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# HIGH END PACKAGE MANIFESTO

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## THE ANTIDOTE TO UNDERCHARGING & UNDEREARNING

Why charging more will actually bring you more clients, more success in your business and dramatically improve the impact you are making.

B I L L   B A R E N

**I see an epidemic of business owners wanting to make a difference, but who end up undercharging and underearning.**

**Do any of these apply to you....?**

- You live month to month on what you earn, with nothing left over
- You're earning a lot less than your potential
- You are frequently stressed from not having enough money
- Your clients don't pay you anywhere near what your work is worth
- You give your services away for free too often
- You don't feel confident about charging more than you do now
- In fact, you feel a little selfish or guilty about the idea of charging a lot of money
- You've racked up some debt and you don't know how or when you'll pay it off
- You're working too much and you're feeling overwhelmed
- You feel too embarrassed to say that you want more money
- You keeping wishing you were financially secure, but you don't know how to get there

If so, then welcome to the club! If you are passionate about the work you do, but your business isn't bringing in the kind of income you expected, you're not alone.

My research with hundreds of business owners shows that only about 20% of heart-centered business owners consider themselves to be earning enough.

That means about 80% of business owners are underearning.

Since you're reading this report, you know in your heart that doing "okay" or "scraping by" isn't cutting it.

**I'm on a MISSION to put an end to this.**

That's what this Manifesto is all about.

I'm on a mission to end undercharging and underearning, and that's what this report is here to help you with!

I meet with mission-oriented business owners all the time who are not charging enough to have an income that sustains them. And it breaks my heart to see these kindred spirits suffering – and not doing the work they're here to do.

If you have a gap between where you are and where you want to be with money and wealth, then this just might be the most important message you've ever received.

Say goodbye to underearning and undercharging.

Say goodbye to the fear and stress you have around money.

Say hello to ease and joy as you run your business, making all of the money you desire.

## Here's "why" you're not earning enough:

It's shockingly simple.

The biggest problem I see is that people are undercharging for their services.

Here's what I mean. If you're doing everything you can to get clients to pay you for an hour of work or a few sessions in a package, that's the slow boat that never gets you to a financially viable business.

It is a common misperception that charging as little as possible is an effective strategy for attracting new clients.

The problem is this: Instead of focusing on solutions to big problems, you're trying to sell a bit of your time to clients.

This has the unfortunate side effect of repelling clients who are looking for someone to provide a complete SOLUTION to an urgent problem or need.

## The secret to breaking free from "underearning"

If you are a **coach, holistic practitioner, consultant, healer, trainer, author, therapist**, or a **business owner** with services that make a positive difference AND you haven't yet gotten to the income you want, you're about to learn a

critical strategy that allows you to **work less, earn more, and make a bigger difference.**

This isn't going to be about abstract wealth consciousness (although I think money mindsets are important). This is actually something very practical.

The strategy is this:

**Offer “high-ticket” packages that deliver a big result that solves an urgent problem or pain that your clients have.**

Doing this immediately shifts you from chasing low-paying clients to being attractive to clients who are highly motivated and value the transformation you offer.

These clients will pay anywhere from \$2,000 to \$10,000 (or more) for valuable results.

The best thing about this: You only have to work with a small number of clients to make a great income.

## **Focus on value, not \$ per hour**

Offering premium packages helps you get out of the trading-time-for-dollars model.

Because clients pay you for the massive value you provide, instead of haggling over your hourly rate.

This ONE change in your business – shifting from low-end packages to high-end packages – changes EVERYTHING.

**You’ve probably heard about “high-ticket” or “high-end” packages or offerings.**

I call these high-end offerings “Premium Packages.” And these are the best cure for undercharging and underearning.

**Here's why: Premium Packages are all about providing your clients with big results and a deep level of transformation.**

**And when you do that, you are well paid for your experience and knowledge.**

Here's how I define Premium Packages: A package of services (and sometimes products) that delivers a highly desirable result or transformation in the most effective way possible.

**Premium Packages = amazing transformation (for your clients)  
+ generous compensation (for you).**

What about you? Do you offer services that help people with their wealth/career/business, their health, their relationships, or their personal and spiritual growth? If so, then Premium Packages will work in your business.

