

This Service Package Planner Belongs to



At Virtual Content Mentor , we believe that each piece of content you get should be designed to achieve a specific result for your customers.

That includes learning skills for their own professional development AND implementing different strategies and tactics for growing their businesses.

We use the proven guidelines and best practices of instructional design for analyzing just what those results should be and what people need to be able to do to achieve them.

Our philosophy isn't about creating 'enough' content. It's about creating engaging, results-focused content that leaves your people saying, "A ha! Now I get it." or "I can do it!" or "Wow! Look at what I can do for my business now."

And, most of all, our driving mission is to provide you with content that will **keep your customers coming back for more.**

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What is a Service Package?

A package is a collection of services offered at different price points to give clients choices

Packages work well for service-based businesses that

- currently offer a random selection of services,
- or even just one type of service and one current package

It's a way to consolidate existing offers and add on new ones

Packages focus on providing the solution your clients are looking for

Some different ways to package up your services:

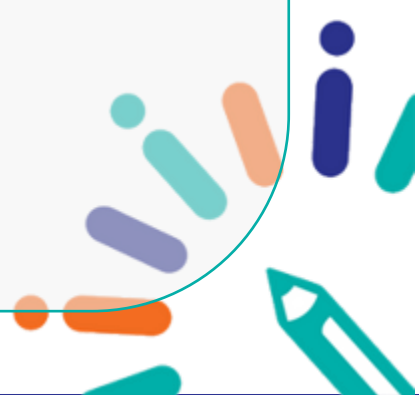
- Different tiers of service at different price points. E.g., Bronze, Silver, and Gold levels of service
- Block of pre-booked sessions or a retainer, e.g., A package of 12 yoga sessions or a year's retainer of coaching services
- Task-focused packages which offer solutions to specific tasks, e.g., an email management package or a social media marketing package



<https://www.pexels.com/photo/portrait-photo-of-woman-in-red-top-wearing-black-framed-eyeglasses-standing-in-front-of-white-background-thinking-3762807/>



Brainstorm: Initial ideas – what are your current offers?



Brainstorm: Initial ideas – which ones do you think could be packaged up?



Where Do Packages Fit into a Business Model?

You can package up your services no matter what business model you have:

- One-on-one coaching services to private individuals
- Membership businesses
- Consultancy services
- Regular services to clients such as hairdressing, sports coaching, or health care



My business model is:

- One-on-one coaching services to private individuals
- Membership business
- Consultancy Services
- Regular services to clients such as hairdressing, sports coaching, or health care

<https://www.pexels.com/photo/photo-of-woman-in-red-top-and-black-framed-eyeglasses-holding-a-white-smartphone-3762370/>



