

# Hey Nice Package!

A pink gift box with a bow and decorative swirls, positioned to the right of the main title.

*Create services your clients  
can't keep their hands off*

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# THE BY

If you're reading this, it's probably because you want to help a lot of people, while also making a lot of money (AKA the good life.) And you want to do it all all on your own terms - your way, when you want, and from wherever you want.

You've probably taken a few business courses, knowing how important it is to get people to find you and buy what you are dishing out. You've built lists, created freebies, guest posted, and everything in between.

**But there's one big elephant in the room: you never really got a handle on WHAT, exactly, to sell.**

So you created a generic package based on what everyone else was offering, figuring if it's working for them it will work for you.... and even though it's not quite exactly right

for you, you figured it was better than nothing.

And it was... for a while. But here you are in quite the pickle: you're not making money or feeling confident in what you're currently selling, but you have no idea what you should be selling instead.

Well you're not alone.

*The #1 thing that most of my clients tell me they need help with is creating packages and services.*

They are beautiful little idea machines, but they have no clue how to put it all together in a way that makes sense. No idea what to charge. No idea what their clients will buy.

***Cue: a giant gong noise.***

Well, take a sip of something strong because this is the official END to all of that nonsense. This course is the lowdown on the exact process I use to create all of my packages (including this course. Meta, right?) Even better: it's designed so that you can use it over and over again every time you add a new service or course or next big idea.

*Less struggling, more selling.  
Doesn't that have a nice ring  
to it?*





*Module 1*  
*how to use this*  
*course*

*AKA what not to do*

## *Get ready to read, write, listen, and watch your heart out.*

Translation: this is a multimedia course so you should expect to be clicking on links, completing worksheets, and watching videos as you make your way through. Don't skip these parts as they are clutch components and everyone loves a clutch component.

Hey, Nice Package is also a system. So it loves when you treat it like one. Each module builds on the next, and if you follow it in order, you'll have sweet sweet packages by the end of the course. If you go out of order or try and jump ahead without doing the work, all bets are off and it might get ugly.

The first module will take the longest, because it requires you to do some serious research. **DO NOT SKIP THIS STEP!** I repeat: do not skip this step. What you will wrestle out is the core of everything you do; and while I know that can feel tedious, it's the only way to create stuff that people will buy (and after all, that's the goal, isn't it?)

This is where most businesses fail: they get lazy, they don't want to do the work, they shuffle their feet and make excuses.

But not you. You're prepared and you're gonna leave that amateur garbage to the other guys. Let's put it this way: if you don't do the work, then you won't get the results, and then I look bad and Hey, Nice Package looks bad and nobody wins. So put on your big girl pants and do the work. I know that I know that I know it is worth it.

And don't forget to have fun, too. Remember the beautiful part of running your own business is that nothing has to be set in stone; your services will grow and evolve as you do. The great part is you are about to have a system that you can revisit every time you create something new, one that with practice will become a seamless part of your process, one that will help make you a lot of money.



# Why I Made This Course (AKA The Shit We've All Done Wrong AKA Stop In The Name of LOVE)

*I created this course to help you do things right. But sometimes you have to take a long, hard look at all the wrong things we do while creating packages. Let's dive right into what most people do WRONG (because it's fun to learn from other people's mistakes, right?). Don't worry, if you're currently doing one of these things, you're still a good person - you're just making it rather hard on yourself and your business. We're going to get into what to do instead later in the course, but for now, keep these no-nos in mind and cross check with your packages to see if you're currently breaking any of these rules.*

## STOP CREATING OPEN ENDED PACKAGES

Here's a big, fat no-no. Creating packages that have no defined scope is like waiting for your partner to propose when he keeps saying it will happen "someday" - it leaves your clients wondering if they will ever get what they want.

When you leave something open ended, clients get spooked. It's not in human nature to want to pay high prices on an ongoing basis, forever, with no end date. I get shaky just thinking about it.

