

Article: Find Your Pricing Sweet Spot

In this article Laurie addresses a big question for coaches - how much do I charge for coaching? And it's not just new coaches that ask - sometimes it's coaches that have been around for a long while! This is certainly a hot topic, and there are many schools of thought. Well, Laurie has a solution to make pricing "just right"...

Congratulations! You're in training or a new emerging ADHD Life Coach. You're ready to change lives and make a huge difference in the world. You are so excited that you would do it for free! Don't we wish it worked like that?

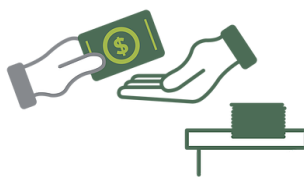


If you are like me when I first started out my coaching business, one of my biggest roadblocks was how much to charge clients for my coaching services. I'd have avoided it entirely except for two things. One, in order to get my ICF credentialing I needed to accrue 100 hours of coaching practice and only 20 of those hours could be pro bono...AKA no charge. And, amazingly, clients were asking me, "How much does it cost". It seemed that even if I wasn't sure about the value my clients would get from working with me, they recognized that it was worth their money. So, smack dab in the way of my being able to do the coaching both the client and I wanted...was the big hairy money monster. Sooner than I would have chosen, I was staring that money monster right in the eye and realizing that answering with "whatever you want" was not going to work. It confused the potential client because suddenly I was not willing to put a number to my services. I felt discouraged, certainly not like a real business owner and I am sure I lost clients because of my own lack of confidence.

I want this experience to be different for you!

So where to start deciding how much to charge a client for your coaching services? One pitfall I want you to avoid is not charging enough. There are various reasons we can use to justify charging a very low initial fee, including being inexperienced, still learning or not yet certified or credentialed. Worse we might have already bought into the believing the myth that persons with ADHD can't afford to pay much for coaching, or that it is not morally responsible to charge someone struggling with a condition they can't help. I have been told this and more by coaches struggling to make a living. I ask...when was the last time you expected to visit a doctor, dentist or attorney and not pay for their services? And what does it really say about how we view people with ADHD if we think that simply because they have the disorder, they can't afford to improve their situation. How creative, resourceful and whole are we holding our clients with that perspective? Instead, if we were honest with ourselves, these all are really just excuses we tell ourselves to avoid having to actually decide what our service is worth and risk what we think it means if a client doesn't hire us.

Here's a secret...in reality, clients won't decide not to hire you because you charge too much.... but they may not think there is value if you charge too little. Consider your own purchasing patterns. Three examples of how people are willing to spend their money is when they buy a car, join a gym membership or make a



hotel reservation. How do you make these decisions? Which option do you choose? My guess is that you rarely invest in the "cheapest" version of something that is important to you if given a choice. And by the same token, we may not always feel the need for the most expensive option either. Typically, consumers will settle for purchasing a service or product in the middle and consider the features it includes that have value for them.

‘When we don’t value ourselves enough to charge for our services our clients will not value what we provide enough to get the most benefit.’

And, let’s not forget, as new coaches, **it IS also important to get clients for certification hours.**

So how do you decide on what to charge for your coaching without overcharging for something we are new at or undercharging and ending up working with people who because of the price really haven’t had to make a commitment? Here is a good place to consider a few things; the middle ground price and the business packaging of coaching services.

Let’s start by looking at where’s the middle ground? For most ADHD Coaches, clients are going to be looking to work with someone locally, even if you eventually want to not limit yourself geographically and work with people globally. Because this is the reality of how many potential clients consider which coach to work with, I recommend considering your pricing based on your local “bookends”.

The other reality is that most potential clients still are not quite sure what an ADHD Life Coach is and will naturally compare your services and prices to two other services they are more familiar with...tutors and therapists. As coaches, we understand the difference in our role, but in order to have a ballpark number to start charging clients that reflects your local market, knowing how much tutors and therapists charge in your area per hour is a good place to start.

So, for instance, therapists in your area charge around \$125/hr and tutors charge \$45/hr...a reasonable place to charge for your services is around \$75-\$100/hr when you start out. Other assets, experience and expertise you bring to the coaching relationship may influence whether you charge the lower or higher price point. For most people just starting out, making \$100/hr from a new client feels great! And as a client, paying \$50/hour for personal coaching services feels awesome. So, \$75/hr would be win-win sweet spot in that situation.



