

HOW TO CHARGE FOR COACHING WORKBOOK



Infidelity Recovery Institute
The Infidelity Recovery Method



FROM THE 6 FIGURE COACHING BUSINESS SYSTEM

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Welcome!

I'm thrilled you're interested in the Infidelity Recovery Institute, 6 Figure Coaching Business Program for modern coaches. This workbook will show you how to set your pricing for your coaching clinic based on your specific wants, needs, and desires.

Our mission is to help you realize your full potential and make the impact in the world you're meant to make. The world needs you. It needs that special thing you've been dreaming of since you were little.

Whether you're launching a brand new business or taking your existing practice to new heights, we're here to help turn your big dreams into a profitable reality.

After successfully empowering thousands of ambitious coaches around the world to have financial freedom and live their dreams, my deepest hope is that we'll be able to help you do the same.

With love & appreciation,

Savannah

Guidance:

This was created to help you take action to make your coaching business successful and profitable. Use the following questions to get crystal clear on your vision, goals and the actions required to make them happen. The key is to keep it simple, actionable and exciting.

Clear your calendar, get out your journal and let's get to work. Be sure to print this out so you can put pen to paper. Then take it to a coffee shop or park, WITHOUT an Internet connection or a time limit, and let the awesomeness begin.

Every magnificent accomplishment, discovery or transformation started with the decision to make a change and the tiny steps to follow. Over time those will move mountains.

Let's get to it!

~Savannah & the Infidelity Recovery Institute Team



Infidelity Coach
The Infidelity Recovery Method

***“Setting goals is the first Step in
Turning the
Invisible into the Visible”***

~ Anthony Robbins

Why Planning Matters

This workbook is the first step in creating a truly unique and profitable 6 Figure Coaching Business in your first year. Over the years, we have found that if you break down your business planning in to bite size chunks, then you will have a greater chance of actually doing the planning!

This workbook offers a unique way to look at what you need to do in your coaching business in order to have the lifestyle and income you need. Many programs ignore this very important point, and this is why most coaches and entrepreneurs fail. They fail because of cash flow.

Back in Sydney during the early 2000's, I would bill my coaching clients at \$450 per hour. The first thing I would review with the client is their Cash Flow statement. Note that 99% of clients did not have a Cash Flow Statement. Some clients would tell me that their accountants were handling the financials, or some office bookkeeper. Yikes!

"Great!" I would say. "But how much money are you taking home each week? And does this cover all your expenses? Does it allow for vacations or to put some money away for other lifetime dreams? Can you pay extra off your mortgage? Have you allowed for tax & compliance? Do you know how much each product/service in your business makes, and what the cost is to offer that product or service?"

You see, if you don't make enough money to cover your own hopes, dreams and desires, then you will either go broke or be miserable, or both. It will most probably cost you more than just your health. It will probably cost you your relationship too.

Some of you maybe excited at the idea of planning out your whole year in advance. I know I get excited when I do my annual plan – just like the one you are about to do now. But most people would rather watch grass grow. I totally get it. However, if you fail to plan, then you plan to fail. Simple.

I promise you this. Every single business I have worked with using this strategy:

- Increased Profits
- Killed unprofitable services & products
- Kept Motivated
- Felt Empowered
- Made money in their own pockets
- Had a lifestyle
- Had choice
- Understood the running of their business
- Impressed their accountants
- Felt in control
- Planned their continued Growth
- Had a happy business owner!

This workbook will lead you through 5 Steps to understand how to price your coaching programs. It has a simple to follow, step by step flow that you will really enjoy. Remember, it does not have to be perfect! Print out a few copies, and have some fun with your first copy.

Let your imagination run wild. Think BIG. Would you like to add money for a vacation or two this year? Then add it in! Do you need a new car? If so what type? Add it in!

After you complete the 5 Steps, you will be ready to take the next step and create a Cash Flow Excel Sheet, to plan your 6 Figure Coaching Business. While taking these exercises to a professional can save you time, you do not understand YOUR coaching business. Plus a professional will charge around \$4000 +++ for Financial Planning. Learn this skill and understand how to create the coaching business that you have always desired.

Why Undercharging Does Not Work

As a new coach you will most probably undercharge for your service, because YOU do not value your service, or you follow what other coaches are charging. Here are 15 reasons why coaches undercharge, and some myths around current price setting.