In this manifesto, I'll show you how offering Premium Packages is the easiest way for your business and your income to take off. And how you can serve your clients in a massive way.

This is your opportunity to create a business that is thriving financially, while doing what you love.

## **I was the "\$20 an hour coach"**

When I first started out, I was excited to get a client – any client.

I remember having the opportunity to work with someone... she was a spiritual teacher. Yet, the only way she agreed to work with me was if we had our sessions at the ungodly hour of 6 a.m. – and on Monday mornings, of all days.

I wasn't a morning person at all, but I wanted a client. So I went for it.

At this point, you're probably thinking this was some kind of high-end premium client, someone who was paying big bucks for me to agree to those terms.

Nope.

She was paying me (drum roll please)...

\$20 per hour.

Not only were we working at 6 a.m., she was one of the most difficult clients I have ever had – missing sessions, not doing what she said she would do.

And that \$20 per hour wasn't even making a tiny dent in my monthly expenses.

That experience was a turning point for me.

## **Why should you listen to me?**

I realized that being desperate and working with anybody who would pay for an hour of my time wasn't going to work.

It was then that I got introduced to the concept of Premium Packages, and I've never looked back.

It's been a long time since my \$20 an hour days. Now, working with me costs \$50,000 and a 6-month minimum commitment. That's my top Premium Package, and clients love it.

In the last 3 years, my business has generated over \$5 million dollars through offering Premium Packages, and I have taught thousands of clients around the world how to create their own Premium Packages.

I have the incredibly good fortune of teaching over 3,000 clients -- coaches, consultants, healers, holistic practitioners, information marketers, authors and trainers, workshop leaders, and many other business owners -- exactly how to design and fill their Premium Packages.

Bottom line: Premium Packages are the single best way to serve people deeply, and make a good income in your business. Let me show you how this works.

## **So what exactly is a Premium Package?**

It starts with designing and offering packages in the \$2,000 to \$10,000 range, or even more.

However, it's not just about raising your prices.

It's about creating packages that deliver a deep level of transformation for your client. Not just a band-aid, but the big result they really wanted when they came to you.

This would radically change the world, if we all did our best work with clients, instead of just an hour or two of work that barely helps people with the big needs and results they really are clamoring for.

It's my intention that in reading this, you can learn from my hard-earned lessons and accelerate your learning, so you don't have to make the same mistakes I have.

Are you ready? Let's get started!

## Here are 5 secrets that will help you get started with Premium Packages in your business.

### Secret #1:

## **EVERY type of business has room for a “Premium” level of service**

Here's the first big thing you need to know if you want to go premium in your business:

### **Premium Is EVERYWHERE.**

If you look at almost any service industry out there, virtually every single one offers a premium level of service.

Airlines, Car Industry, Fitness Clubs, Clothing Industry, Sporting Events, Concerts, Online Services, and every other imaginable industry.

If you think about the services you use on a regular basis, almost every one of them has a premium level.

On an airline - you can fly coach or you can fly first or business class.

Personally, I don't fly first class, it's just not that important to me, but every time I fly, I see examples of people choosing premium.

You can find a premium fitness club or country club with fees that are 10 and sometimes 50 times what you would pay at a basic gym.

You can buy a perfectly good car for \$15,000 or you can buy a Tesla for 5 to 7 times that amount.

You can go to McDonalds and eat for less than \$10 or you can go to a restaurant with a Michelin Star and pay \$100 to \$500 per meal.

## **Premium is everywhere.**

I remember buying tickets not long ago to see famous comedian Jerry Seinfeld perform. One option was for premium tickets, which included meeting him backstage. It was for *20 times* the cost of the ticket I bought.

Personally, I go premium for things that are important to me – I always buy premium when it comes to concerts, cars and most of my online services. I don't choose premium for others.

Most people are the same way. They invest in premium when it's important to them.

## **Yes, Premium clients do exist!**

One of the biggest fears I hear from business owners when I tell them to start creating a premium package is that nobody will buy it.

So here's what's really important for you to know: 10–20% of people in your audience and in your target market, will want some form of a premium service.

