



CREATE YOUR OWN
**PURPOSEFUL
PACKAGES**

A 2-step template to confidently plan results for your clients + charge your worth as a health coach

Amanda Jane Daley



CREATE YOUR OWN PURPOSEFUL PACKAGES

What are 'Purposeful Packages' and why do I need to create my own?

A Purposeful Package is designed with the OUTCOME of your ideal client in mind. As Coaches, we are looking to support a client to make a 'transformation' in their life - a transformation from a current 'painpoint' to a desired 'outcome'.

This transformation could never take place in a single session. Designing your own Purposeful Package allows you to get real about what it will take in terms of coaching, tools and time for you to professionally support a client through a desired transformation. PLUS by selling Purposeful Packages, as opposed to single health coaching sessions, you can charge your worth by selling a number of sessions together and get real results for your clients.

Designing your own unique Purposeful Package is easier than it sounds - by first understanding your ideal client, you can design sessions which create 'desired outcomes' to their 'painpoints'.

I encourage you to dive into the 2-step process on the following pages without overthinking things - get down on paper your initial thoughts, and then come back later and refine your ideas until you are confident you have created a package that others are hungry for.

{Tip} Once you have designed your first Purposeful Package, run it past a few ideal clients and get their feedback, or pop over to my Facebook group Healthy Wealthy Society and get feedback from myself and our community.

You will probably never design a 'perfect' Purposeful Package as it will continue to evolve as you grow as a health coach. So, take imperfect action right now and get your Purposeful Package designed for your ideal clients who are waiting for you to show up in their lives!

Amanda x

Step 1:

Take a few minutes to daydream about your Ideal Client and then fill in the first template.

Step 2:

Use the second template to experiment with at least 3 different Purposeful Packages to see which one truly feels best for you. You only need 1 package to sell to your clients, but I strongly encourage you to explore different programs first instead of jumping to what you assume will work best. You'll be surprised by what you learn.

For my complimentary video training which explains Purposeful Packages in more details, visit: www.upswingclientkickstart.com

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{STEP ONE}

MY IDEAL CLIENT IS:

HIS/HER KEY PAIN POINTS ARE:

WHAT DOES SHE BELIEVE IS THE CAUSE OF HER PAIN?

SHE IS MOTIVATED BY:

WHAT WOULD BE HER DREAM OUTCOME?

SHE WILL PAY ANYTHING FOR:

MY SOLUTION IS (BE SPECIFIC):

SHE WILL BENEFIT FROM:

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{STEP TWO}

Name of Purposeful Package: _____ Investment Amount: _____

Full Payment Option: _____ Payment Plan Option: _____

Specific Goals of this Purposeful Package: _____

<i>WEEK</i>	<i>PAIN POINT/TOPIC/FOCUS</i>	<i>SESSION RESOURCES</i>	<i>SESSION GOAL OUTCOME</i>	<i>CLIENT HOMEWORK</i>
<i>1</i>				
<i>2</i>				
<i>3</i>				
<i>4</i>				
<i>5</i>				
<i>6</i>				
<i>7</i>				
<i>8</i>				
<i>9</i>				
<i>10</i>				
<i>11</i>				
<i>12</i>				

HUNGRY FOR MORE?

Do you need support growing your Health Coaching business?

I have now trained 1000's of new Health Coaches to kickstart their confidence, clients and cashflow with my signature '\$5k months for Health Coaches' system and I would love to give you access to the best-of-the-best of my trainings.

For complimentary trainings and resources to build your own thriving Health Coaching business - visit:

amandajanedaley.com/5kmonths/

For regular support from me and a like-minded community of driven Health Coaches, I invite you to hangout in my free facebook group 'Healthy Wealthy Society, where I offer feedback, support and inspiration on a daily basis:

facebook.com/groups/healthywealthysociety/

To work with me directly in building your Health Coaching business, check out my products and programs at:

amandajanedaley.com



With a background of 17 years in online marketing, Amanda Jane Daley has earned recognition by the world's top advertising awards. In just a few years, she's built a high 6-figure coaching practice of her own.

Now, she combines her health + business savvy to mentor other Health Coaches to achieve the same goals focused on money mindset work and current online marketing strategies.