



FEE STRUCTURE IDEAS

Now that you've embraced a mindset for Allowing Abundance, here are some ideas for structuring your fees:

1. Set and intention in advance by deciding what you would like to make per week/month and how much time you would ENJOY dedicating to your coaching business.

→ Allow for even MORE bonuses, upgrades and happy surprises by adding "I receive and experience THIS or something better!" to your intention so that the Universe can hook you up in MULTIPLE ways

2. Do your homework to find out what other local - or online-based coaches who are doing something similar to you - are charging per hour/month/etc*. and use that as a jumping-off point to decide where to price YOUR coaching business.

**Because this is an international course, there is no way to offer specific numbers that would fit every country, city, island, or community, so it's up to you to know what range fits your market.*

3. More specialized and unique = higher fees.

For example:

→ Are you a successful musician, fine artist, or writer who understands the artist's psyche or business aspects of your field?

→ Are you a health & wellness professional who can include recommendations for healing modalities, healthy eating, exercise, or supplements?

→ Have you had amazing results with parenting in general or helping parents with special needs children?

→ Are you an athlete, mechanic, farmer, math teacher, physician, manager, mental health professional/counselor, IT professional, cyclist, pastor/new thought minister who really knows your field & can offer additional tools?

→ Have you published a book or created courses?

→Do you have interests and hobbies (like travel, wine/craft-beer tasting, hiking, golfing, racing, etc.) that you can integrate into your LOA/AYS coaching experience?

The more talents, skills and YOU-niqueness you bring to your coaching business, the more value you bring to the table, so the value your clients get from what you offer increases!

4. Always charge more for shorter-terms to encourage & reward longer-term commitments.

12-Month Program: Charge the least per month for a year (12 month) commitment

→Charge the minimum that you are comfortable with to ensure that you and your client are *STILL* getting true value for your time together & you are keeping yourself, time, and finances in a health, happy place

→Consider giving it a powerful title like, “The Mastery Package”

→You can also include bonuses like a book, DVD, etc. that would not take away from your bottom line to “sweeten the deal” for longer term commitments

Fee ideas:

Offer 1 month for “free” with a 12-month commitment (aka the 12th month for free) – but price it in such a way that you still “walk” with your happy bottom line amount

Offer a 1-5% discount if they pay the entire amount in advance

6-Month Program: Charge more than your 12-month monthly rate for a 6-month commitment

Consider giving it an attractive “mid-range” title like, “On My Way Package”

Fee ideas:

Charge 20% more than your monthly rate for your 12-month program

Offer ½ of your monthly fee for “free” with a 6-month commitment (aka the 6th month for free)

Offer a 1-5% discount if they pay the entire amount in advance

3-Month Program: Charge more than your 6-month monthly rate for a 3-month commitment

→Consider giving it a starting-point title like, “The Beginner Package”

Fee ideas:

Charge 25% more than your monthly rate for your 6-month program

Offer a 1-5% discount if they pay the entire amount in advance

1-Month Trial: Charge a very high fee for a 1-month commitment and do not actively promote this – do this only “by request”

Fee idea:

Charge 30% more than your monthly rate for your 3-month program

→If your client wants a “trial time” with you before committing to a 3, 6 or 12-month program, consider the idea of encouraging them to go ahead with the minimum commitment program (3 months) to save

money & if they did decide to only do 1 month, they would then be billed for the difference to pay for the 1-month trial fee (Your highest fee).

5. Once you complete this course & really get your one-on-one coaching groove and flow rollin', consider the idea of creating a group coaching program in the future.

6. ALWAYS ALWAYS ALWAYS ALWAYS get your fee in advance.

Major life stuff *can* certainly happen, and if your client has a track record of consistency, and you choose to allow her/him to “pay you later” during a time of duress, be 100% okay with the notion that you may give that period of time as a gift.

If, however, you do feel like you WOULD have hard feelings if your client was unable to pay you at the later date s/he agreed to, it is far better to just take a break and start again once things get better for your client.

→Bottom line on this subject – it is FAR better to charge in advance for your services and do whatever it takes to keep the good vibe alive for the benefit of ALL parties.

7. NEVER EVER MAKE ASSUMPTIONS!! Ensure you are both on the same page by creating and signing an agreement so that clearly sates all pricing, terms and conditions so everyone knows what to expect and both parties feel honored and legally protected.

→Create a document that clearly outlines your fee schedule – here’s an example of what to include:

1. Client name

2. Program title, term and pricing (I used my titles as a jumping-off point):

Allowing Life Mastery (12 months)___	Total Amount:	Rate Per Month:
Allowing Momentum (6 months)___	Total Amount:	Rate Per Month:
Allowing a Great Start (3 months)___	Total Amount:	Rate Per Month:

3. Start Date

4. End Date

5. Billing Type:

Pay in full (Save 5%):___ Monthly:___ Other:___

6. Preferred Payment Method

Visa___ Mastercard___ Discover___ PayPal___ Check___
E-Check___ Automatic Debit___ Other:_____

7. Billing Date/Dates

→For Coaching Agreement/Contract start here*:

<https://www.docracy.com/3uqzwy16nl/life-coaching-contract-release-of-liability>

<https://www.coachingwithnlp.co/coaching-agreement/>

There's also a Coaching Agreement Template that Joel and Natalie have used that you will find in your workbook

**Please note that Joel, Natalie & I are NOT attorneys and are not qualified to give legal advice, so it's also a great idea to have a local attorney/advocate take a peek at your agreement to ensure all terms meet with the legal standards in your country, city, state, county, island, province, Parrish, or town.*