A. Why You Charge Too Little For Your Coaching:

1. You don't see the value in coaching. This is way more common than you might think. In fact I didn't see it until I'd been coaching a while. What changed? I worked with incredible mentor coaches who helped transform my life. Then I watched myself transform my clients' lives.
2. You have a disempowering story about why people won't pay you more. Yes, a lot of people have been out of work for a long time. But 90% are still working and many of those are making more money than ever. And coaching continues to be the 2nd fastest growing profession in the world. But those are generalizations. The truth is, people who see for themselves the value in coaching will find the money to pay for it. For example, if you're a career coach who has a great

- track record helping people get hired, an unemployed person will pull together the money to hire you.
- 3.** You're trying to sell coaching to people who don't value it. For one person, \$25 per month will be too much to pay for coaching. But for someone else, anything less than \$500 may be too little, because they want the best coach they can afford. Like it or not, people frequently measure how valuable something is by how much it costs. And in the case of coaching, clients actually put more effort into their own results when they pay more, because they want their money's worth. So don't waste time on the 'client' who's interested in coaching with you, but not interested in paying, unless you sense they are that rare person who will knock themselves out even if you coach them for free - and you really want to coach them.
 - 4.** You don't think you're worth it. Okay, let's say you're a new coach and you've seen the credentials and track records of your competition. Pretty intimidating? It may be tempting to compete on price, but will that really satisfy you? A better strategy is to do everything in your power to get results and credentials as quickly as you can, so you can compete, period. Coach a lot of people for free for a set period of time,

but be sure each client knows you want a testimonial from them in exchange. Become a certified coach quickly.

5. You're trying to coach too many people. When I first became a life coach, I thought 30-40 clients was a full coaching practice. And to make a good living, I really did need a lot of clients, because I was only charging \$100-200 per month for each. That left me in a chronic state of always needing more clients. I wish someone had told me that most successful coaches have less than ten clients.
6. You don't know how much money you need to make. When you subtract the money it takes to make money, including your business expenses, taxes, and benefits you'd normally get from a salaried position, it takes a lot more money than you might think, especially if you only have 6 clients. Be sure you do the math.
7. You want to coach low-income people who could benefit from coaching. Nothing wrong with that, unless you put yourself out of business. Better to charge a fee to most of your clients that's high enough to allow you to offer some scholarships. You can also volunteer your coaching services to an organization that provides coaching to low-income people.

B. Why Charging Low Fees Doesn't Work For Your Coaching Clients:

- 1.** People perceive life and business coaching as a highly-personalized, high-end, expensive service. That's what they're looking for and it's usually what they want to buy. When you charge less, you look like a bargain-basement coach (who may deliver bargain-basement results). One-to-one coaching delivers dramatic results and if the price tag is inconsistent with that, you run the risk of confusing people (and confused people don't buy).
- 2.** When people buy a high-end service, they're saying to themselves, 'I'm worth it!' That feeling is what they want. And when someone decides it's time to get a life coach to help them upgrade their life, that feeling is a big part of their resolve. They may actually be disappointed if you don't charge enough to make a statement that from now on, things will be different for them.
- 3.** People want their money's worth, so the more they pay, the more value they'll get. Your high-paying clients will work harder and achieve more. And you'll be less likely to slack off, too. As one of my colleagues told me, every time she signs on a client

with her new higher fee, she thinks, 'Holy crap! Now I have to deliver that much value!' and that's a good thing.

4. Your clients deserve better service from you. I tell my clients that it's my goal to give them exactly what they need. But a coach who's trying to make a living with 30 low-paying clients is spread too thin between serving clients and constantly needing to market and sell in order to keep the numbers up. That means less attention for each client. And it may mean that you're needy, because you always need more clients.

C. The Reality Check:

1. Coaches worldwide average around \$200 per coaching hour. Even if you choose to discount your fee, you don't need to charge a lot less than that.
2. According to Sherpa Coaching, most professional coaches average just six clients per week. That means each client needs to pay a hefty fee in order for the coach to earn a substantial salary.
3. Even if you have only 5-10 coaching clients, you will need to spend some time and expense on marketing and sales and you

need to be paid for your entire week, not just the time you spend coaching.

When you add up what it costs to be in business, including business expenses, income tax, retirement investments and, if you live in the US, health insurance premiums and 100% of your Social Security and Medicare payments, you may find that earning a \$100,000 take-home salary from coaching may easily require \$150,000 in annual income.

Principles of The 6 Figure Coaching Business Program

The Infidelity Recovery Institute offers the 6 Figure Coaching Business Program for coaches, psychologists, MFT, and holistic coaches. It is designed to ensure the coach has a profitable and successful coaching business that will provide the income and lifestyle they need.

Throughout the program, the coach designs their coaching business around the 6 Figure Financial Plan. The coach has support from Savannah Ellis or one of the IRI teachers via weekly Google hangouts. The coach completes the 6 Figure Coaching Business with a personalized 90-Day Action Plan that guarantees a 6 Figure Coaching Business.