**10-20% of the people in your audience want the best you can provide, not the cheapest.**

They don't want something basic or piecemeal, they want the best you have to offer when it comes to something important to them.

If you haven't gone premium, there is a very good chance that you are not serving people who want a premium service from you right now.

**Chances are, 10-20% of your audience want a higher level of service than you are currently offering.**

So there is a beautiful opportunity for you to provide that level of service for people who want to sit in the front of the plane and in the most comfortable seat possible -- in your area of expertise.

## **From Full-Time To Freedom**

One of my clients, Fawn Kraut, is a relationship and love coach based in California.

When she first came to us, she had a full-time job. She had been wanting to break out on her own for years, but she just couldn't muster the courage. After she said "YES!" to working with me, guess what our first step was?

### **Create a premium package.**

Since she had a 40-hour per week job, she barely had time to work on her business – just in the evenings and weekends. So she figured if she was going to spend her free time working with clients, she might as well get paid well for it.

So, I helped her design her Premium Packages. She went from no packages to offering \$3,000 packages.

She started signing up clients, and in fact, in her first teleseminar, she generated \$12,000!

This was all because she started out by offering Premium Packages right out of the gate.

And there's a happy ending – Premium Packages allowed Fawn to quit her job and go full-time into her dream business.

Now she is well on her way to a six-figure income business, which is fully dedicated to helping women find true love.

## The BEST thing about premium is this....

**You only need a small number of clients to create a financially successful business.**

Having fewer clients means you can focus more on the ones you have.

It also means because they are paying you more, there's a deeper level of commitment.

So it doesn't matter what your business is. You have a tremendous opportunity in offering Premium Packages with a premium level of service that serve people more deeply and appeal to the best clients in your niche.

I can't wait for you to learn how to do this. But first, an example:

### **From Brand New Niche To Big Time Success**

I recently worked with a client who had never created a package before, and in fact, she was trying out a new niche.

I helped her design a Premium Package and that same evening, she was going to go to an event to network with people around the ultimate result her Premium Package provided.

So off she went. She simply followed instructions and was able to generate \$5,000 in that first month in a new niche with 2 new clients – her first clients in this new niche.

This happened because she centered her Premium Packages around a result people wanted and were willing to commit to and pay for.

The thing is, when you offer a low priced package or you just offer your service one session a time, you can't market or promise any sort of desirable result. And so your service becomes naturally less desirable.

But if you are creating a 6-month Premium Package, you can create a bold offer that will have someone say, "Yes, that's exactly what I want." It is much easier to market something that's irresistible even if the price tag is higher. And that's why my client was able to have a \$5,000 month in a totally new business.

## This will work for you, too

Premium packages are not just for coaches, holistic practitioners, professional service providers, healers, and speakers – they're for virtually every business with a service.

We've helped business owners create premium packages in all of these areas:

### **Business/Wealth/Finances/Career**

Business Coach, Consultant, Executive Coach, Information Marketer, Financial Planner, Attorney, Web Designer, Copywriter, Corporate Team Expert, Productivity Expert, Career Coach, Book Writing Expert, Marketing Consultant, SEO Consultant, Video Producer, Image Consultant, Speaking Coach, Graphic Designer, Real Estate Consultant, Leadership Coach, Communication Trainer & Coach, Entrepreneurial Coach, IT Management Consultant, Sales Trainer, Visual Brand Specialist, and more.



### **Health & Well-Being**

Health Coach, Acupuncturist, Chiropractor, Nutritionist, Fertility Expert, Personal Trainer, Feldenkrais Specialist, Emotional Eating Therapist, Yoga Teacher, Medical Doctor (MD), Golf Coach, Triathlete Coach, Massage Therapist, EFT Coach, Insurance Broker, Speech Pathologist, Sport Psychology Consultant, and more.

### **Relationships & Love**

Relationship Coach, "Find Your Soulmate" Coach, Men's Coach, Therapist, Tantra Expert, Marriage & Family Therapist, Dating & Relationship Coach, Parent Coach, Sex & Intimacy Coach, and more.



