
HOW TO CREATE
HIGH-VALUE PACKAGES

THAT EASILY ATTRACT
MORE PROFITABLE CLIENTS

A Blueprint for Repackaging and
Re-energizing Your Practice

JIM McCRAIGH



If we haven't met yet, my name is Jim McCraigh. I've been an in-demand consultant, coach, and mentor for over 29 years. By selling my professional services, I've fed my family, put a roof over their heads and sent my son to an Ivy League college. I've had time to be board president for two non-profits, live where I want, travel when I want and turn down work that I don't want to do. I've served clients in the United States, Canada, and Mexico.

But it hasn't always been that way...

During the first year or two of my practice, I was a single Dad and thought I was going to have to close my business (and get a job) because I was barely making ends meet.

I'll never forget that constant knot in my stomach back then. Worse yet, I had no one to talk to about it.

I was getting mostly small, short term engagements in those days because that's what I'd seen other professionals doing. But that strategy wasn't growing my business nearly fast enough... in fact, it was killing it!

How I Solved My Problem...

So, what changed? My business turned around when I made the decision to sell outcomes instead of time. That one thing helped me gain a reputation as someone who got high-value results for my clients... and that's when my business really took off!

Early on, while I was struggling in my own practice, I noticed that a few coaches and consultants I knew weren't hunting for clients every day. They weren't working on weekends just to pay the bills. They had time to spend with their family and friends. They had the life I wanted... of abundance, meaning, and impact.

I discovered what set them apart... having defined offerings, they could easily talk about to everyone they met... both potential clients and referral sources. Then, like a lightning bolt out of the sky, it became clear to me... I needed the same thing if I was to grow my business!

Once this revelation hit me... I couldn't believe I hadn't done it before. I realized that having high-value packages was the only way for me to:

- Make enough money to live how I wanted to live.
- Take a few days off without worrying about money the entire time.
- Sleep through the night without worrying about unpaid bills.
- Do game-changing work for clients, while charging what the work was worth.
- Create more freedom in my life to do what I wanted, when I wanted.

My big problem was that I had no idea about how to create one. To add to the problem, those successful coaches and consultants I knew weren't willing to share theirs with me. But, that was understandable, because their packages were aligned with their own personal abilities and passions and not mine. (Copying someone else's specific offer is never a good idea.)

But, that did lead to the next phase of my journey... I now knew that selling outcomes rather than my time was the only viable way for me to create deep and lasting change for my clients... while getting paid very well for doing it!

I wish I'd had someone to let me know about these things when I was just starting out. It's not easy to do on your own. (I know, I did it the hard way.) But, what I eventually created was a practical strategy along with an achievable blueprint to make my business grow. You can too.

What Having a High-Value Package (HVP) Will Do for You...

Having your own HVP will change not just your business, but the way you approach life and money.

- You will begin to pull away from your completion. The low end of the coaching and consulting market is full of low-priced providers, battling it out for clients... why play in that \$75 dollar an hour mud puddle if you don't have to?
- Clients will stay with you longer. When you provide high-value solutions to your clients, they will want more of you... not less. My average client now stays with me for years.

- You'll get away from that horrible feast or famine cycle that plagues so many in our business. When you earn more money per client, you'll have more time for marketing and generating referrals.
- You'll rapidly gain a reputation as someone who gets high-value results for your clients... people will start calling you. It's a fantastic feeling!
- Satisfied clients will be more likely to give you recommendations and provide testimonials... leading to even more new clients.
- You'll begin to feel better about yourself and your business as you stop underearning and start being much better compensated for the transformation that you bring to your client's lives and businesses. Your success will breed even more success!

Why Listen to Me?

When I first started out, I was a former corporate executive who knew less than ZERO about selling professional services. Since then, in addition to my own successful practice, I've been the VP of Marketing for a national seminar and consulting company and currently the Director of Marketing for a 20-year-old global consulting firm with over 550 affiliated coaches and consultants.

Over the years, I have been a guest lecturer at the University of California, Ohlone College, Redwood College and John F. Kennedy University in addition to having presented scores of other seminars, workshops, and webinars on this topic. Along the way, I've learned what works and what doesn't, made mistakes and had resounding victories... all of which I want to share with you!