*Here is an example of an open ended package:*

Offering 2 client sessions a month, for a minimum of 3 months, but then it continues to ongoing work, which will last as long as it takes for the client to get the results they want.

Imagine going to the dentist for a filling, and him telling you that it will take minimum 3 appointments to complete, but that you'll continue to come in once a week after that, for an undetermined amount of time, because the results really depend on YOU... oh, and each month you'll pay him a fee. Barf.

Then imagine going for a second opinion, and having the dentist tell you "Yep - I can fix that in 3 appointments, and it'll cost ya \$500".

Which dentist are you going to? That's what I thought.

It's the same with selling stuff online. No matter what you do, whether it's tangible or super vague, you need to outline a timeline for your clients, More on that later, but for now, let's just go ahead and scrap your open-ended packages. Don't fret: and we're going to help you create something that is way (way, way, way!) easier to sell.

# STOP OFFERING VAGUE MUSHY, INTANGIBLE RESULTS

This is typically a life coaching problem, but it can show up in other industries too (read: no one is safe.) Rooting your packages with "you get what you put in" is silly because since you are (supposed to be) the expert here, it's totally backwards to have clients tell you the results they will get. Hell yes, it's true that the more effort they put in, the better their results will be, but when you're creating packages, consider what results they would get if they put in ALL the effort. Put another way, you need to determine what exactly the tangible results are that you're offering (based on past experiences with clients and/or your own life experience - more on this later in the course).

For example, telling someone that you will help them "realize their dreams" isn't tangible enough of a result. This problem usually arises for anyone who does work that is more intangible and has somewhat vague, undefined results (oh hey, life coaches), but fear not, hotshot, I'll teach you how to make it tangible later on in the course. Just be wary of doing this in your business and instead take a stand for what you are offering.

# STOP HAVING A MILLION ZILLION DIFFERENT PACKAGE OPTIONS

A confused mind is a non-buying mind. If you have so many options that people can't even keep track, they will turn away, never come back, and shake their fists at you from afar. The easier you make it for them to say yes, the more likely they will do just that.

*I'm going to help you learn how to tame all of those wild ideas but in the meantime, think K.I.S.S. (keep it simple, sugar).*

## STOP CHARGING PER HOUR OR PER SESSION

Cuz guess what? You're not just offering your minutes or hours. You're offering your experience and training and skills and smarts and dance moves (maybe?). But more importantly, you're offering VALUE (in the form of specific results, and benefits). And that value is more than a sum of the hours you spend with someone (you don't even have to be good at math to admit this.) With HNP you'll learn how to train your stubborn clients to think in terms of dollars per value, so you can stop hustlin' your time and start hustling results - which is what your clients are really after in the first place. Aka EVERYONE WINS.

A collection of wrapped gifts in brown and white paper, tied with twine, on a dark background. The gifts are of various shapes and sizes, some wrapped in plain brown paper and others in crinkled white paper. The twine is tied in simple bows or loops. The background is dark, making the light-colored paper stand out.

A big part of this process is switching up your business thinking (including habits and conceptions you didn't even know you had,) so be prepared to challenge yourself to step outside of your comfort zone. Don't worry, I'm here to help with that, and Hey, Nice Package takes you through all of it step-by-step so that you start doing things in a way that makes it easy and fun and glorious for your clients to say yes to your business and your packages.



# *Module 2*

*mapping it all  
out like a pirate*

## ***Now that you know what NOT to do, let's get you tricked out on what you SHOULD DO.***

Figuring out what to offer can pretty much be boiled down to an exact science (because yay- science!). Which means that it is repeatable. Repeatable is a VERY good thing, my friends. It means that if you pay really close attention and act like a good student, you'll never ever be at a loss for what to offer again, no matter where you are in your business. Yes, I'm serious!

You can finally let out that breath you've been holding since you started your biz. Relief is here and she brought drinks.

*There are 4 parts to this beast of a section:*

1

Knowing your ideal clients problems and struggles inside and out and back again.

2

Knowing exactly where you fit into that whole equation.