### **Personal & Spiritual Growth**

Life Coach, Spiritual Healer, Spiritual Teacher, Purpose Coach, Therapist, Professional Organizer, Minister, Access Consciousness Coach, Reiki Healer, High School Tutor, Hand Analyst, Feng Shui, Shamanic Energy Healing, and more.

**If you don't see your exact business type on this list, chances are my coaches and I have helped someone in a similar business.**

## Secret #2:

# How To Create A 6-Figure Income With Premium Packages

I want to show you how offering Premium Packages can add up to really good income in your business.

This is about how you can get yourself to 6-figures. All of this is possible for you.

Once you're there, you can start thinking about how you might want to get to \$200k a year or more.

### **Here are 3 options for how to earn \$100K a year with Premium Packages:**

- 10 clients X \$10,000 each (you only need 1 new client / month)
- 25 clients X \$4,000 each (2 new clients / month)
- 33 clients X \$3,000 each (3 new clients / month)

I've created a number of different possibilities and you can see which might be the best fit for you.

If you offer a \$3K package to your clients, you only need 33 clients during the year to create a \$100k a year business. That's less than 3 new clients every month.

But if you offer a \$4K package to clients, you only need a little more than 2 new clients every month to have 6-figure business.

And if you have a \$10k package, like some of my clients do, then you only need 10 clients a year to hit six-figures, or 1 new client a month.

You might be thinking, "I can't charge \$3K for a package."

And I know you're not alone in thinking this, but I'm here to tell you that I have worked with people who thought there was no way they could ever do this and now they are charging way more than \$3k per package.

If a \$3,000 package is too much of a stretch, then you might want to dip your toes in the water with a \$2,000 package, where you will need a little over 4 clients a month to hit 6-figures.

Just adjust what you're learning here to your situation.

### **Here's how to earn \$50K a year with Premium Packages:**

Let's say your aspiration is a \$50K business, instead of a \$100K business. It's even easier to create this kind of business with Premium Packages while only working a few days per week.

\$50K with Premium Packages:

- 12 x \$4,000 (1 new client / month)
- 17 x \$3,000 (2.5 new clients / month)
- 25 x \$2,000 (2 new clients / month)

For example, if you have a \$4K package, you only need ONE new client a month, every month for a year, to have a \$50K business.

### **Secret #3**

## **Undercharging Seriously Harms Your Business**

This may not have occurred to you, but undercharging is actually costing your business.

Here are 5 big problems you run into when you mainly provide low cost offerings to clients:

1. **Short client engagements** (so you're always needing new clients)
2. Clients get **minimal results** (it takes time to get results)
3. Clients **don't value you** (they don't show up, do the work, etc)
4. Need a **lot of clients** (since the income from each client is low)
5. A new client makes **little difference to your income**

I want to break down why going “low-end” creates a lot of work for you and will practically guarantee that you will keep your income low.

## The “wrong way” (what doesn’t work)

I want to show you 3 typical things you might be doing in your business now that don’t work very well, and keep you underearning.

### SCENARIO #1: Offering Single sessions

- Example - \$75 per session
- **Problem**: You need to sell 50-100 sessions EVERY MONTH to earn a good living. That’s very difficult.

### SCENARIO #2: Offering a bunch of low cost items (ebooks, audios, etc)

- Example: \$47 audio recordings
- **Problem**: You need a huge list (10,000 people or more) to sell a lot of these. Usually people are generating very little income with these items.

### SCENARIO #3: Low-Cost Group Programs

- Example: \$197 per person to be in your group
- **Problem**: You have to be constantly marketing to get people into your group. And these small fees barely add up.

A lot of clients who come to me are offering to work with their clients on a single session basis. Or maybe it’s a package of 3 or 4 sessions.

The basic idea is this: Lets say you offer one session at a time, and let’s say you charge \$75. That means that you need to work with 50-100 clients a month to generate a pretty good income.

Here’s the problem:

- That’s a lot of work to deliver your service.
- That’s a lot of work administratively to keep track and schedule all the appointments, not to mention managing the accounting and billing too.
- And more troubling than anything else – that’s a lot of work on the sales and marketing side of things to generate the amount of interest you need in order to work with this many people.

That is definitely the hard road to success.

You have to continually be spending time marketing to bring in new people for these short engagements.

