

SEVEN CORE COMPONENTS TO
CREATING, MARKETING & SELLING OUT YOUR

High-End Healing Package

The Checklist Every Healer-Entrepreneur Needs

BY JILLIAN ANDERSON



DISCOVER THE 7 CORE COMPONENTS TO
SUCCESSFULLY CREATING, MARKETING & SELLING OUT YOUR

1:1 High-End Healing Package

Let's Create Leverage

If you want to take your online work to the next-level, and love to work with clients in a 1:1 setting, then this guidebook and check list is going to help you a ton.

Hustling for single single sessions (whether in person, or online) will keep you from serving in a much more effective way. It will also prevent you from creating leverage in your business.

For the purpose of this guide, I'm defining leverage as using something (your healing gifts/skills/services) to maximum advantage. I'm also talking about bringing more money in (woohoo!), and using that money to lift you/grow your business in a powerful and focused way.

This checklist is for you if you're a coach, mentor, healer, or soul-guided service provider who wants to effectively package her offerings to serve better, and earn more.

My intention here is to give you the framework and tools you need to get your very own high-end package off the ground (and book your first or next client), without the old-paradigm/manipulative sales tactics that are used (but have no place in the world we're creating).

Let's get started.

IMAGINE THIS

Instead of directing your efforts to book your next 60 min session, or 90 minute workshop, or sell a low cost product/item etc, you direct your efforts to sell packages of your time and energy to your clients over a longer period of time, for which you can (of course) charge more.

Imagine the ground you could cover together. Imagine happily receiving 3k, 5k, 10k (or more), to work with your soulmate client. Imagine resting in the recurring income of your grateful client's monthly payment. Imagine leaving your day-job (if you want to), and imagine the growth and fulfillment you'd experience in serving your people in a deep way.

What would that feel like?

What would that create for you?

What would change in your life and your business?

Take a moment to write down how your life would change if you were able to create, and sell out, your very own high-end healing package:

You need some structure, a sense of readiness, and a system that your Soul can rest in.





Hi Beautiful

I'm Jillian Anderson, a Writer and a Business Coach for Soul-Guided Entrepreneurs, and developing my own high-end healing packages has helped me to create true leverage in my online business.

MY HEALING PACKAGES HAVE HELPED ME:

- a. Serve my clients more deeply with deeper guidance and better results
- b. Invest in professional photo shoots i.e. uplevel my online space / website / brand
- c. Free up the time and energy I needed to intentionally create my signature group program
- d. Command higher amounts of money for my energy/services/focused attention.

I want your high-end healing packages to do these wonderful things for you, too.

Let's get you ready for your LIFT OFF.

I recommend turning off any and all distractions, and using this PDF guide to your advantage by giving it your full attention. Tea helps. Your journal, too. Feel free to read this guide online, but for the best results, I recommend printing it out. Bonus points if you take a photo, share on your Instagram story, and tag me.



CORE COMPONENT #1:

Ideal Client Clarity

Let's start with the non-sexy basics that will inform your most aligned and helpful work. Even if you've done ideal client exercises before, take your time to do the research. Step into her shoes, and go for a stroll through her day. Usually, your ideal client is a past version of yourself, although, there are exceptions to this. Answer the following Q's to get clear:

1. Who is your ideal client? What is her age?
2. What is her biggest challenge?
3. What keeps her up at night?
4. Where does she spend time? What are her favorite books and podcasts?
5. What transformation is she actively seeking?
6. What are the benefits she will experience in your presence, with your help and guidance?
7. What does she gain with this transformation you're offering?



Focus on List Growth

Email marketing is not dead, and your email list IS your online business. Look behind the scenes at the most successful online businesses and you'll see that list growth equals business growth.

If you're depending on social media to market your magic, it's time to switch gears and focus on your list. Because: algorithms change and social media terms/rules change. When a potential client, or a new reader, willingly gives you their email address, you now have the power to stay in touch in the most effective and direct way.

The BEST way to fill your high-end healing packages is to consistently nurture a list of your ideal clients with helpful free content, so that when you open up enrollment, you have clients ready and waiting to work with you.

Important: I believe our readers' inboxes are sacred spaces, and it's vital to show up in your readers' inbox with the intention to serve them, and enrich their lives.

ANSWER THE FOLLOWING Q'S:

1. What's your long term list-growth strategy? If you're not sure, take this time to brainstorm. (Your long term list growth strategies may include: optimizing your website for better conversions, delivering shareable content weekly or bi-weekly etc, and promoting on social media, creating a new free opt-in, or promoting the one you have, etc.)



CORE COMPONENT #2:

Focus on List Growth

2. What are your short term list growth strategies? If you're not sure, take this time and space to brainstorm. (Some short term strategies include: being featured on other blogs/podcasts, running a challenge, promoting your pre-launch content, etc).
3. Is your free opt-in offer outdated and in need of an upgrade? Is your free opt-in attracting the caliber or type of client you want to serve? Who exactly is your free opt-in speaking to?
4. What does your free opt-in offering lead to?

PRAYER FOR LIST GROWTH

Mother/Father/Source bring me the people who can benefit from my words, energy, presence, and offerings. I see and feel them coming to me now, consistently, and in increasing numbers. I am ready to serve them. And so it is.



CORE COMPONENT #3:

Tell Your Story (Consistently)

What's your story? What transformation have you experienced, that you are helping your ideal clients through, themselves? Is your story clearly displayed on your 'about me' page, and on your sales page? Does it evoke an emotional response?

What was the struggle that you were in, and how did you shift out of it (or start shifting out of it)?