Your Business Model

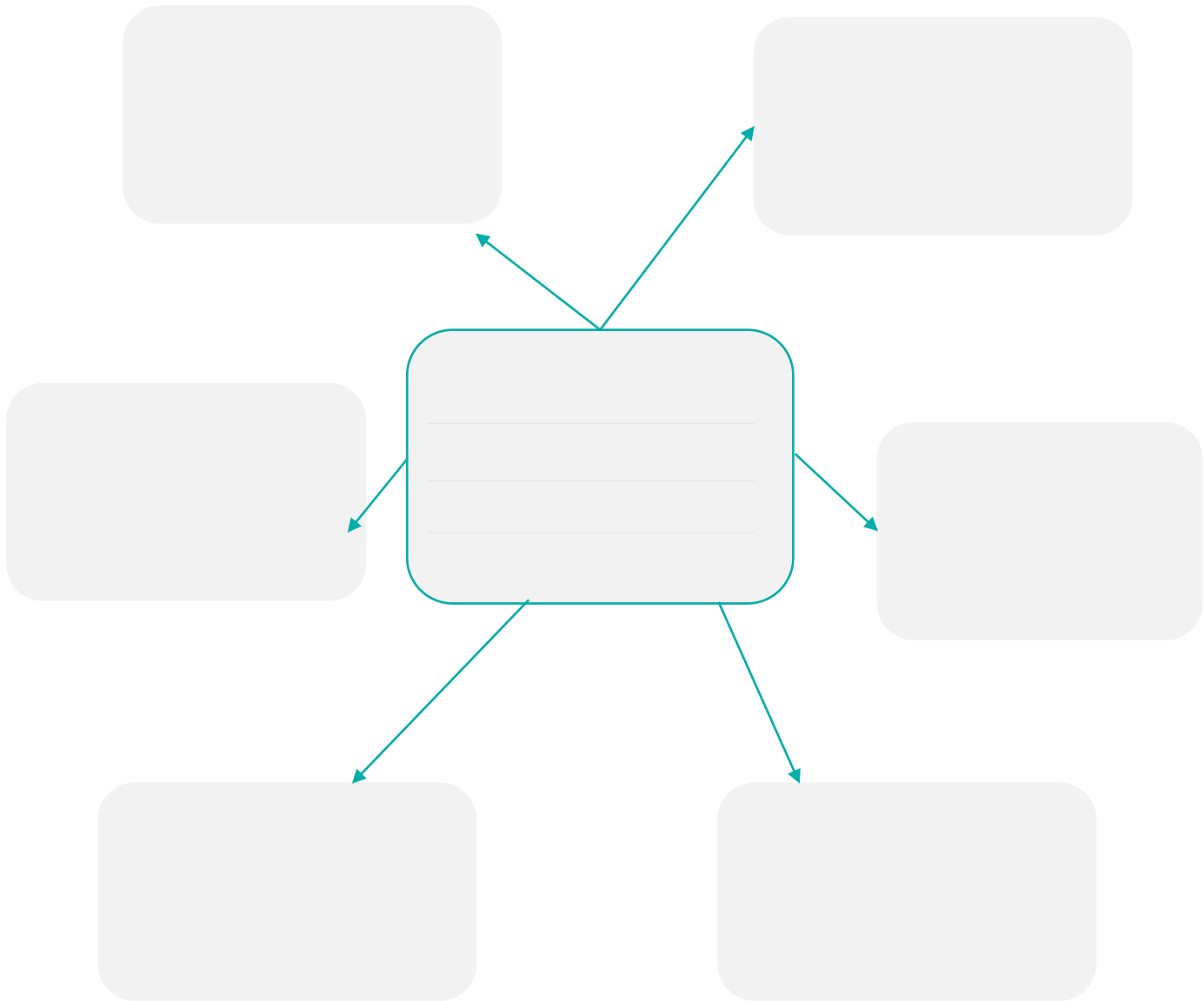
Think about whether a different model would make sense for you to grow into.

How do you think your business would benefit from packages?