Instead, you could be spending the same amount of effort (or less) on landing a smaller number of higher end clients where the engagements last longer, your clients are more committed, and you are getting paid a good amount of money.

As I showed you earlier, you can create a \$100k a year income with around 2 to 3 clients per month, work less, earn more AND make a deeper difference with each client you work with.

I don't know about you, but when I'm working with people one-on-one, I am fully invested in that relationship.

My clients are always in my thoughts. I bring them into my meditations. I am constantly coming up with new ways of serving them.

I know I couldn't do that if I had 50 clients because it takes a tremendous amount of energy and space whenever I work with somebody.

And it's not just time... I am also talking about the energetic capacity it takes to hold the space for someone trying to create important change in their life.

Take a look at this case study of a client who decided against offering a low-end audio recording:

## **Saying "No" To \$47**

I know a lot of people who have a ton of low cost ebooks and audios on their websites, and they're making very little money.

Let me tell you a story about this.

One of my clients, Daniel, told me he wanted to start selling a \$47 audio recording, and his plan was to sell 100 of them in one month.

Well, the reality is, you need to have a big list with 1,000s or 10,000s of people to sell 100 of anything in a month.

So instead, I helped him design a \$3,000 Premium Package. He sold 2 of them, and made \$6,000 that month, the first time he offered his new Premium Package.

## Escaping From The Low-End Group Quagmire

A client of mine didn't like hearing "I can't afford" it from his potential clients. So he created a low-end group offering at \$197 so that he would have something to sell to people who didn't have the money.

Yes, he was able to sell a few of these offerings every few months.

But after a year of doing this, he realized that he only made \$1,200, while putting a ton of work into running this small group program. (Running groups is a lot of work.)

And because it was taking his bandwidth away from his premium offerings, his business was actually worse off. (← really take a moment to think about that...)

On top of that, because he couldn't offer his clients the attention they needed at this price point, they weren't getting the results and were actually less happy with him than his premium clients.

So he wound up abandoning the low-ticket side of his business, and his business flourished again after that.

I am not saying that group programs don't work, but I am saying that if you're going to do groups, you might as well charge for premium results, to make it worth it for you AND your clients.

## WARNING: Charging by the hour limits your income

Here's the most important problem with working mostly on a per-hour or per-session basis, or even creating packages of 3, 5 or 10 sessions, which a lot of people do.

You have chosen to trade time for money.

**Your clients will be constantly looking at how much they are paying you per hour.**

If they are earning less than what they are paying you per hour, they will have resistance to paying your hourly rate.

What creating premium packages will do for you is eliminate that objection. And this is huge.

**When you offer Premium Packages, your packages are value-based. The value is based on the results your clients get, and not the time you put into helping them get to those results.**

It is a huge trap for you to equate your value based on time because time is a limited resource in your schedule, but value, when designed correctly, is not.

### **Secret #4**

## **Offer Your Deepest Transformation**

**So here's the fourth secret to creating an amazing business with Premium Packages: Offer your Deepest Transformation.**

When I am talking about a Premium Package, I am talking about you creating an offering of service or a program that is specifically designed to create deep, lasting or extremely desirable transformation.

People are willing to pay more when you take them to the result they want, rather than just offering a band-aid for their problem.

The first step in offering Premium Packages is to have a compelling ultimate result – something that people have a lot of natural desire for at that particular moment in time. The kind of offering I'm talking about will help solve an urgent problem someone is having that they would be willing to invest a premium for.

It's about offering and doing your best work that you can be really proud of. I know for me, offering Premium Packages gave me the incentive and that extra nudge to continually be committed to my craft and getting better and better at what I do. It was the rallying cry I needed to be the best that I can be.

I also know that in order for me to be of ultimate service to people, I need to be their coach or mentor for a period of time, which allows me to truly bring everything I have to offer to that client. We all know that to create real, meaningful change or produce truly desirable result in a business, in someone's

health or love life, or in their personal growth (in any important area, really), it takes time because the day you plant the seed is not the day you pick the fruit.

## **Real change takes time**

It makes sense that if you want to fundamentally shift someone's relationship, or if you want to help someone find their soul mate, or if you want to help someone create total financial freedom or if you want to help businesses have incredible productive teams or if you want to help someone find their true purpose – all these things take time.

