****

**Skills, beliefs, and strategies my clients will need to master**

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| --- | --- | --- |
| **Skill/belief/strategy** | **Benefit** | **Benefit of the benefit** |
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**Simplification into higher level categories**

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| **High-level categories** | **Higher level benefit** | **Higher level benefit of the benefit** |
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**Number of sessions and time container**

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| --- | --- | --- |
| **Number of sessions** | **How long I want/need to work with the client** | **Additional support** |
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**Naming Your Programme**

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| --- | --- | --- |
| Words that reflect the results my client desires | Powerful, magical and/or superhero type words | My programme name ideas |
|  |  |  |

**Sense check**

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| --- | --- | --- |
| How does the number of sessions, time frame and additional support commitment make you feel? | Does the title make sense? | Would your client be happy to be associated with it? |
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**Pricing Your Programme**

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| --- | --- |
| **Result** | **Value of Result/Cost of Not Having Result** |
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| **TOTAL VALUE OF PROGRAMME:** |  |

**Bashing the Money Mind-Monkeys**

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| --- | --- |
| **The thoughts and beliefs that bubble up when I think about charging this amount of money for my coaching programme…** | **The ways in which I can prove these thoughts and beliefs are false…** |
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**NOTES AND QUESTIONS TO ASK**

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