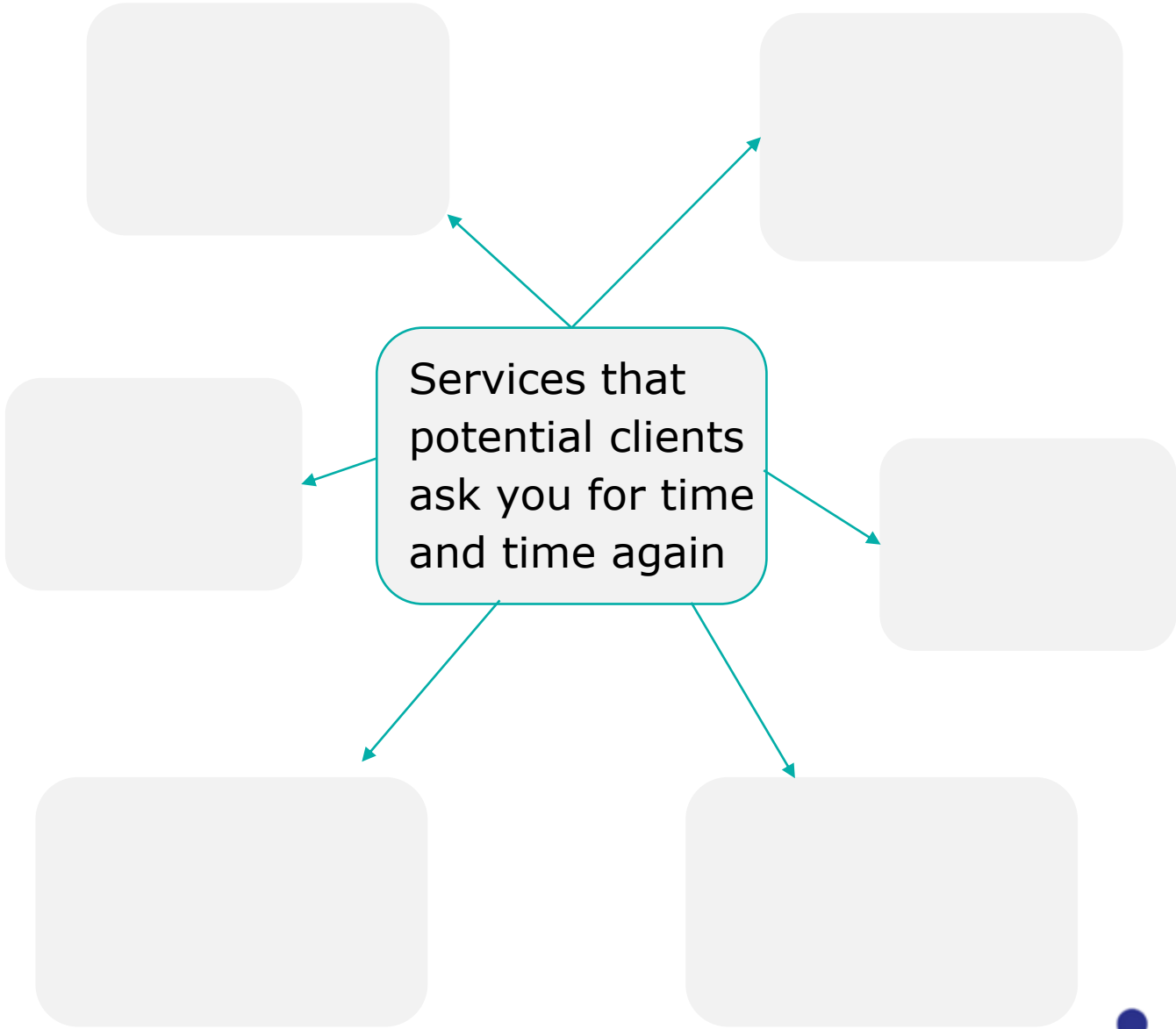
- Advantages to your business
- Clarify service offers
- Save time customizing standard services for each client
- Increase reach
- Generate more revenue
- Get better results for clients
- Forecast income
- Introduce upselling
- Advantages for clients
- Wider choice (level and price)
- Increased value



