

WORKSHEET
CHAPTER 9: PREMIUM OFFERS

Q1. What are the two main ways to grow your income?

- 1) _____
- 2) _____

Q2. Describe what people will get when they join your **one-on-one consulting** service:

Q3. Why should you use an application form for premium offers?

- a) It weeds out the prospects who aren't serious enough to spend a large amount of money with you.
- b) It creates a feeling of exclusivity and luxury that justifies the higher price point.
- c) It creates a natural desire for people to work with you as they complete the form.
- d) All of the above.

Q4. What can you do when you've reached the limit of one-on-one consulting clients you can physically work with at any one time?

- a) Party with all the money you're making.
- b) Transition them into a group coaching program, making sure to justify the value to be equal or above what they're currently experiencing with you.
- c) Both of the above, in that order.

Q5. How will your **group coaching program** be structured?

