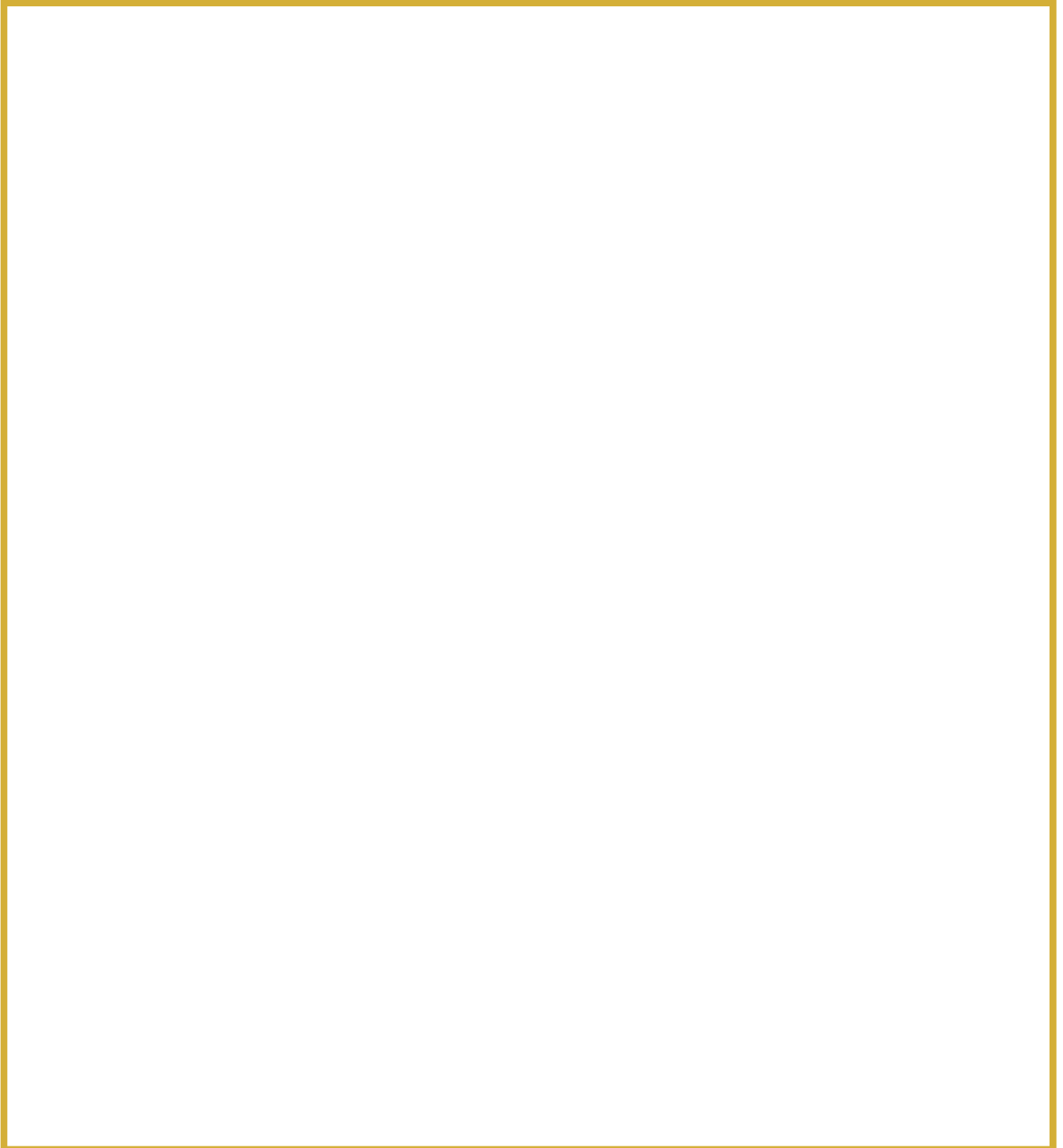
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What are your favourite offerings and what do you love doing? List below with price points