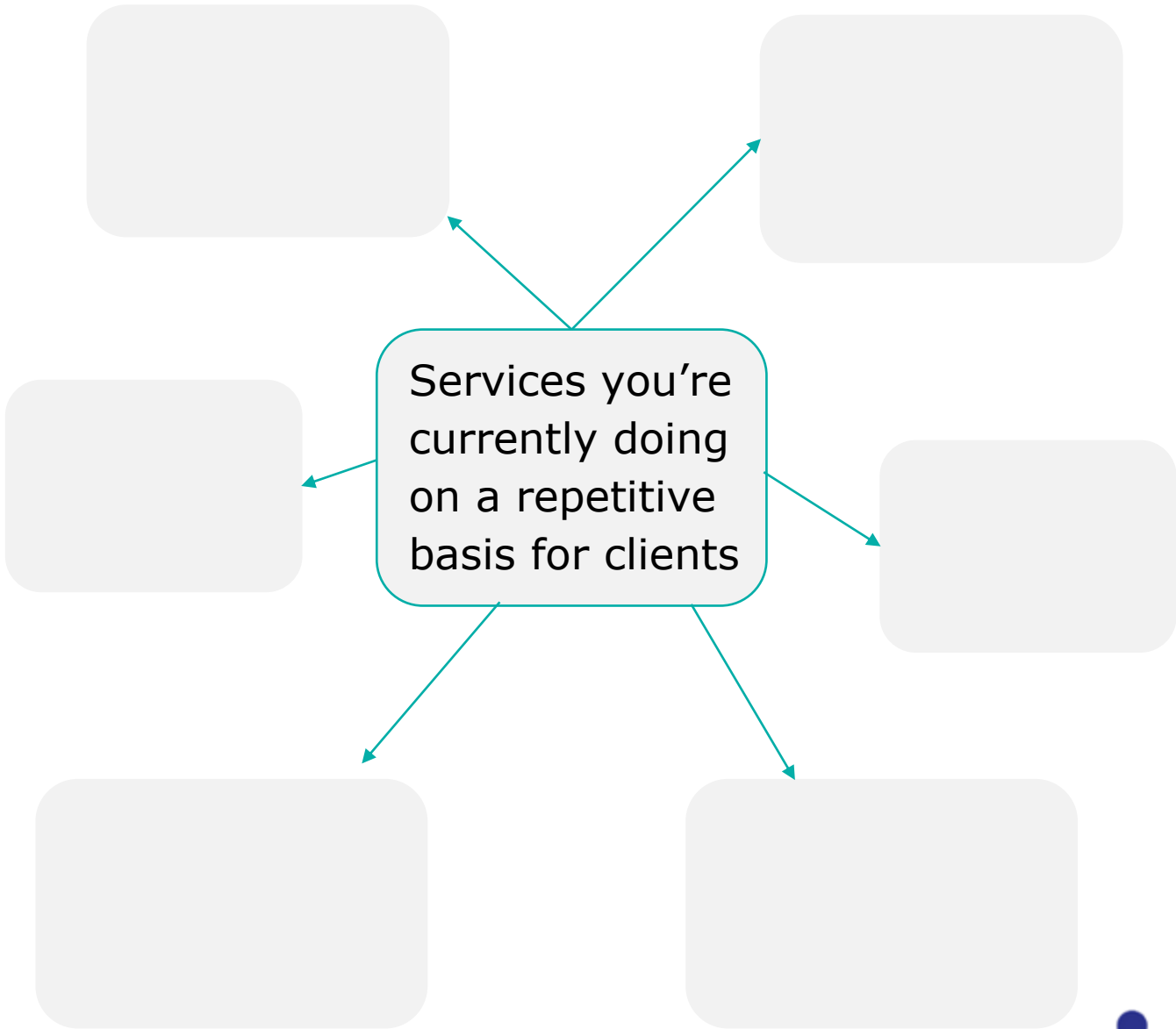
Brainstorm: What business model makes sense for you to grow into.



Brainstorm: Start to outline service packages based on what you do now:



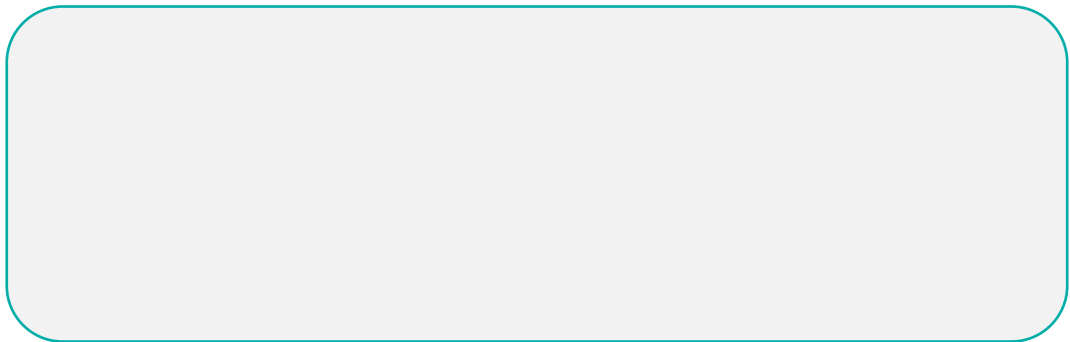
Brainstorm: Start to outline service packages based on what you do now:



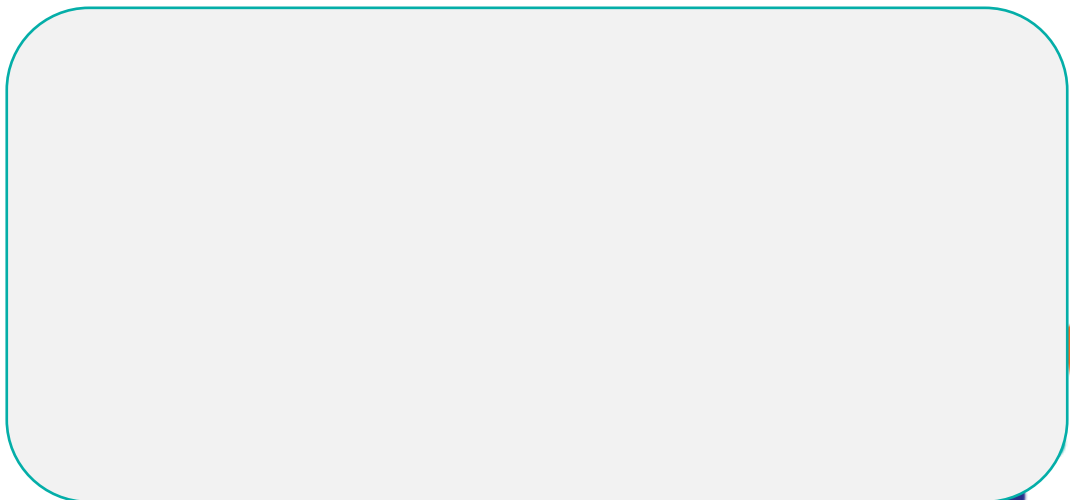
Your Highest Profits

Figure out where you currently get your highest profits:

Look back at your past year's sales figures



Look at how much time you and your team spend on different current offers



Your Highest Profits

Pinpoint the top 3 services that generated the most profit and identify the most profitable of all.



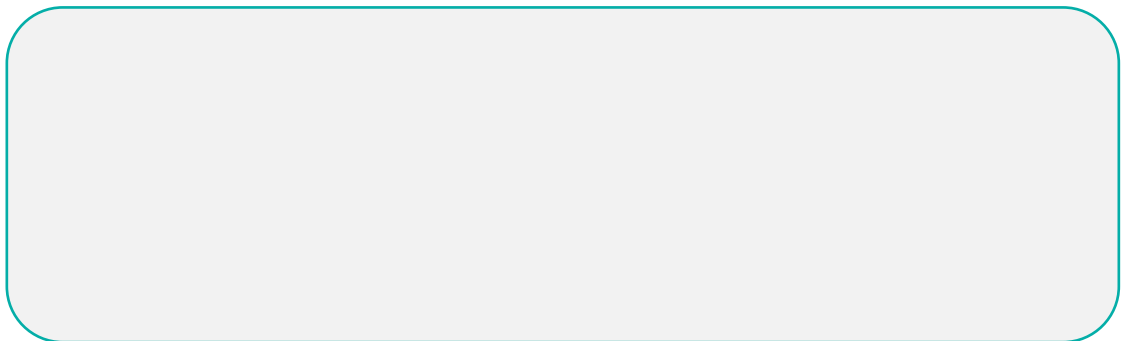
Your Highest Profits

List your most profitable services:



Your Highest Profits

Identify which 3 services bring you the most revenue and pinpoint the one most revenue-generating of the 3