Give yourself permission to share the transformation that you've experienced, even if you still cycle through the healing lessons you want to help others with. Answer the following Q's:

1. How are you showing up in your emails and on social media right now? Where are you holding back? Why?
2. What story could you share that would speak to, or serve, your ideal client?
3. Do you consistently share your story on social media / podcast interviews / emails? Why or why not?
4. When your readers think of you, what do they think of?



CORE COMPONENT #4:

A Rockin' Sales Page

For each one of your offerings, you need to have a sales page that works to magnetize your ideal client. It needs to speak directly to your ideal client's fears and desires. It needs to speak in her language.

Learning to write effective sales copy will skyrocket your sales. Yes, you can hire someone to write your sales copy, but in my opinion, you don't want to remove yourself from the equation too much, or people can feel that. The energy of your voice needs to be present.

And if you're not quite sure what a sales page is: it's the page that gets the readers excited to work with you, showcases what you're selling/offering, and invites the reader to take a next step, whether that next step is 'buy now' or 'register here' or 'enroll today'.

ANSWER THE FOLLOWING Q'S:

1. Does your sales page qualify your reader right away (i.e. how does she know she's in the right place?)
2. What are the words and phrases your client uses to describe her biggest challenges? Are those words and phrases on your sales page?
3. Does your sales page showcase 'social proof'? Meaning: do you have a solid number of testimonials or endorsements that help your potential client feel it's safe to take the leap to work with you?
4. Are you guiding your reader to take a specific call to action at the end of the page? What is that call to action?
5. Do you have an FAQ section, that helps to answer some of your reader's questions and potential objections?



CORE COMPONENT #5:

Have a Reliable System

This is about making as much as possible, automatic, so that you can work smarter and not harder.

HERE'S A GENERAL (AND SUPER SIMPLIFIED) FLOW OF A HIGH-END HEALING PACKAGE:

Create the Package/Container (what do you want to help people with, and for how long do you need to work together to best serve them? What tools and gifts are you so excited to serve with?)

Decide how many clients you'd like to serve and for how long (write it down). How often will you meet within the time-frame you've decided?

Write the sales page, and create an application with a series of questions that will help you understand whether you and the applicant are a great fit, or not.

Design a launch to market and promote the package, and fill your intended number of spaces. Don't let this overwhelm you. Launching can be easy when you break the flow down into easy steps.

Read your new applications (yay!) and set up 'alignment' or 'discovery' calls.

Rock your alignment calls, and 'on-board' your new clients (pro tip: you choose your clients just as much as they choose you. Use your discernment).

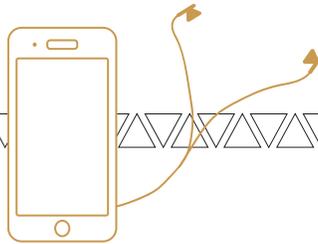
Have a system for your onboarding process (I suggest an automatic welcome email that is triggered in your email service provider when a new client makes her first payment). This automatic email can link to a Google form (or type form) where you can collect more important information from your client.

Don't forget the proper legal documents. You both need to sign an official legal agreement. It's vital to have clear and defined boundaries, and to protect yourself.

Use a convenient scheduling system, like acuity, so your client can book her own sessions. [Learn more here](#). I love acuity and I receive a commission for every referral I make.



Rock Your Sales Calls



Your alignment calls will set the tone for your mentoring/coaching relationship. The purpose of a discovery call/alignment call is NOT to give away free coaching or services. The purpose of an alignment call is to powerfully enlist your client in her vision, and to discover if you'd be a great fit for working together NOW. Important: a successful sales call is one in which both parties (you and your potential client) each make an empowered decision.

HERE ARE A FEW OF MY TIPS FOR ALIGNMENT CALLS:

Tip #1: Clear your energy field and detach from needing a new client, even if booking your next client means paying your rent, or your car loan, or whatever expenses/bills you have coming up.

You want to enter into this relationship because you are a good match to work together, and because it feels exciting to work with this person, NOT because you need the money.

PRO TIP

Signing clients just for the money can often lead to a misaligned match and potential resentment. Not always, but trust your gut.

Tip #2: Practice sharing your package price/investment with a friend, before you get on a call, and be ready to share your investment price with a clear and open throat.

Tip #3: Stay on time. If your alignment calls are thirty minute calls, stay within the time frame out of respect for yourself, and respect for your potential clients. Again, this call sets the tone for working together.



CORE COMPONENT #7:

Launch Your Package

You can launch your package to create BUZZ around the work you're doing in the world. Launching can be simple and is a way for you to get your energy behind what you're doing in the world. In the notes below I outline a simple launch strategy, for booking your 1:1 High-End Healing Package Clients:

SUPER SIMPLIFIED LAUNCH STRATEGY:

1. Give away a series of free content that excites and nourishes your people. This content should be strategically chosen to lead into your offering.
2. Then, once you've given that content, invite your clients to go deeper with you, by sending them the link to your rockin' sales page.
3. Give your potential clients a set amount of time to apply for your package.

Take a moment to journal. Write down any thoughts and fears you're having. Get it all on paper so you can see it clearly:



BONUS TIP:

This is super important: stay in your lane. Focus on alignment. It's easy to hop on the internet, and look at everyone else's healing packages, to model your own after. I recommend taking some time to yourself, head out into nature, or head to your meditation cushion, to get super clear on what YOU want to help your clients with the most.

What wants to come through you, will come through you, when you decide to get out of your own way, and take a few new risks in your life, in your work, and in your growing business.

Big Love,

Jillian
xx