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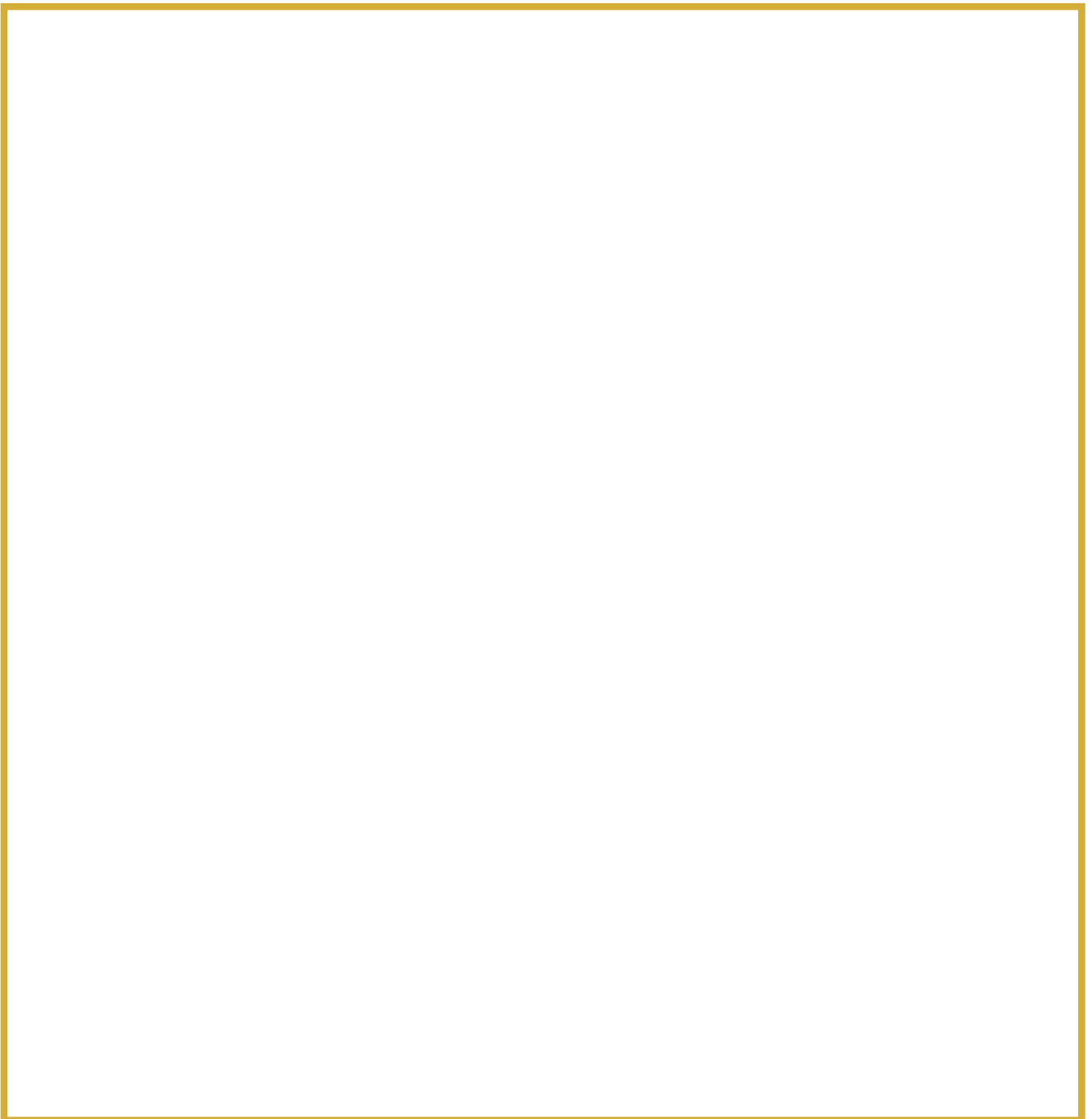
What new offerings could you potentially create for this year? Perhaps a workshop or retreat? Write your ideas down. (If you are stuck use the steps on the next page)



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Five steps to creating a new product/ service

1. What do your audience struggle with / have need of?



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2. You can ask/ poll your audience to find this out.

Below are some sample questions you can use for your surveys. If you need support or feedback please feel free to post in the group:

What is your biggest challenge/problem at the moment relating to XXXXXX (your area of expertise)

What is stressing you out when it comes to XXXXX

When it comes to your challenge, what is it costing you to not solve it (emotionally or financially)

What would be the ideal solution to your challenges above?