3

Knowing precisely what you need to do to help them solve their problems (ie. YOUR unique system!)

4

Knowing yourself, your strengths and your preferences for how you like to work. (This sucker is more overlooked than you'd think!)

# Part 1

## Ideal clients

**\*\*Special note:** *Even if you've done ideal client work in the past (exercises like creating a client avatar or persona), don't check out on this section. This isn't the same old stuff that you think you're gonna do. It's way easier and way cooler and, well, just trust me.*

It sounds like a “duh” statement, but before you do or create anything for your business, you've gotta know who your clients are. And not just a vague vision of some humans taking out their wallets, but a clear, niche idea of your ideal clients. To do that, we've gotta go back to the beginning. Don't roll your eyes, it's not nearly as complicated or time-intensive as some make it out to be.

You should already be clear on your core message, your point of view, and what you do (even if generally) in your business. If you need help with any of that, check out [this blog post](#) that will get you started. They're too big to cover in this course, so make sure you have those pieces nailed down before you move forward.

Since we know the what, now we're gonna dig into the who you do it for so you can start creating packages that sell, lickety split.

If you've done ideal client exercises before (those client avatar exercises that have you flush out what kinds of clothes your client wears on the weekends, and what their favorite magazines are, etc), you're going to need to think about this a little bit differently.

I'll go ahead and say it: I couldn't really care less if you know what shoes your client covets or what her favorite coffee shop is (Sorry, client, I'm sure they're lovely.)

**And here's why: *your client's shoes are not going to help you create your packages.***



**But you know what is? *Her problems.***

I want you know your client's problems intimately. Including what she's tried in the past, what hasn't worked, and what she is really looking for. This is the sweet spot of package-creation success: digging in deep to the problem(s) she is having; the problems that YOU are going to help her fix.

This is where most people fail right off the bat. They try really hard to sell something that their clients don't know they need. This is mostly because they're selling higher-level concepts instead of tangible results. For a personal example: it's the difference between selling "business bliss" and selling "help putting together your packages". Sure, those two might be the same thing, or closely related, but I need to make sure my clients understand exactly what it is that I'm selling (which, hopefully, is why your pretty little eyes are reading this right now.)

This is where the old marketing adage rings very very true: Sell them what they want, and give them what they need. (Said in my best Don Draper impression.)

You simply cannot (and will not) sell someone something they don't think they need. Similarly, prevention doesn't sell. So if you're in a field where prevention is prominent feature, you have to be able to sell to problems people are having right now.

Think about it - you might avoid the dentist for years (despite knowing you should be going), but as soon as you get a cavity or have an extreme throbbing toothache, your ass is in that dentist's chair no matter what it costs.

Samesies with the gym. People know it's good for them and they do of course want to feel better and look better, but life gets in the way. Until they book that Caribbean vacation 3 months from now and go bikini shopping, and all of a sudden working their booty to fit into their new skimpy little number becomes top priority. It's just the way we are.

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## ***Here's the big secret:***

***your people do actually need what you're offering (even if it's prevention), but they're usually just thinking about it in totally different ways than you are.***

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Now, since you are the expert on your topic and your ideal clients aren't, it means that not only are you more intimately aware of all the intricacies of the problems they are having, but you have the jargon to go along with it. They are in need, but they aren't as aware of exactly how they are in need, and they also don't have the same language that you do to express it.

*For example, many clients come to me saying they just need to stop procrastinating; that they can't seem to move forward, and are sick of spinning in circles in their business. Now, as many business coaches do, I could sell the idea of creating a passion-based business, or helping people clear the mental clutter and limiting beliefs that are holding them back.*

But do they know they have limiting beliefs? Are they actually out there looking for help with "limiting beliefs"? Maybe. But probably not. All they care about is getting their damn business started and stopping their wheels from spinning and going nowhere.

**Do I know they have limiting beliefs? You're damn right. I can clearly see that. But am I going to sell them "freedom from limiting beliefs?" You bet your ass I'm not.**

If I want them to buy anything from me, I need to talk their language and solve the problems they think they have.