Some of the key elements learnt include:

- Important to offer multiple services and products
- Create Multiple revenue streams
- Cross pollenate prospects and clients

- Strategy in place to retain the clients
- Strategy to gain new clients
- Building layer upon layer, step by step –
 - You can't get 6 figures in one month, but you can with a strategy and you have a process. You need tools and process
- Doing it right – no short cuts, as best as you can.
 - You don't have to be perfect.
 - Be in open communication with your clients
- Selling programs not sessions.
 - Sell the client a solution to their biggest problem
 - Is it a workshop?
 - Is it a program
- Don't reinvent the wheel
- Building momentum, and leveraging the “whole”

10 quotes from Zig Ziglar that have the power to completely change the direction of one's life.

- 10) *"Remember that failure is an event, not a person."*
 - 9) *"You will get all you want in life, if you help enough other people get what they want."*
 - 8) *"People often say motivation doesn't last. Neither does bathing—that's why we recommend it daily."*
 - 7) *"There has never been a statue erected to honor a critic."*
 - 6) *"People don't buy for logical reasons. They buy for emotional reasons."*
 - 5) *"Expect the best. Prepare for the worst. Capitalize on what comes."*
 - 4) *"If you go looking for a friend, you're going to find they're scarce. If you go out to be a friend, you'll find them everywhere."*
 - 3) *"A goal properly set is halfway reached."*
 - 2) *"Your attitude, not your aptitude, will determine your altitude."*
 - 1) *"If you can dream it, you can achieve it"*
-



YOUR MONEY MAP!

How much money do you need to make each month to live the life you *really* want?

**START
YOUR
JOURNEY!**

Add up all of your known
annual expenses/bills
(use enclosed chart)

Add **NEW** purchases
you want to make over
the next 12 months
(be specific)

Add taxes, insurance payments,
health costs, everything

Divide the total by 12 to get your
**Monthly Must Move to Empowered
EQUATION!**

**YOUR
DESTINATION!**

This number will provide the life you dream of and plan for!



5 Steps to Setting Your Coaching Fees

The Empowered **EQUATION** for Determining How to Set Your Monthly **RATES** and **Ideal Package PRICE** (MFG/INC = IPP)

STEP 1:

Get Clear on Your Financial Goal

How much money do you need to make each month to live the life you want?

Don't guess that number! Take some time to get clear on what your life costs. Really add it up so that you can see that the money you will be making actually means something to you.

- Add up ALL your known ANNUAL expenses – so all of your monthly bills, plus any quarterly or one-time-per-year bills
- Add the specific purchases you want to make over the next 12 months
- Then divide that total sum by 12 to get your Monthly Financial Goal

EXAMPLE: Sue's Monthly Financial Goal is \$9,987.45 per month. This allows her to pay her basic expenses, make a dent in her debt, cover the rent of a new home she's had her eye on, purchase the BMW SUV that she loves, and pay for private school tuition for her daughter who is entering kindergarten.



STEP 2:

Determine how many clients you'd like to work with on a monthly basis

To determine your Ideal Number of Clients per month, start by looking at private client sessions for a single week:

- How many one-on-one individual client sessions would you like to host per week?
- Ideally, how long would each session be? (30 minutes? 45 minutes? 60 minutes?)
- Don't over extend yourself. Remember, you need time to work ON your business as well.

Once you have the ideal number of individual sessions you'd like to host per week, multiply that number by 52 weeks, and then divide the result by 12 months. (Round up to the nearest whole number.)

- So for instance: If you've determined that you'd like to engage in 10 private client sessions every week, your math would look like:
 $10 \times 52 / 12 = 43.33$
(Round up to 44 individual private client sessions)
- This allows you to see the number of sessions you are aiming to fulfill per month
- Guess what? This formula asks you to stretch yourself to accommodate 11 private sessions per week in each 4-week month!

Next, how many actual clients make up these individual client sessions?

- Ask yourself: Is it best that your clients speak to you every week, every other week, or just once per month?
- If you determine that a single private client session per client, per month is appropriate, this would mean you would ideally like to have 44 private clients every month (as per the example above).
- If you determine that 2 private client sessions per client, per month is better (meaning each client would receive 2 sessions every month), then you would be looking for 22 private clients each month.
- If you determine that your clients really need to speak to you every week, then you would be looking for 11 private clients each month.



EXAMPLE: Sue wants to engage herself in 44 private client sessions per month. She sees clients in 30-minute phone sessions, twice per month. Meaning, Sue's Ideal Number of Clients is 22. This leaves plenty of time for her to develop content and work ON her business. She wants Mondays and Fridays client-free. She can easily schedule eleven 30-minute private client sessions (for a total of 5.5 hours) between Tuesday - Thursday each week.