Blueprint of a High-Value Package (HVP)

OK, so what's a High-Value Package anyway? In my webinars, I describe them as premium-priced programs that:

1. Provide a high-value outcome to a client by solving a major problem (or seizing an opportunity) faster and easier than they could on their own and without your support.

2. Are based on a repeatable process that can be tailored to each individual client's needs.
3. Consist of a predetermined set of components/benefits that deliver tangible and measurable outcomes.

We can break HVPs down into seven key components:

HVP Component #1: The Right Delivery Method

There are a variety of ways to deliver a high-value package... Direct one-on-one, online courses or group sessions.

Repeatedly, I've found that the only method that consistently works is direct one-on-one. Why? Because for your program to be truly effective, it must involve a certain high level of trust and intimacy between you and your client. Serious change/transformation often becomes an emotional journey for the client. You can't do that in a one-way course or group environment. (I'll say more about why the group method doesn't work in the next section below.)

Your one-on-one HVP can be delivered via telephone and a screen-sharing program (like Zoom, GoToMeeting, Skype) or in person... either way works as long as you maintain a highly personal connection throughout the time you work with your client.

HVP Component #2: The Right Price

Low-priced programs not only result in you underearning relative to your abilities, but don't result in the kind of commitment necessary for clients to truly benefit from working with you. It's easy to blow off a meeting when the client has only paid a few dollars for it. Higher paying clients attach more value to your work.

Low priced/low value programs usually fail because the client doesn't take the content or your advice seriously or value it very highly. The result is that they often don't implement your recommendations... resulting in no change to their problem or

situation. A string of unsatisfactory engagements like that will rob you of important referrals and success stories.

Some coaches and consultants use the group method to create a low-priced option to get more clients. This is a wrong-headed approach that will almost always cause you to work harder for less money. Low-dollar groups are notoriously hard to maintain and manage. (The only exception to this rule are those ongoing premium-priced CEO and executive peer groups based on a “board of directors” type model.)

Price must be based on the value provided, not time and materials. The larger the value provided, the larger the price that can be justified.

HVP Component #3: The Right Name

What’s in a name? Everything! Finding the right name for your HVP can be challenging, but extremely important. It took me a while to come up with mine along with its subtitle...

The Jumpstart Client Acquisition System: Repackage and Re-Energize Your Practice for Maximum Growth... A Transformative 12 Week Program for Coaches and Consultants.

Yes, it is long... don’t be afraid of a few extra words as it has a lot of heavy lifting to do. It must clearly communicate what exactly your program is and how it will BENEFIT the client. The time you spend crafting a compelling name for your programs will pay you handsomely for years to come.

HVP Component #4: The Right Length of Time

As coaches and consultants, we cannot begin to deliver any kind of meaningful transformation or change in just two or three sessions. Real change requires time to accomplish and cannot be rushed or crammed into ten days or two weeks. That’s why my basic programs are at least three months and often one year long.

Why? There is almost always an emotional element involved in real and lasting change... and that can never be subject to time pressures. Sometimes my 12-week program runs

over into 14 or 15 weeks... because I will never abandon my client midstream if we haven't reached the other side yet!

Tiny, incremental changes aren't worth much. Big, transformative outcomes or results take time... and worth a much bigger price tag.

HVP Component #5. The Right Promised Outcome

If you ask most people if they need any "coaching or consulting", their eyes will begin to glaze over. That's because they don't yet understand exactly how you would benefit them. It's far too vague a question for them to retain you without knowing more... a lot more. That's because they not interested in buying your services (like a train ticket), but instead are in search of a specific outcome (like a precise destination). Desirable outcomes are what clients want... not coaching or consulting services. In the end, the true value of your HVP will be measured by its promised outcome.

What is an outcome? An outcome results when you successfully bridge the gap between where the prospective client is today and where they want to be when you are finished working together. Another way to look at is... an outcome is what you promise to deliver.

Clients won't attach much value to your time or be anxious to extend your engagement if they're not getting the outcome they want. But, if you are truly providing valuable outcomes, they'll want to stay your client!

HVP Component #6: The Right Format

I used to tell prospects that I didn't have a brochure because everything I did was customized to each individual client's needs. As time went on, I realized that I was causing a lot more work and stress for myself by creating different proposals for each prospect I approached.

Fast forward to today...