It's a matter of using your clients' words and figuring out how to bring your packages down to your clients' level, so that they can clearly see that you understand their problems.

### *A few examples of NOT speaking your clients language:*

*A life coach whose clients just want help "finding a career that won't make them poke in their eyeballs staring at the clock all day" but instead sells "opening to the possibilities of success"*

*A marketing expert whose clients want help "figuring out what the hell they should be posting on Facebook" but who sells "digital strategy and brand clarity"*

*A copywriter who works with entrepreneurs who want "copy that will make sure their people actually buy their shit", but instead sells "prose to show off your deeper purpose"*

*A health coach whose clients want "to finally be able to leave the house without makeup on" but who sells "helping women be your most vibrant YOU"*

Can you feel the difference? There is a disconnect between what their clients say that they want, and the way that the business experts are talking about their businesses (i.e. in industry jargon that makes no sense to their clients). The results they give people will be the same, but their marketing is out of alignment and their results are definitely not specific enough. Which all adds up to a whole bunch of nothing in sales.

Don't feel badly. It's super easy easy to get caught up in higher-level concepts in your business and not even realize it. This is what you do, after all. You know a lot, you smarty-pants. The problem comes when it creates a huge disconnect between what you're selling and what your clients want...and then no one buys, and then you feel sad and want to quit, when really, the solution is SO simple:

Sell them your stuff in THEIR language, and create packages based on their exact problems (not the problems you assume they have).

Let me say that a different way:

*Don't assume anything.*

You know what they say about assumptions: they lead to you creating crappy-ass services that no one wants to buy (that's the expression, right?)

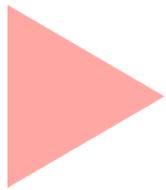
And the best way not to make assumptions is to ask your clients directly what they want and need. They know better than you, and it makes your job a billion times easier if you just ask them instead of trying to guess at everything. Novel concept, right?

Yep, you guessed it, I'm going to teach you how to do just that.

**Here's an pretty little overview of how you're going to find out what they need:**

1. Create a survey using Google docs (read below to learn how, exactly.)
2. Find at least 10 of your ideal clients, and send them your survey.
3. Be sure to include a spot for their email address, so you can follow up with them.
4. Once you have your answers, get on the phone with a few of them and ask them follow-up questions. There's always more to learn, and hearing them talk about their problems live on the phone will help you get so, so much deeper than just a survey (alas, humans > technology.)

# 1. Creating your Google doc survey



**Clickety click here** to watch a short video on exactly how to do this

# 2. What the heck to put on your survey

Asking the right questions is the key to getting good answers. Remember that you need to be really clear on why you are doing this survey so it's up to you to know what info you need from people to create the best services for them. Here are some good questions to get you started.

*Name* \_\_\_\_\_

*Email* \_\_\_\_\_

**ONE**

*What are you most struggling with as it pertains to \_\_\_\_\_?  
(insert whatever problem you solve here)*

**TWO**

*How is this problem getting in your way of \_\_\_\_\_?(insert whatever makes sense here. Does it get in their way of their life? Of making money in their business? You want to find out how their problem is impacting their life)*

**THREE**

*How does it feel to be struggling with \_\_\_\_\_? What frustrates you the most about it? (You want to tap into their emotions here).*

FOUR

*What have you tried so far to solve \_\_\_\_\_?*

FIVE

*What do you think you need to really solve \_\_\_\_\_ once and for all?*

SIX

*If there was a magic fairy who could swoop in and create you the perfect solution, what would it be?*

SEVEN

*What do you feel would be possible in your life when you have solved \_\_\_\_\_?*

EIGHT

*Would you mind if I followed up with you about your answers?  
I'm not trying to sell you anything, promise!*

Obviously these questions will be much more specific based on exactly what problem you are helping them solve with your service, so your job now is to be sure to be as clear as you can in what you're asking them. Don't just dial it in, or it'll show.

