

DO YOU HAVE A FULL PORTFOLIO OF PRODUCTS TO CAPTURE ALL BUDGET LEVELS IN YOUR MARKET?

As an expert, you have the opportunity to offer many different products and programs, at different price levels, to attract the highest possible number of clients in your market.

Products that are free or low-cost will attract a large number of clients. Once they see the value you're your content, they are more likely to upgrade to higher-priced solutions like one-on-one coaching. Products that are on the high end price wise will attract fewer clients. However, by having a full portfolio of products, you can refer clients who don't have the budget to purchase your lower-priced programs. As a result, you can charge more money for more access to you and your time, and you are perceived as being more valuable than with a single offering.

Following is a checklist for you to assess and plan your product portfolio. For more information about adding coaching to your offerings, visit <http://centerforexecutivecoaching.com>.

YOUR PRODUCT PORTFOLIO CHECKLIST

Use the following checklist to find out how comprehensive your solutions are for the full range of budgets in your niche.

PRODUCT OR SERVICE	PRICE RANGE	BENEFITS TO YOU	ALREADY OFFER IT	WILL OFFER IT	NEXT STEPS
Newsletter	FREE	Puts prospects into your database and builds credibility			
Educational webinars	FREE				
Other educational giveaways	FREE				
Ebook, book, Video series	LOW	Low-cost way to gain clients, who might buy more later; good way to qualify clients; enables you to create proprietary intellectual capital			
Information Product	LOW – MEDIUM				
Tools (e.g., assessments)	LOW – MEDIUM				
Online Group Membership	LOW – MEDIUM	Excellent source of additional income; captive audience of potential clients who can purchase one-on-one solutions			
Large Seminar	LOW – MEDIUM				
In-Person Group Membership	MEDIUM				
Speaking	MEDIUM – HIGH				
Small Group Seminar	MEDIUM – HIGH				
Group Coaching	MEDIUM – HIGH				
Consulting	HIGH	Only high-paying clients gain access to you; others can purchase other programs			
One-on-One Coaching	HIGH				
Other:		There are many other possibilities, any of which can fill in your product portfolio			

FOR MORE INFORMATION ABOUT HOW TO OFFER THE HIGHEST-PRICED SOLUTION – ONE-ON-ONE COACHING – PLEASE VISIT [HTTP://CENTERFOREXECUTIVECOACHING.COM](http://centerforexecutivecoaching.com).