Most clients understand that there is no magic pill for any of these important desires that people have.

One of my clients, who is a relationship coach, tells her clients, “We are going to work together for a minimum of six months because that is how long it takes for you to change your habits in a relationship.”

When she explains this to clients, they get it. It actually gives her more credibility. Because if she said, “Oh, we will just change this in a weekend,” it wouldn't seem as believable. And for most practitioners, it wouldn't be authentic or true either.

When you take a stand for your clients and are totally honest with them about how much time and how much effort it will truly take, they will appreciate your honesty and expertise; and they will be that much more attracted to your premium offering.

## **Is your pricing undermining your credibility?**

One other element of Premium Packages I want to address is what they do to your credibility.

When someone is offering you something that is priced at a premium and it's something you truly want, your natural response is, likely to be something like, “Hmm, this must be good” or, “This person must have some mojo to be able to charge this much.”

And it will naturally be attractive to the best and most committed clients.

## How to quadruple your prices

Oftentimes, when I start working with new clients, one of the first things I do is say, “Okay, I think you should quadruple your prices.” You’d probably find it a little scary to be quadrupling your prices today, right?

Of course you would. But the real questions to be asking are:

How do I quadruple the value of what I am offering?

How do I increase the desirability of my packages?

When you are able to do that, quadrupling your prices is easy. And having clients say, “Yes that is exactly what I want!” is even easier.

By the time I’m done with all of my trainings, you are going to see how this is really possible for you.

You can have the financial freedom and safety you want.

You can be working with the best clients in the world.

You can be confident, proud and fulfilled with the work you are doing.

You can be making the kind of impact you are actually here to make.

And you can have an awesome life doing what you love.

What I’m talking about transcends business success.

This is about making the most of your life and about being a person on a mission to make our world a better place and one we want to pass down from generation to generation.

## I quit calling myself a “coach”

When people were paying me only \$20 an hour, I was calling myself a coach.

If you describe yourself as a massage therapist, a yoga instructor, or a coach, that is a very general thing. It’s an occupation – it’s what you do.

It doesn’t speak to the value of the transformation you provide.

For example, if you're positioning yourself in the marketplace as a yoga teacher, you're going to have a much harder time charging a premium for your services, when someone can go to a class for \$15, or hire a teacher privately from \$45-\$75 an hour.

To get out of this dollars-for-time rut, you have to position yourself differently.

You need to articulate what you do that is unique and that addresses an urgent need or pain in the marketplace.

To do this, bring together the best of your areas of expertise to create high-value transformational service packages for clients to experience lasting results.

Here's an example of how to do that.

## **Are You Multi-Talented?**

Here's what my client Tracie did. When we first started working together she was a yoga teacher, charging very little by the hour.

Then Tracie started to think about how she could provide more value for her services. As it turns out, she was also a coach.

By combining her skills with her coaching, healing and yoga training, she was able to create a \$2,000 Premium Package, and right out of the gate she sold her services to 2 new clients.

She went from charging less than \$100 an hour to charging thousands of dollars per client.

That's the power of combining your skills and repositioning yourself in the marketplace.

In short, Premium Packages are by far the best way I know to dramatically increase the impact you can make with your business, while doubling your revenue and working fewer hours.

## Secret #5

# Simplify Your Business: Only Offer Premium Packages

So here's the next thing I would love for you to know about Premium Packages:

When you simplify your business and design your business model to be attracting and enrolling the majority of your clients into Premium Packages...

... you wind up making more money and working a lot less.

A lot of my clients are moms who can't or don't want to work a lot.  
A lot of my clients want to travel or live a full life.

And they want to make a difference in the world without needing to slave away by working too much and getting burnt out and overwhelmed.

Premium Packages are the antidote to burn out, too.

I was just talking to a new client of mine. He has simplified his business model to 10 clients at \$12,000 per client. He doesn't want to do anything else. He wants to travel. He wants to have a life where he is not working 40-60 hours a week.

I remember looking at him as he came to this realization. His face lit up. All the pressure he was previously feeling disappeared. His shoulders relaxed.

