



HOW TO CREATE
**PURPOSEFUL
PACKAGES**
(That Sell and Get Results)

Amanda Jane Daley



HOW TO CREATE PURPOSEFUL PACKAGES

*TO MAXIMIZE OUR TIME TOGETHER ON THIS MASTERCLASS,
DOWNLOAD AND PRINT THIS WORKBOOK IN ADVANCE
+ COME PREPARED TO DIVE IN AND USE IT TO CREATE YOUR
OWN PURPOSEFUL PACKAGE LIVE ON THE CALL.*

5 WAYS TO GET MASSIVE VALUE FROM THIS PURPOSEFUL PACKAGES MASTERCLASS

Step 1:

Print this workbook and bring it along to our LIVE Masterclass to stay fully engaged and focused during our time together.

Step 2:

Think of one question you'd like answered live on the masterclass. If your question isn't covered during the training, I can answer it live on the call at the end during the Q&A session.

Step 3:

To maximise your time on the call, commit to working through the work book live with me and then using the Q&A session at the end to ask any lingering questions so that you can walk away with your Purposeful Package drafted and ready to finalise.

Step 4:

Make a commitment to complete your Purposeful Package outline within 7 days of our live training - block out some time in your schedule to do so now.

Step 5:

And then get your package out to the world using the Simple Script I'll be sharing as a bonus live on the call.

HOW TO CREATE PURPOSEFUL PACKAGES

{STEP ONE}

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'.

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!

REASONS MY CLIENT (AND I) WILL BENEFIT FROM A PURPOSEFUL PACKAGE:

HOW TO CREATE
PURPOSEFUL PACKAGES

{STEP TWO}

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:

HOW TO CREATE PURPOSEFUL PACKAGES

{STEP THREE}

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 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 blog, 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.