Next to consider is the business focused approach to packaging coaching services. Coaches are typically not paid on a “per hour” basis. Reflective of the nature of our business a more similar model is that of a monthly membership plan (paid at the beginning of the month) or a retainer of services paid up front or at intervals for a certain period of time. Most coaches offer a series of three plans or packages that their clients can choose from. Coaching provides value well beyond the weekly session incorporating perhaps additional 5-minute check-ins, response to email questions and assessments services and bonuses. Using a pay up front and/or retainer of services is a much better reflection of all that coaching provides.

Following is a breakdown of how coaches typically charge for their services:

- By the Session (e.g., \$125/session)
- By the Month (e.g., \$500/month)
- By the Package (e.g., 6-month package for \$3,000)

I HIGHLY recommend the “By the Package” approach. Here’s why: It makes your income more stable and predictable. And, clients who sign up for a 3+ month coaching package are willing to make an investment and a commitment. They take coaching more seriously and therefore get better results.

How to Create Your Coaching Packages

Step #1: Decide how much individual coaching your clients will receive (number of months, number of sessions/month and length of sessions). Make your decision based on how much coaching will best

support your clients in achieving the results they desire, how much coaching you want to provide and how much coaching will clients sign up for. Options might include:

- 1 month, 3 months, 6 months
- 1 session per week, 10 sessions in 12 weeks, 8 sessions in two months
- 55-minute, 1 hour, 45 minute, 30 minute sessions

Step #2: Determine what additional services, bonuses or perks you want to include in your coaching packages. For example:

- 5-minute check-in calls, email access between appointments, assessments, subscriptions, reading material, etc.

Step #3: Price your coaching packages with a lower price point, middle price point and higher price point structure.

- \$260/mo. for 2-55-minute sessions
- \$325/mo. for 3-55 minutes sessions and unlimited email follow up
- \$450/ mo. for 4-55-minute sessions, unlimited email follow up, additional weekly 5-minute check ins, subscription to ADDitude magazine.

WHAT YOU GET	Email Coaching Package	'EXTRAordinary Life' 3 Month Coaching Package	MOST POPULAR 'The Ultimate ME' 6 Month Coaching Package	'Jump Start Me' 30-Day Coaching Package
	★ Unlimited Email Support ★ You have one or more very specific issues you want expert assistance with; ★ You want basic-level but continuous & personalized support in developing relevant people skills or attitudes; ★ You don't want to make a big financial commitment but you still want to get a lot of bang for your buck.	★ Complimentary Discovery Session ★ 6 highly personalized coaching sessions (45 minutes), typically twice each month. (A curated schedule of coaching sessions will be devised during your initial appointment to meet your particular needs. ★ Call strategy tool ★ Customized plan to succeed in YOUR life ★ Post session recap tool ★ Priority between-session email support ★ Private client portal to post homework and request review of materials. ★ Access to additional	★ Complimentary Discovery Session ★ 12 highly personalized deep coaching sessions (45 minutes - 1 hour), typically twice each month. (A curated schedule of coaching sessions will be devised during your initial appointment to meet your particular needs). ★ Call strategy tool ★ Customized plan to succeed in YOUR life ★ Post session recap tool ★ Priority between-session email support ★ Private client portal to post homework and request review of materials. ★ Access to additional coaching resources	★ Complimentary 'Discovery Session' ★ 3 highly personalized Coaching Sessions (45 minutes) ★ Call strategy tool ★ Post session recap tool ★ Customized plan to success in YOUR life ★ Priority between-session email support ★ Private client portal to post homework and request review of materials ★ Access to additional coaching resources
	\$197 /mo	\$397 /mo	\$347 /mo SAVE \$50	\$497 one-time payment
	Complimentary Initial Consultation	Locked-In Discounted Rates for Additional Sessions	Payment Plan Available	Unlimited Free Email and Phone Support
			Scheduling Priority	Special Package Savings

Example of Laurie's own coaching packages follow:

Three-Month Transformational Coaching Package

- 10 – 55-minute focused one-on-one coaching sessions in person (Seattle, WA area), over the phone or Skype to be used over 12 weeks
- As needed email check-ins for that additional level of support
- Subscription to the online Attitude Magazine and my monthly newsletter, New Perspectives (\$25 value)

PLUS: Key coaching assessments to fully identify key areas of challenges and innate strengths essential to successful strategy building

- Life Balance Wheel for prioritizing and planning
- ADHD Assessment Wheel for understanding underlying ADHD challenges
- ACKTIV Processing and Learning Style Assessment for discovering focus and remembering strategies
- VIA Strengths Finder
- Core Values Assessment for life balance

\$ 2300 upfront or \$828/mo. (Reflects 8% financing fee)

