



PACKAGE

100Kva

PACKAGE

TO BE WORKED THROUGH IN CONJUNCTION WITH VIDEO:

[HTTP://TINYURL.COM/100KVAPACKAGELESSON](http://tinyurl.com/100KVAPackageLesson)

WHEN CREATING PACKAGES THINK ABOUT WHAT BRUISE YOU ARE GOING TO SOLVE FOR YOUR CLIENTS IN CONJUNCTION WITH WHAT IS SCALEABLE IN YOUR BUSINESS. WHAT CAN YOU ACHIEVE EASILY WITHOUT WORKING LONG HARD HOURS. REMEMBER I WANT YOU TO MAKE MORE MONEY THAN THE AVERAGE VA SO YOU HAVE TO WORK SMARTER NOT HARDER.

YOU WILL ALSO HAVE TO DECIDE WHICH METHOD YOU WANT TO USE WHEN DESIGNING YOUR PACKAGES AND MY PREFERENCE AS I MENTION IN MY VIDEO IS TO REVERSE ENGINEER IT. EITHER PICK A PACKAGE PRICE OR NUMBER OF CLIENTS YOU WANT AND THEN WORK BACKWARDS TO DESIGN WHAT YOU CAN INCLUDE TO BRING UP THAT VALUE.

IF YOU HAVEN' T CHECKED OUT THE PACKAGE CHECK LIST I INCLUDED IN THE EMAIL MAKE SURE YOU DO AS IT GOES OVER THE FACT THAT YOU DO NOT NEED TO ADVERTISE THESE PACKAGES. WE DON' T WANT CLIENTS TO FEEL LIKE ANOTHER NUMBER...MORE OFTEN THAN NOT THESE PACKAGES ARE JUST TO MAKE IT EASIER FOR YOUR TO SELL YOUR SERVICEES IN A BUNDLE RATHER THAN BY TIME.

LET'S ASSUME YOU WILL PICK OPTION 2 FOR NOW AND DO SOME CALCULATIONS. EVEN IF YOU DON'T WANT TO USE THIS METHOD, IT'S VALUABLE TO WORK OUT THE FORMULA SO YOU KNOW WHAT YOU ARE UP FOR.

WHAT DO YOU THINK IS THE BIGGEST PACKAGE YOU CAN SELL ON A WEEKLY BASIS BASED ON PRICE?

WEEKLY CLIENT INVESTMENT: \$ .....

$\$100,000 / 52 \text{ WEEKS} = \$1,923$

HOW MANY "PACKAGES" DO YOU NEED TO SELL IN ORDER TO HIT \$1,923 PW? FOR EXAMPLE, \$120 GOES INTO \$1,923 16 TIMES. THAT WOULD MEAN YOU NEED AT LEAST 16 CLIENTS AT THAT WEEKLY PACKAGE.

NUMBER OF CLIENTS NEEDED: .....

NOW LET ME ASK YOU THIS! THE NUMBER OF CLIENTS YOU NEED.....IS IT SMALLER THAN YOU REALISED?