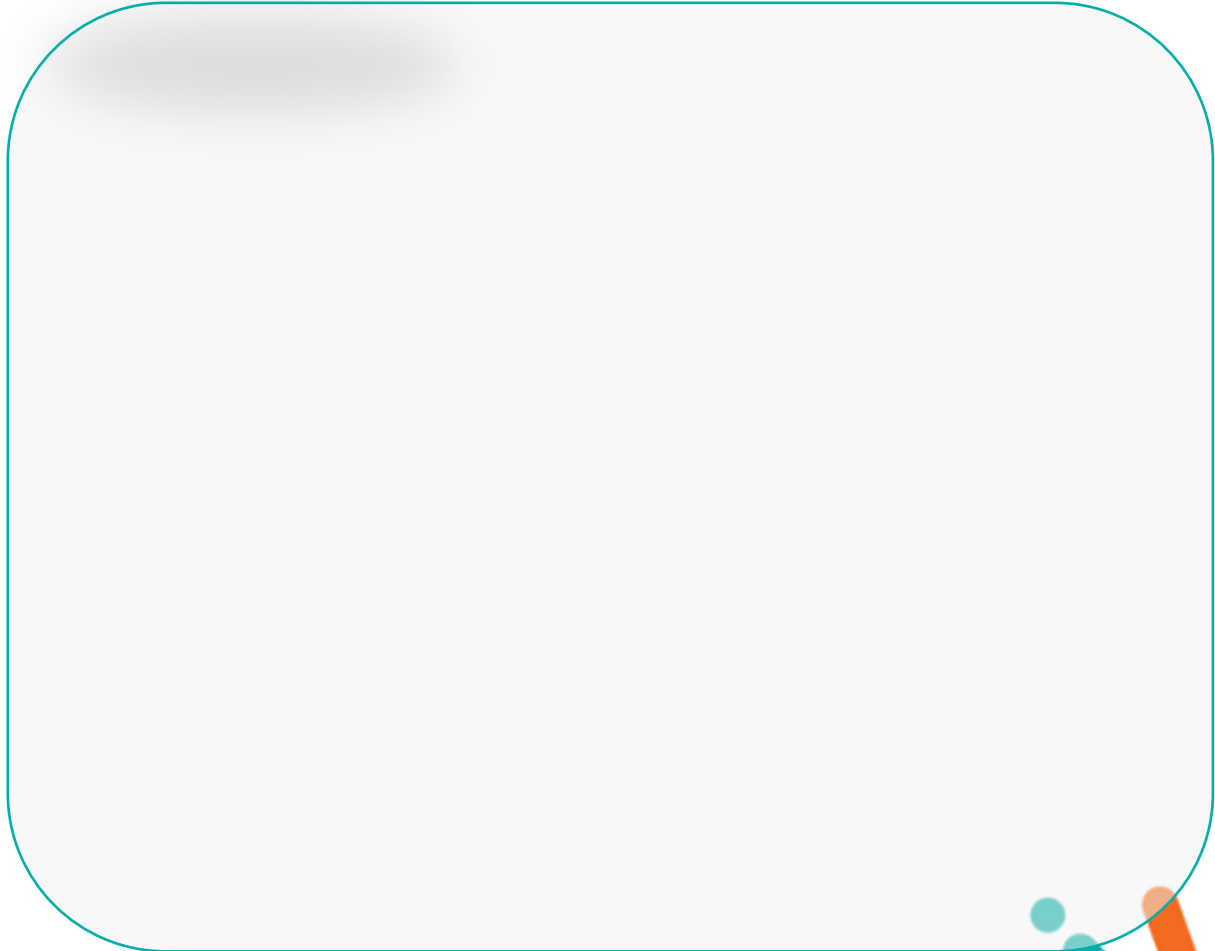




Your Highest Profits

Identify the reasons people have given for their purchases up to now

Find comments they've given you in testimonials, on social media, in emails, in conversations



<https://www.pexels.com/photo/cheerful-young-couple-using-laptops-while-sitting-at-table-near-window-at-home-3967031/>



Action Steps:

Write down how your business would benefit from providing service packages and how your clients would benefit.

Action Steps:

Research where your main profits currently come from.

- a. Note the top three that generated the most profit and identify the most profitable of all.
- b. Identify which three services bring you the most revenue and pinpoint the most revenue-generating of the three.

Action Steps:

Refer to any comments you've received showing what needs are being met from your current services.



Bring it all together

On the next page bring together your answers from the previous sections of this planner, including:

- The business model you'd like to grow into
- 3 potential service packages you can offer
- How each of those packages will benefit both your business and your client

As you do this, you'll find it becomes clearer what you can offer as a package and where you need to make changes!



My Business Model:

Package 1 Name:

- High Level Contents
- Benefits



Package 2 Name:

- High Level Contents
- Benefits

Package 3 Name:

- High Level Contents
- Benefits



NOTES:

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Let me know if you have any questions!

Mentorcrest Team



Service Package Planner

