

From Discovery to Membership

Determine a Rewarding Price

To determine a rewarding price for a potential client who starts out with a discovery session that correlates with a future membership enrolment, you'll need to consider several factors:

1) **Cost of Equipment, Tools & Supplies:**

Calculate the expenses involved in conducting the body scan session. This includes specialized equipment, materials for the session & supplies for the class/lesson/session.

What are the costs of your equipment, tools & supplies?

Equipment?

Tools?

Supplies?

2) **Time & Expertise:**

Factor in the time it takes to conduct each session, the expertise you bring to the table, your skills & your knowledge should be reflected in the pricing.

What would you normally charge per hour for your expertise?

The Price for Your Entry Level Services?

The Price for Your Intermediate Services?

The Price for Your Advanced Services?

3) Market Research:

Look at what similar services are priced at in your area. This will give you an idea of the competitive landscape while helping to position your offerings appropriately.

Who in Your Industry is Offering Similar Services to What You Are Doing? And How Much Are Their Fees?

a) Who? _____ Price? _____
What are They Offering?

b) Who? _____ Price? _____
What are They Offering?

c) Who? _____ Price? _____
What are They Offering?

What Will You Offer?

Potential Prices You Are Considering? _____ or _____

4) Perceived Value:

Consider the perceived value of your services. If you're offering a unique, comprehensive experience that integrates body scanning, holistic healing, art & a specialized service your clients may be willing to pay a little more for the combined benefits.

What Value Could You Add?

5) Client Demographics:

Understand your target audience & their willingness to pay. If you're targeting a high-income demographic or individuals who value holistic wellness, you may be able to set a higher price.

Where Are Your Audiences?

Audience A - Locals _____

Audience B - Referrals _____

Audience C - Advertising _____

Audience D - Online _____

6) Personalization:

You are creating a personalized, tailored experience for each of your clients. While many practitioners offer standardized sessions for their clients, you also have potential programs, workshops & add-ons for later that need to be factored in, even if you have not created them yet.

What Can You Add that Your Competitors are NOT Doing?

By adding a tailored approach to meet the individual needs, preferences & desires of each client, you can significantly enhance their experience to increase the likelihood of saying yes to an exclusive session with you.

Here's What You Could Implement As A Strategy:

Personalized Assessments: Conduct an in-depth assessment or consultation with each client before their session to understand their specific goals, preferences, challenges, or any relevant medical history. This will allow you to tailor your approach for specific recommendations accordingly.

What Could You Offer?

Customized Sessions: Based on the information gathered during the assessment, customize each session to address the client's unique needs & preferences. This could involve adjusting the techniques used, the focus of the session, or incorporating elements that resonate with the client on a personal level.

What Could You Offer?

Individualized Support: Offer personalized support, individual or group guidance throughout the client's journeys, especially when they link in a few ways. Consider that people progress at different rates & some may need a little extra help. Use the feedback you'll gather from surveys & replies to evolve in helping with their needs.

This could include follow-up sessions, check-ins, or ongoing communication to ensure they feel supported every step of the way.

What Could You Offer?

Empowerment and Autonomy: Empower clients to take an active role in their own healing journey by providing them with tools, resources & additional education on the subject to support their ongoing growth & development. Encourage them to take ownership of their wellness & make informed decisions that align with their values, goals & help them set new intentions.

What Could You Offer?

By emphasizing personalized, tailored experiences, you demonstrate to your clients that you truly care about their individual needs & are committed to supporting them on their journey. This can help build trust, rapport, loyalty & make for a caring relationship where they feel more likely to say yes to exclusive sessions with you & enter into your supportive membership.

Based on these considerations, here's a suggested approach to onboard your clients onto their client journey with you:

Step 1 - Discovery for an Entry-Level Price

Start with a discounted introductory rate for the combined session. This serves as a way to attract clients, get them interested in your offers & also to help them to get to know the level of expertise you have to offer.

For example:

You could offer a package deal starting from \$xxx for the introductory session & it would cover the cost of the assessment, the focused healing session & a creative art session.

Make sure to highlight the value they're receiving compared to purchasing each session separately. Value is Assessment (valued at \$199), Focused Healing Session (Value \$150) & the Creative Art Session (Valued at \$229) Total Value \$578 for the Special Offer of \$485

Step 2 - Create an outline of 12 Pieces/Lessons for the Membership based on your Discovery & what your client's needs are.

What did your clients reveal in their discovery phases?

Client 1 - _____

Client 2 - _____

Client 3 - _____

What are the 12 Pieces/Lesson Outlines for Contents in Your Membership?

Introduction = discovery phase enrolment

Piece/Lesson 1 Outline

Piece/Lesson 2 Outline

Piece/Lesson 3 Outline

Piece/Lesson 4 Outline

Piece/Lesson 5 Outline

Piece/Lesson 6 Outline

Piece/Lesson 7 Outline

Piece/Lesson 8 Outline

Piece/Lesson 9 Outline

Piece/Lesson 10 Outline

Piece/Lesson 11 Outline

Pro Tips:

- The membership can include discounted rates for regular sessions, exclusive workshops & other perks you want to offer exclusively.
- For the monthly membership, you could set a smaller price ranging from \$15 per month upwards, depending on the frequency of sessions, additional benefits offered & the amount of work you want to contribute.
- Make sure your membership provides enough value to incentivize clients to commit to the monthly fee you've outlined & that they are receiving the benefits you outlined.
- Regularly & casually pick up on their needs without making a fuss or asking directly. Our communities are often eager to tell us what they need.
- Remember to test the different services you want to offer at the price points you came up with. Once you have an established group, you can adjust the prices based on feedback, demand satisfaction & needs.
- Additionally, consider offering flexible payment options or discounts for referrals to further incentivize clients to join, stay or share your programs.