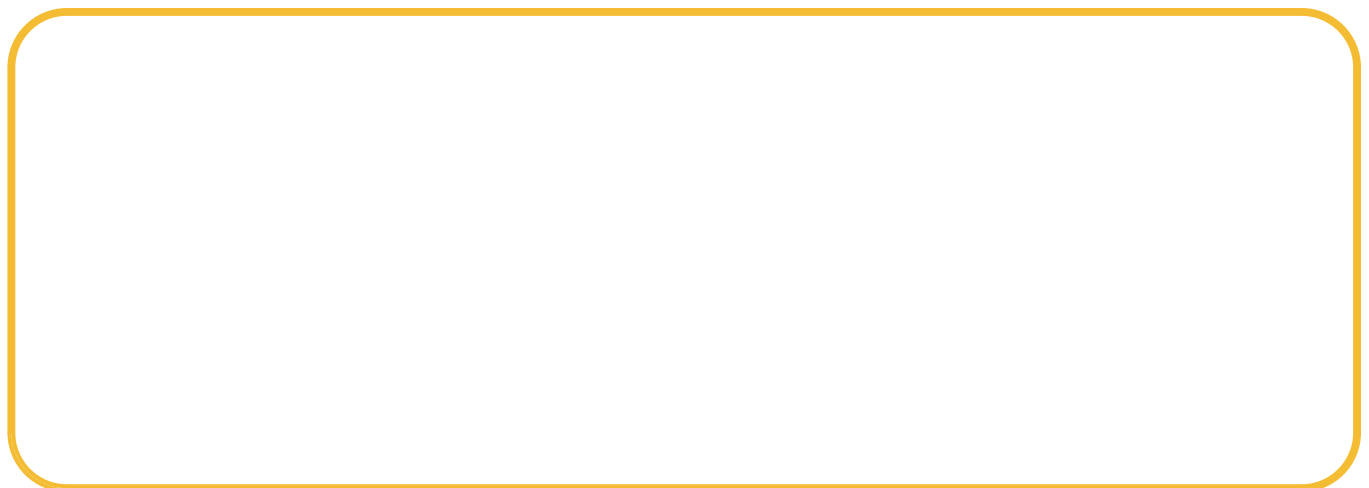
NOW TAKE A MOMENT TO THINK ABOUT HOW "DOABLE" THAT NUMBER OF CLIENTS IS TO MANAGE BASED ON YOUR SKILLS? THERE IS NO RIGHT OR WRONG ANSWER. IF YES THEN AWESOME. IF NO, THEN INCREASE YOUR PACKAGE PRICE (THE WEEKLY CLIENT INVESTMENT) AND ADJUST THE NUMBER OF CLIENTS YOU NEED TO GET.

# 100K *va*

NOW WHAT? NOW YOU BUILD WHAT WOULD BE INCLUDED IN SAID PACKAGE! REFER BACK TO YOUR LIST IN YOUR IDENTITY MODULE IF NEED BE.



WHAT "FREE OF YOUR TIME" BONUSES COULD YOU ADD IN TO MAKE IT MORE VALUABLE. THINGS THAT THE CLIENT WILL LOVE, BUT DON'T COST YOU MUCH MORE (IF ANY) OF YOUR TIME.



# 100Kva

WHAT COULD BE A COOL SEXY NAME THAT YOU COULD CALL YOUR PACKAGE? THINK ABOUT THE BRUISE YOUR A SOLVING AND SEE IF YOU CAN INCORPORATE THE LANGUAGE INTO THE TITLE

FOR EXAMPLE: SOCIAL MEDIA SUPPORT IS BORING AS ANYTHING!! BE CREATIVE, BE ORIGINAL - DON' T BE BORING. WATCH THIS VIDEO FOR MORE CLARIFICATION [HTTP://TINYURL.COM/ORIGINALVA](http://tinyurl.com/originalva)

AGAIN GO BACK AND THINK ABOUT IF YOU HAD 20 CLIENTS ON THIS PACKAGE. WOULD IT BE DOABLE (EVEN IF YOU NEEDED A TEAM MEMBER). CAN IT WORK? DON' T CREATE SOMETHING THAT IS TOO HARD TO MANAGE OR SELL.

SIMILARLY DON' T GO AND SPEND \$\$\$ AND TIME ON YOUR WEBSITE UPDATING THIS NEW PACKAGE INFORMATION, CREATING FLYERS ETC. FIRST WE SELL, THEN WE MAKE. YOU ALWAYS ALWAYS SELL BEFORE YOU CREATE.... THAT WAY YOU DON' T WASTE TIME ON SOMETHING POTENTIAYL NOBODY WANTS!

IN A FEW DAYS I WILL SEND YOU SOME INFORMATION REGARDING PRICING. I WANT TO DO IT SEPARATE AS ITS A BIG TOPIC, WITH BIG FEARS AND CHALLENGES FOR MANY VAS. KEEP YOUR EYES PEELED :)