Enhanced All-Inclusive 6-month Coaching Package

This Coaching Package includes:

- 16 hours of one-on-one coaching - 10 hours of focused one-on-one coaching in the first three months and then every other week one-on-one coaching for the remainder of the program. Can be done in person in Seattle, WA area, over the phone or Skype.
- As needed email and 5-minute phone check-ins for extra support
- Subscription to Attitude Magazine (only available in U.S) and my monthly newsletter New Perspectives
- Key initial assessments to fully identify your areas of challenges and innate strengths essential to successful strategy building
 - VIA Strengths finder
 - ADHD Life Balance Wheel
 - Life Balance Wheel
 - ACKTIV Processing Style assessment
 - Core Values Assessment

**6-month
life coaching
package**

PLUS: Complimentary access to key programs

- Complimentary access to Best Year Ever course (\$324 Value)
- Complimentary registration to Minimize the Madness ADHD Medications course (\$437 Value)

Transformational 6-Month Coaching Package

If you PAY IN FULL: \$3680

If you prefer a PAYMENT PLAN:

Final cost of coaching Package is \$3680. Payment plan option includes an initial deposit of \$1495.00 + monthly payments of \$393.00 for 6 months (8% financing fee applied). First payment is billed 14 days after deposit is made.

Intensive Four Weeks of Coaching for ADHD

- Four one-hour sessions of ADHD Coaching in person (Seattle, WA area), over the phone or Skype on the area of your choosing. Sessions must be consecutive over a four-week period.

Investment is \$977, one-time upfront payment



One hour consult \$245/hour

PLEASE NOTE: Coaching purchases are non-transferable and must be purchased under the name of the individual that will be participating in the coaching sessions.

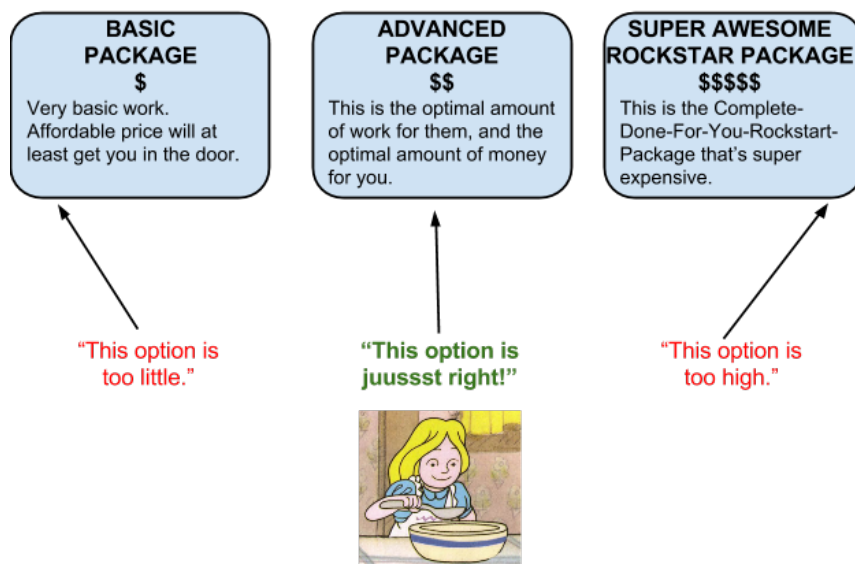
And if you're still stuck way back in the hourly pricing model and thinking, "Laurie, \$75 is too low! I want to make money now at this!" I hear you - and you will. But consider this...starting out it's equally as important to gain real life coaching experience to back up your soon-to-be-increasing fees. When is this you wonder?

Set an alarm in your calendar for 6 months and 1 year from now. When it goes off, it's time to raise your rates! You'll have been coaching for 6 months, well on your way towards completing certification or credentialing, and you're a better, stronger, and more confident coach.

When the time comes:

- 1) give your current clients a heads up that your rates will be increasing, and let them decide to continue working with you or not or
- 2) you can keep your old clients at their old rates (for now) and as you get new clients, charge them your new rates. In the meantime, be sure to be getting those testimonials from those clients who started out with you raving about how working with you changed their lives!

After a year, you will be in a new place in your coaching and you will be charging more. As an experienced coach, hopefully certified, it's important for your rates to reflect that...for your own self-worth and as a true reflection of the coaching profession.



YOUR TURN!!

What are some elements of your "Basic Coaching Package"?

What are some elements of your "Medium Coaching Package"?

What are some elements of your "Advanced, highest level Coaching Package"?