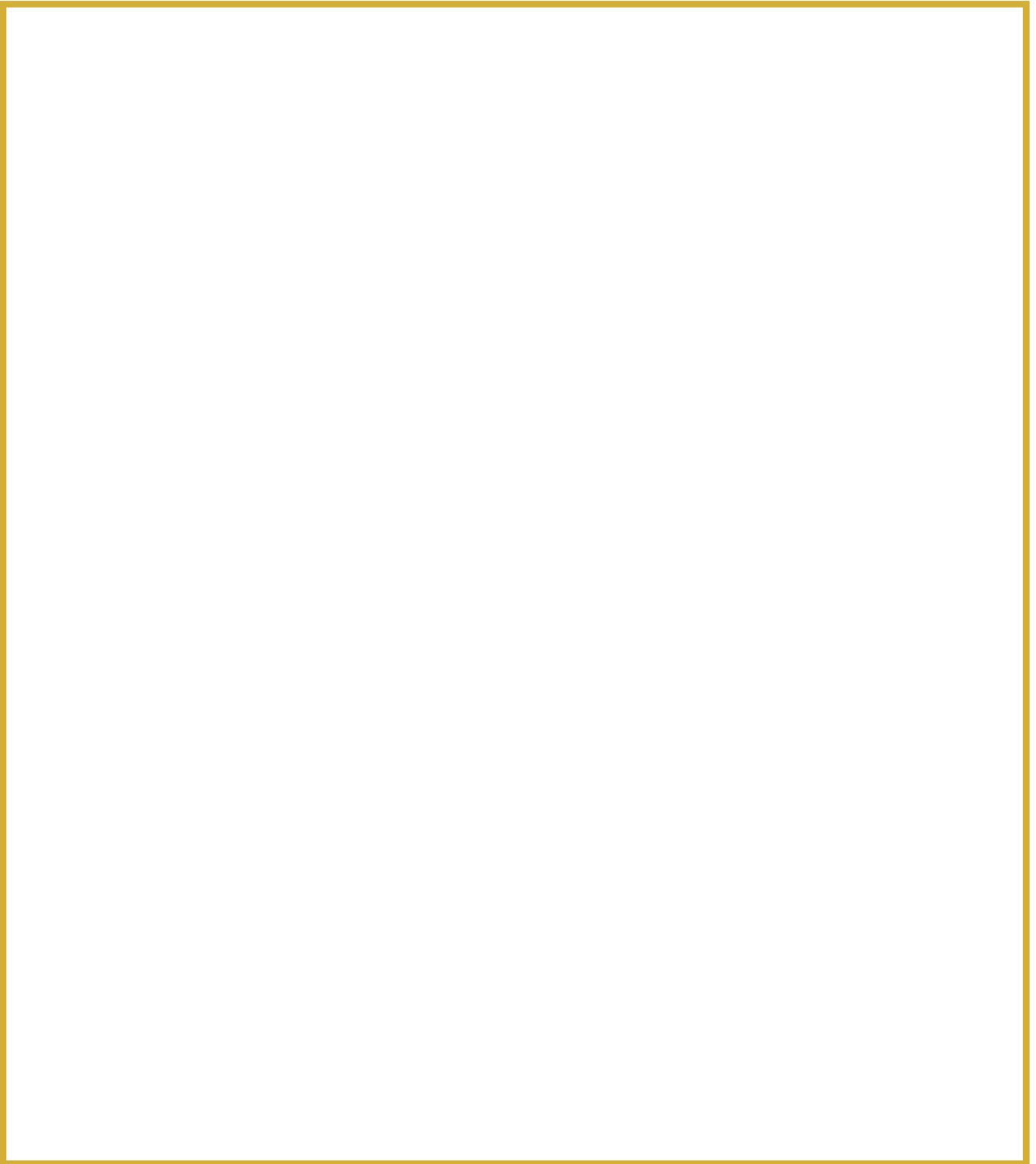
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3. Is there anything that comes up a lot in response to your blogs/ emails/ facebook posts?