It's a relief to know that you don't have to work a lot to make a huge impact with a small number of premium clients.

It seems contradictory to the message we often hear – work hard, do more.

Instead, what if you were to simply change your business model and begin to SIMPLIFY everything in your business by offering Premium Packages?

**When you stop doing too much and simplify, you can get out of financial anxiety.**

Plus you get to show up fully to do your best work, and you get to create deep and meaningful transformations.

## Finally Giving Up Dollars For Hours

When I first started working with my client Ritamarie, she was already an incredibly knowledgeable health expert, but she was still charging \$75 per session. And her sessions were often 2 hours! She was massively undercharging and underearning.

At that point in her business, you could actually call Ritamarie and book a \$75 session. What is the problem with that?

For Ritamarie, it was difficult to grow her business, even though she was incredible at what she does. It takes a lot of marketing--and even more selling--to continue to find clients at \$75 per session.

And she ended up giving quick fixes rather than complete health makeovers, which is Ritamarie's specialty.

This wasn't good for her clients, either – because to get the full results they wanted, they needed much more than a few sessions. Big health changes take time, and other resources such as lab tests.

I worked with Ritamarie to re-package her work, and how much she charged.

Now, Ritamarie's Premium Packages range from \$10,000 to \$30,000. Her clients get much bigger health results. And she has a waiting list. Today, she is nearing a million-dollar business.

And you better believe that the clients working with her are now putting more skin in the game. They are super committed and are having miraculous transformations with their health. Ritamarie is now considered one of the top practitioners in her field. In fact, she is now training other practitioners in her system.

**When you ask your clients to work with you longer,  
you are able to create life-changing results.**

You can create a business that fits your lifestyle and that's massively simpler when you offer Premium Packages.

## **Bonus Chapter: “Competition”**

**One of the things people often tell me is this: “I need to lower my prices, because there’s so much competition.”**

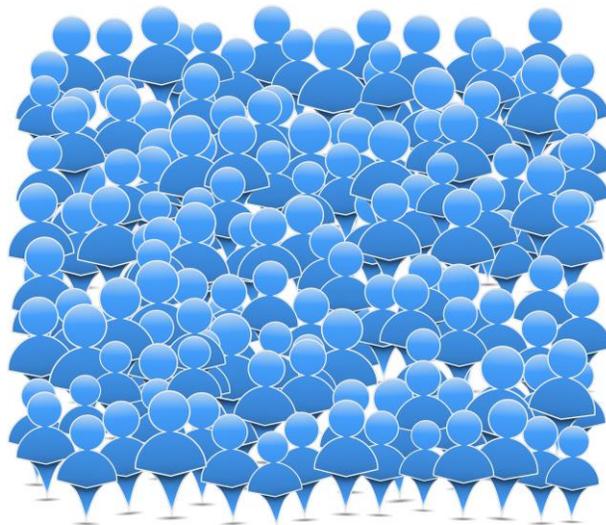
Here’s the funny thing about that approach: there’s actually the most competition at the lowest end of the price range!

Chances are, your industry looks like this:

**Business owners offering the highest level of transformation and value  
(*Relatively small number*)**



**Business owners competing to offer lowest pricing (or “by the hour” pricing) and smaller amounts of value  
(*Lots of competition*)**



**So here’s a little secret:** if you want to have a lot less “competition,” then you want to be in the top group, not the bottom group.

There are plenty of people out there who value quality, and want your best work.

## What's Next?

You CAN do this!

And if you are serious about helping a lot of people, while making a great income, you must do this!

I hope you learned something from this report... and that you are seeing the wisdom of building your business around Premium Packages, rather than low cost offers.

**In my next report, I'll walk you through WHERE to really find premium clients, how to get them and the mindsets that may be stopping you from going premium.**

So that you get to earn the income you desire AND have a much deeper impact.

I look forward to "seeing" you in our next training.

Warmly,

~Bill

P.S. I created a video where I take you through the material in this report step-by-step! You can watch it using the link below.

And if you have any comments or questions about this report, let me know at the page below.

**Watch the training video here and share your comments:**

[www.billbaren.com/ppss3/videos/](http://www.billbaren.com/ppss3/videos/)