Remember, the goal is to really dive into their real struggles, and find out how THEY (yes, they, not you) view their problems and desired solutions, so you can create the exact solutions they need. So keep that in mind when you are formulating these questions.

### 3. Finding (the right) people to send it to

Once you've whipped up your survey, you then need to actually send it to real people (not robots.) I always recommend starting with your inner circle - friends, family members, colleagues, past clients and anyone you know **who might be struggling with the problem you solve (this last part is key.)** They don't necessarily have to be potential clients (ie. if you don't want to coach your friends, don't worry!), but this is more about finding out what people who struggle with this specific problem need and want. It's not about getting new clients (though that can happen too!). If you do ask past clients, be sure to ask them what they were struggling with when they came to you, and what else they'd like to see you create.

Once you've maxed out your inner circle, ask them for referrals. Do they know anyone who also has the same struggles?

Would they be willing to send them the link? Being willing to ask will be your best friend as you move along in your business. Don't be afraid, people are more helpful than you think they are.

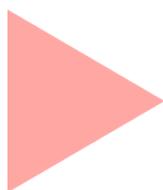
Don't forget to also reach out in any communities you are a part of - Facebook groups, local meetups, your weekly book club - anywhere where your ideal clients might be hanging out, be sure to get in there.

Your goal is to get at least 10 surveys (but ideally even more than that) filled out to get an accurate picture of how your clients are talking about their shiz. You'll start to notice patterns and similarities in how they describe their problems and the type of help they are looking for, which is a pretty handy indication of what to focus on when creating your services.

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***Sidenote:** If you've already been working with clients, you can always go back to any client intake forms you might have (if they are from ideal clients, and if you asked them what they wanted to get out of working with you) and use those in addition to your research. Past intake forms can be a goldmine of client language sitting right under your nose.*

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([Click here](#) for some really great Inner Circle motivation, or if this is all making your head spin and you need a dance break. Or both.)

## 4. What to do with your juicy results

So you've compiled your answers for at least 10 surveys...now what? Well now it's time to put it all together into info you can use (bonus: they should all be automatically neatly filed in Google forms). This is where the rubber hits the road (or rather, the pen hits the paper). You'll want to make a list of the main problems that your clients are having (I like to actually grab my sexy moleskin - because it makes me feel like a fancy and creative entrepreneur to write in it - but Evernote or just another Google doc could work too).

You probably noticed patterns in their answers by now, so you should be able to make a list of all the problems they are struggling with. What came up over and over again in your clients answers? List all of those suckers out.

*For example, when I did this survey last, my clients said that they struggled with figuring out how to put everything together into services, how to figure out what their main business message was, and how to actually take action on everything they've learned. There were other problems they were having, of course, but those were outside the scope of my expertise, so I left 'em out.*

Based on their feedback, I was able to create Message Therapy Sessions, Hey! Nice Package, and Uncage Your Business - packages that directly solve the problems they told me they were having. Boom shaka laka.

Armed with your list of main problems, you can start to see how your business

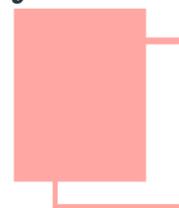
fits into the solution. Cross anything off the list that is either outside the scope of your expertise, or that just doesn't feel exciting for you to help with.

You should then be able to whittle your clients problems into ONE main problem (what is the big, overarching problem that your clients are having that your business helps with?) Then you can divide that into 3-5 sub groupings (what sub-problems are they having as a result of their main, overarching problem?)

For me, my clients' main overarching problem is that they lack clarity in their business and thus are stuck. Their main subproblems are that they don't know what their message is, they have no idea how to package everything up, and they are stuck in inaction and comparing themselves to everyone else. Sound familiar? Wink.

These sub-problems are your new best friends. They will eventually be turned into your packages and services, so pay close attention to laying out the exact problems they've told you they have, and keep these handy for later.