STEP 3:

Set your prices

This is simple math.

Take your Monthly Financial Goal and divide it by your Ideal Number of Clients you'd like to work with per month.

The Empowered EQUATION for Determining How to Set Your RATES:

$$\text{MONTHLY FINANCIAL GOAL} / \text{IDEAL NUMBER OF CLIENTS} = \text{Ideal Package Price}$$
$$\text{MFG} / \text{INC} = \text{IPP}$$

EXAMPLE: Sue's Ideal Number of Clients is 22, and her Monthly Financial Goal is \$9,987.45

$$9987.45 / 22 = 453.97$$

Sue knows, based on her math, that she needs to charge each client \$453.97 per month for her services. (Add a cushion: Sue could nicely round up her IPP to \$497/client)



STEP 4:

Make sure the value you are giving EXCEEDS the Investment you are requesting from your clients

Here you need to answer four VERY CRUCIAL questions.

1. What will your clients gain from working with you?
 - How will they be changed?
 - How will you be adding to their life?
2. What components do you need to make sure are included in your program so that your clients have every opportunity to experience the answers to your questions above?
 - Will they need an Intensive? 2 hr? 4 hr? A full day?
 - How much support from you will they need? Email? Phone? In Person? Skype?
 - What bonuses can you include to support them in their work with you? Home study program? Book? Supplemental materials?
3. What duration of time will your clients need to work with you to experience the results they are expecting?
 - 3 months? 6 months? 12 months?
4. Does the value your clients will be receiving EXCEED the investment you are requesting from your clients?
 - Remember, you are not selling your time, you are selling results

EXAMPLE: Sue knows that to work her clients through what they need to do to hit their goals, she needs to have an initial goal setting session that will last 2 hours. She also knows that she'll need to be their accountability coach and speak with them every other week for 30 minutes. She believes that issues will pop up between calls, so she will allow her clients to reach out to her via email when and if they need to. She wants to start by requiring her clients to make a 3-month commitment to her program and to themselves. She's going to give each of her clients an accountability journal to help support them. She also believes an overview session nearing the end of their 3-month commitment will really help wrap things up and allow her to possibly upgrade her clients into another 3-month program. Therefore, Sue's program consists of:



Sue's Get Results Now Program:

- One 2-hour goal setting session via phone or skype
- Two 30-minute one-on-one phone calls per month for 3 months
- Email support as needed for 3 months
- Accountability journal
- One 60-minute wrap up session to assess progress made towards goals.

*She wants to work with 22 clients, so she would sell her 3-month program at:
MFG x 3 months / INC = \$1361.92*

(She could round up to \$1497 per client for her 3-month program)

Sue knows that if her clients follow her directions, the value of the program exceeds the investment of \$1497.

Note: If Sue changed her mind and decided that – in order for her clients to achieve their desired results – she needed to speak to each client every week (adding 2 additional calls per month for each client), all of a sudden her Ideal Number of Clients drops from 22 to 11. This would change the price of her 3-month program to \$2723.84 (or \$2997).

STEP 5:

Resist the urge to discount or lower your prices based on your thought about what people will pay or your own fear of rejection.

Remind yourself that you can't have a desire without the resources present for you to experience that desire.

- Get comfortable with hearing the word, "no".
- Keep focused on your IDEAL CLIENT.
- Reach out for help if you find yourself resisting asking for what you want.



Personal **WORKSHEET**

I need \$ _____ per month because I want _____

I would like to work _____ hours per week and work with _____ one-on-one clients.

If I multiply the number of clients per week I would like to work with by 52, this number tells me how many clients I need to work with per year. If I then divide that number by 12, I can see how many clients I need to work with per month.

Number of Clients per week x 52 weeks / 12 months = Ideal Number of Clients per month.

Based on my preferences, I would like to work with each of my individual clients _____ times per month.

If I divide my financial goal of \$ _____ by the Ideal Number of Clients I would like to work with per month, I know that I need to charge \$ _____ per client for my services.

In working with me, my clients can expect _____

In order for my clients to have the best possible chance of experiencing this, my program needs to include: _____

I know that the value of this program exceeds the investment that I'm requesting of \$ _____ per month.

This Is Your Time

The World Needs That Special Gift That Only You Have.

If you'd like to register for the 6 Figure Coaching Business, go to www.infidelityrecoveryinstitute.com and start today!

On behalf of myself, our team and our entire IRI community, we sincerely hope to have the honor and privilege of working with you.

Savannah