

Program ELEMENTS

→ Choose one or some that apply to your business and services :)

Common Characteristics:

- Type: private = 1-1 or group (if group, size matters)
- Mode: in-person, audio, or video
- Duration: anywhere between 15 and 90 minutes each (up to 2 hours)
- Frequency: anywhere between twice per week and once per month (for maintenance, e.g.)
 - Regular vs. irregular (they schedule when needed)
- Access: live or pre-recorded (if courses)

Other Element Options:

- Bonuses of any kind (such as pre-recorded meditations, trainings, etc.)
- Done-for-you templates, assessments, checklists, etc.
- VIP day or half-day
- Additional workshops, retreats, events, Q&A sessions, etc.
- Presentations or services from guest experts
- Lunch and learn
- Online community or group (on FB, in Messenger, on WhatsApp, in Voxer, etc.; possible in person too but more limited geographically)
- Private support via direct access – through emails, Messenger, etc.
- Accountability check-ins and journals
- Emergency calls
- Welcome package or gift cards
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There are plenty more and I'll be happy to hear your ideas :)