**Go to your "Packages+Services Cheatsheet" (that's the Google Doc that you made a copy of in the first section) and fill in the MAIN problem your clients are having. We'll work with just ONE main problem right now for simplicity's sake, but you'll actually go through the same worksheet for every sub-problem you solve.**



Next, open up a new page (or a new Google doc), and make a list of all the language your clients have used. Are there any words that come up again and again? Any phrases that perfectly capture what they are struggling with? Write those buggers down.

Keeping a running list of client language is fantastic because you'll be using it later directly in your marketing copy! These are some of the TANGIBLE PROBLEMS + RESULTS that your clients are looking for, and the exact emotions they are feeling about their problems, straight from the horse's mouth. You know how they say to find your clients' pain points? Well you just got them all laid out nicely for you by your exact ideal clients.

Not a bad start, eh?

Later on, when you write your website copy and outline your sales page, you'll come back to this list and use these exact words and grin like a bobcat.

So let's look at our job well done so far: we've got a list of your clients MAIN problems, and a list of all the language they use to talk about those problems. Keep these in your back pocket for the rest of the course.

## 5. How to rock the follow-up

After you thumb through all of your surveys, choose at least 5-10 lucky people to follow-up with. It's best to choose people who you feel are your ideal clients based on their answers. This usually ensures that the answers you're getting from them will actually be useful. Since you have their email addresses already, you can send them a breezy email asking them if you can schedule a phone call to follow-up on some of their questions. No selling involved here, just research.

This is your chance to dig deeper into their answers and get more info than could possibly be included on a survey alone. People who are struggling generally love to gab about their problems, actually, so it won't be hard to get them talking, you just have to keep asking them questions

so you can get more and more clear on exactly what they want and need. If you're feeling wild, you can even pitch them a few of your ideas and ask them what they think. Would they be intrigued about signing up for something like this? Is there anything that feels like it might be missing? Don't be shy: you're not trying to wheel them in as your clients, you're just wanting to make sure that what you're creating would make someone like them think OH HELL YES!!

If no one responds positively, it's a good sign that something is amiss. Which is actually great to know because then you can just simply ask them what they would want to sign up for, and then use that feedback like the little business beast that you are.

*Free tip: it's always a great idea to record these conversations (you can use ecomm recorder for Skype, or take the call on a free conference line like FreeConferenceHD) so that you can listen back later (and don't have to take furious, scribbling notes on the call!)*

After you do these calls, you are 78 times more likely\*\* to have a clearer idea of exactly where your clients are stuck, and a clearer picture of what you can create that will help them.

*\*\*Made up statistic, but seriously.*

## 6. Thanking your people

Let's get serious - these peeps are doing you a HUGE favor by taking time out of their busy day to talk with you. And since you always want to be a generous, gracious, and MEMORABLE business owner, it only makes sense to say THANK YOU. I always like to keep this little thank you a surprise, because I want REAL feedback and not just one word answers from someone who is only helping me for a prize.

*Here are a few, fun ways you can say Gracias to the people you do your phone research with:*

*Send each person a surprise Amazon gift card. All you need is their email address, which you'll already have from their survey. \$10-20 isn't much to pay for the wealth of information you just received from them!*

*Mail them a little surprise in the mail (or even just a handwritten note.) A little goes a long, long way.*

*Offer them a free session! Since you're claiming to be able to solve all their problems with your new service, why not help the people who have already told you they need it? It's so obvious that it's nearly brilliant. You can either reserve 20-30mins at the end of your call to offer them a bonus impromptu session, or you can send them a followup email with a link to schedule a free session with you at another time. They'll be SO thankful, and you'll get to practice your craft - it's a win win.*

*Create a free PDF or worksheet just for them that helps them get started with solving their problem. It'll show that you really listened (and bonus! you can reuse it again and again in your business. Can you tell I like to time and energy save?)*

*Get creative. What would your people LOVE to receive from you? Well, give it to them, silly!*

*Once you've done this research, you'll have a super solid idea of your ideal clients problems, and you'll never have to worry about what shoes they wear ever again.*