Most everything I do now is based on time-tested and proven templates. Why? because I've learned that I needed a well-defined structure and process to ensure that I consistently delivered the high-value outcome I was promising to the client.

Ad-libbing is for amateurs. Having a repeatable and standardized package (HVP) guarantees that I don't have to reinvent the wheel every week. It will give you a base platform that you can continue to improve upon as you gain more experience in delivering it.

My programs are broken down into specific steps or modules that I can move around or expand upon as I am working through it with my clients. This eliminates the dreaded "cookie cutter one-size-fits-all" approach that doesn't produce the best possible results. I'm customizing the client experience, but I'm doing it based on my interaction with them while they work through the program and not an inflexible boilerplate program.

HVP Component #7: The Right Marketing

I'm sure you've heard cynics say that some coaches and consultants sell nothing but "smoke and mirrors". Unfortunately, that may be true in some cases where there is no previously agreed upon outcome.

Having a proven HVP busts that myth by moving you away from struggling to pitch vague concepts in favor of an easy-to-describe bundle of benefits. Often, we as coaches and consultants lead with a description of what we do rather than listing the benefits the client will receive. Having a properly communicated HVP will make it easy for a prospective client to clearly "see" how they will benefit from hiring you!

Having your own high-value package will change how you think about yourself and your business. It will allow you to more confidently describe what you do for clients and how you do it. And that self-confidence will show through. Prospective clients almost always pick up on the fact that you are totally confident in your approach... and be drawn to your offer.

Your new HVP will allow you to clarify the narrative about who you are and what you do for your clients. You will be able to stop referring to yourself a simply a "coach or consultant" and instead talk about why people hire you. Consider my own narrative statement:

***“COACHES AND CONSULTANTS HIRE ME BECAUSE I HELP THEM BUILD
THE KIND OF BUSINESS THEY’VE ALWAYS WANTED”***

When you get the words right about your high-value package, you’ll begin to more naturally attract clients instead of having to work so darned hard to promote what you do. In the end, you will soon stop underearning and start making the type of money you have always wanted!

Breakthrough: Selling Outcomes Instead of Time...

One of my past clients, Eddie M., was a small business coach who was charging \$75 dollars an hour to help his clients with employee and human resource issues. His clients usually bought 3 sessions from him for a total of about \$225 per new client. When Eddie came to me he was on the verge of divorce because of financial strain in his marriage.

Eddie needed to find at least 10 new clients every month to just pay the bills... but he never could do that and serve the clients he already had committed to.

I helped Eddie create a high-value package (along with a 90-Day Marketing Plan and Marketing Narrative to go with it) that he immediately began selling for \$2195... almost TEN times more than he’d been charging before. Instead of working with micro-businesses who could only afford the \$75 an hour fee, Eddie began to serve more committed clients... those who were seriously committing to growing their businesses. A year later, Eddie developed a second, higher-priced package that he began selling to those who were looking for even more growth.

What happened? Eddie had positioned himself as someone who provided TRANSFORMATIVE results. He was being well paid for making a BIG difference in the lives of his clients.

Problem solved...

I was the guide who got Eddie there. I want to encourage you that you too can be highly successful at selling your own professional services, regardless of your specialty. I know because I have successfully helped many different types of professionals just like you change their lives and businesses.

What's Next...

I'm on a mission... Not to help you create some microscopic change in your business that no one will ever notice... Instead, I want to help you make the kind of impact that will literally change your life and that of your family.

I want to invite you to take advantage of a *complimentary business breakthrough session* where we'll work together to create a crystal-clear blueprint for you in terms of what's working and what's not working in your practice. During that 45-minute session, we will discuss three things that will help you repackage and reenergize your business:

1. A personalized, in-depth assessment of where you are now
2. Setting a single realistic and achievable goal for the next 90 days
3. Developing a practical strategy for reaching that goal

You'll get the full benefit of my 29 years in this business. The session will be totally free... but because of my schedule, I can only offer 2 or 3 of these right now. After that, I'll have to start a waiting list. To schedule that call, contact me at jim@mccraigh.com



P.S. No matter where you are in your journey as a coach or consultant, I hope that you are inspired to repackage and re-energize your practice and earn the income you deserve. At the same time, I want to help you avoid some of the HUGE mistakes that cause many professionals to keep underearning and stay stressed out!