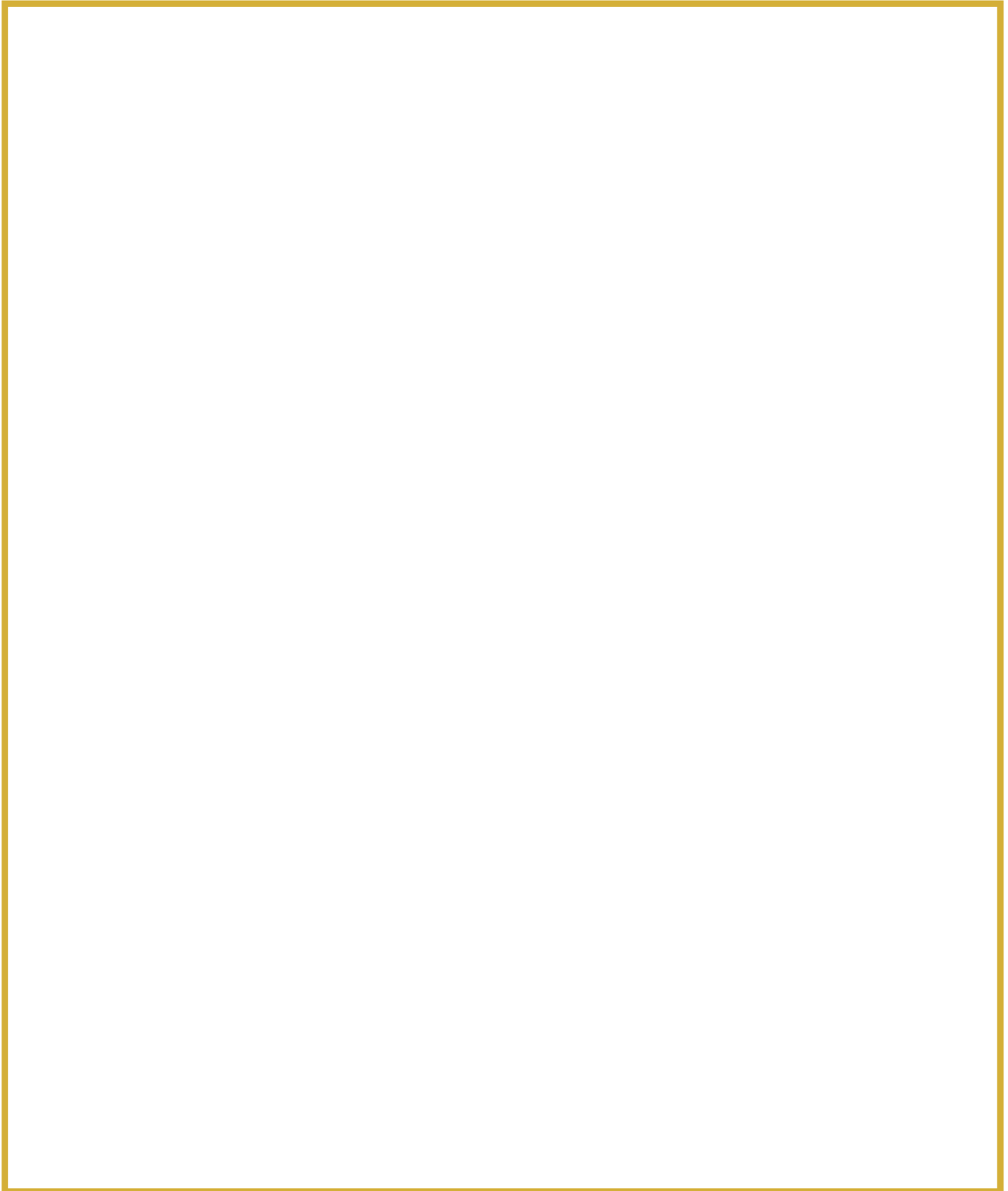
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4. What words do your audience use to talk about their struggles/ needs / wants. Save these to use in your sales copy.



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5. Then use all of this to create a fantastic offer you can sell to your audience!



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The first step to earning more is to write down your money goals. I do mine every single day, first thing in the morning.

I literally look at what I need to sell each month that then drives all of my activity.

Let's start with looking at the rest of the year in depth.

Commit to your revenue goal for the rest of the year. Write it down!



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Now break down your income in the table below.  
Map out the rest of the year and what you need to  
sell it hit your goal.

<b>April</b>	<b>May</b>	<b>June</b>

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July	August	September

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October	November	December