

# HIGH TICKET PACKAGE PRICING EXAMPLES

Note: These sample rates can be used for private coaching, group coaching, retreats, VIP experiences, masterminds, etc.

## **6 month coaching package**

\$5000 upfront OR

\$997 per month for 6 months (which totals \$5,982)

## **12 month coaching package**

\$6,000 upfront OR

\$700 down plus \$527 per month for 12 months (which totals \$7024)

## **12 month coaching package**

\$10,000 upfront OR

\$700 down plus \$997 per month for 12 months (which totals \$12,664)

## **3-month coaching package**

\$3,000 upfront

Or \$700 down plus 3 payments of \$997 (which totals \$3,691)

A 'not-as-high-of-a-ticket' option for a 6 month coaching package:

\$2500 upfront OR

\$500 per month for 6 months (which totals \$3,000)

3-day in-person retreat:

\$7500 upfront

Or 3 payments of \$3,333 (which totals \$9,999)

Or

\$5997 for a promotional/special offer

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## **VIP Days:**

Early on- I charged \$997 for a full day

Then bumped it up to \$5,000

Then to \$7,500

Then to \$10,000

Note: I will often add extra value to the VIP Package (like 2-3 bonus private coaching sessions and/or Voxer access), access to my Powerhouse Vault (online portal with resources), etc.

## **Private Elite Level Coaching:**

\$42,500 upfront

OR

\$5,000 down, followed by 12 payments of \$3750 (which totals \$50,000)

If you are struggling with the amount you WANT to eventually charge- you can work towards it. Simply have the first two people who step in receive a great introductory rate.

### ***The KEY THING is to say:***

The Standard rate is [insert eventual rate; i.e. \$5,000]. As this is a newly designed package, I'm offering it for [special introductory rate; i.e. \$3,000] for the first two people who step in." This way, you are practicing saying out loud to a potential client what the standard (eventual) rate is - so by the time you've enrolled two people at the introductory rate, you may feel more confident in the standard rate.