

## **Sean Mize 60 Day Coaching**

### **Day 6: Audio 2**

#### **Ultimate Package Structure**

**Audio Length: 9 Minutes**

Sean's going to show you how to package your high end products and coaching.

He likes a structure where the client asks you questions and you respond, vs. a straight teaching model.

Sean has you imagine someone has wired money to you for your coaching. They want you to teach them everything you know. They want in-person attention as well as Skype or email for 1 year.

Would you send the money back or keep it? Everyone he's asked said they'd keep it.

Sean gives examples of additional combinations.

What if you had a few clients for 6 hours a day.

Based on this, what do you do?

Is there some combination of elements that will be worth \$5,000, \$8,000, or \$10,000.

What if you had this available on your sales page? You don't even really need a sales page... maybe just a list of bullet points.

12 hours of 1 on 1 time with you over Skype.

You'd have a link on your website titled "high end coaching."

People will click on your link. They'll either think you're crazy or they'll respect you. 99% of the time, they'll respect you. If they didn't respect you, they wouldn't be reading your website. Just by having that link on your site, your value goes up dramatically in their eyes.

You can even have a lower end option where they get less personal attention but they still get the excellent information.

This creates a level of contrast in your business that can really grow your business in amazing ways.