

Ep #193: How to Design 1:1 Coaching Offers

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With Your Host

Simone Grace Seol

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked, without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science, and you can do it too. Listen on to find out how.

Hey friends, let's talk about how to create one-on-one coaching offers. Now, I love one-on-one coaching. I think one-on-one coaching is like the crown jewel of coaching. Somebody asked me the other day on Instagram... It just seems like everybody's doing programs and courses nowadays. Is anybody doing one-on-one coaching anymore? I just wanted to shout it from the rooftops. So many life coaches are doing one-on-one coaching! And so many are making money, so many are successful. There are so many humans out there seeking one-on-one coaching.

I want you to know that, I know that courses and programs are being pushed a lot as an easier way, less time-intensive way to make money. Not really. This is not the topic, but I do want to touch on this a little bit. When your courses and programs, when they do become a legitimately easier way for you to make money, a less time intensive way, it's usually, like 98% of time, it's usually from coaches who have put in a ton of time in perfecting their craft and getting a deep understanding of their market.

And they're able to deliver at a high level and sell at a high level, right from the get-go. That, is unfortunately, not the vast majority of people that I see out there, who are trying to sell courses and programs. I think sometimes there are people who sell courses and programs right out of the gate, without having a lot of one-on-one coaching experience and they still manage to be really successful.

That's usually because they have very specific, industry-specific niche, and very particular expertise in that. That doesn't necessarily have to come with a lot of one-on-one experience that is usually required to build up your skill and confidence. Those are the minority of cases. So, I kind of want to bust that myth, to begin with; those courses and programs are an easier way to make money.

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When you do the math in your head, it might seem like it, but the level of mastery, of both your craft and in your business skill, that it takes to actually have it be the kind of easy income that you want, it's probably a lot more than you think. And my personal opinion is that, that time is way better spent you strengthening your foundational coaching chops. And at the same time, you strengthen your foundational business skills.

I hate to say, you guys, there is just no shortcut. There is no magic answer, offer, structure, funnel. There's nothing that allows you to shortcut the personal growth and the professional growth that you need to undergo, as a coach, in order to have the kind of business success that most people are after.

I am such a believer in taking the long, honest, sustainable path, where you're not just in a rush to make as much money, as much passive income, whatever as quickly as possible. But you're really here to build a really strong foundation for a lifetime's work that's going to leave a legacy. Right? So that's what I'm about.

There are caveats and nuances to what I'm saying. So, if you're like, "I really feel like I'm the exception," I want you to believe in yourself and go take action. I'm not God, unfortunately. But generally, this is my observation.

Now, having said that, let's talk about how to create coaching offers, one-on-one coaching offers. I want to start by talking to people who are in the beginning stages of building their coaching business. Let's say you just decided that you want to be a coach, or you just went through coaching school, or you're going through coaching school and you're like, "Oh my gosh, I cannot wait to go create an offer, and actually coach people, and take money. That I can have a legitimate business." That's so exciting, right?

So, I want to share with you my philosophy on how to design your very first coaching offers. It might be your very first or maybe you're just getting started, so these guidelines might help anyways. Here's the thing, in the

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beginning of your coaching career, in the earlier stages of your business, and I define that as you're not really sure how to make money as a coach and get paid, and get paying clients. Or, if you do it's very inconsistent and you're very confused about...

I take that back, *not* that you're very confused, but it doesn't feel like a predictable, solid thing to have clients come to you and offer to pay you money. That's what I define as the early stage of your entrepreneurship or early stage of your business. Everyone goes through it; I went through it.

In this stage, in my opinion, you only have one goal. It's not to hit five-figure months, it's not to decide on a niche, and figure out what your coaching methodology is, it's not any of those things. If you're in that stage of business, you have one goal, and that is to get as many bodies in front of you, to coach, as possible. So, you can rack up as many coaching hours as possible, with as many different people as possible. For you to be exposed to as many different experiences as possible.

Bodies, in front of your face. That's it. As often as possible. I think that if you made that your goal, you are going to grow as a coach, and as a businessperson, way faster than anybody else who's trying to hack a strategy that's going to take them to whatever. If you just focus on getting as many bodies in front of you to coach as possible.

So, here's what I mean by that. You got to do whatever it takes to make it easy for people to say yes to being coached by you. That also means in the beginning, I don't want you to be too attached to crafting an offer, designing an offer. You know what your offer is? Your offer is whatever makes it easy for the person in front of you to want to experience coaching with you.

Maybe you're talking to a friend and start talking about a subject, something that they're struggling with, that you can help with. You can say, "Hey, do you want... I am a coach; do you want to try coaching? A session, it's on me, just so you can experience it. I think I can really help you with that." Boom, you have a single session. You are going to log that one hour of coaching. You're going to get that one hour of experience. And

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you're going to get that one hour that's going to build your confidence and skill. That's the payment that you're getting for that one hour of coaching, right?

Let's say you're done with that friend, for that one hour, and their friend's like, "Hey, this is really great. I would actually like to continue. Can we do a few more sessions? And I don't want to take advantage of you, so I can pay you a little bit of money." And let's say the friend is like, "Well, I don't know. Can I pay you, I don't know, \$80 for another three sessions? That's what I can do right now. I don't have more money, but I would love to work with you."

You say, yes. Okay? You say, yes. You say, yes to... There's a subtle difference here, between making it really easy for the person in front of you to say yes to working with you, and kind of devaluing yourself and groveling, right? So, there's a very clear, energetic difference. "You know what? I love coaching. I know this is going to help you, and I'm just going to make it easier for you. Let's do that."

There's a very clear, energetic difference between that and like, "I'll do whatever you want me to," that's very different. I want to be very clear; I'm not talking about devaluing your time, devaluing yourself, and putting yourself in a weird energetic position of begging them and groveling. That's not what I'm talking about.

I want to be very clear. You want to come from your power. You want to come from the joy of this work. "I love coaching, and I know it changes lives. And I'm so excited for you to experience it. I'm in the process of building my business, right now. I just want to make it easy for you to say yes, and experience it. It's a win-win for both of us. Right? I get more experience, and you get this life changing coaching."

Make it low stakes for them, because guess what? I want it to be low stakes for you, too. I don't want you to freak yourself out, and put yourself in this box of, "Okay, well, this is my container. It's this many sessions, and

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it's this much, and I have to... Even though, I have not even taken that many people through it, I have to believe it and sell it." That's stressful.

When you're in that stage of business, where you're not used to having that many people pay you for coaching, guess what? You don't have an ideal client avatar. You don't have a niche, you just don't. You don't have an ideal offer that's going to magically turn on the full client. The thing that's going to magically open the flow of clients for you, is you coaching as many human beings as possible. Getting bodies in front of you, as much as possible, so that you can build that foundational skill and confidence as a life coach.

Once you have that... Here's what you want; in the process of coaching as many people as you can, as many bodies as you can in front of you, your job, the goal of that is to get over your fear of having a body in front of you, and build the confidence in yourself that anyone could be in front of you.

It could be the president of the country, it could be a homeless person, it could be the cashier at the supermarket, it could be your boss, it could be your sister's boyfriend, it could be anybody. They could be put in front of you, and you could help them, in a given amount of time, half an hour, an hour. They're going to walk away with a transformation. That's what I mean, by having the foundational skill of a coach.

Can you help a human being in front of you, whoever it is? Can you help them walk away with the transformation? If you are not a resounding, "Fuck, yeah!" Go create that confidence. Go create your skillfulness. I think in the beginning, what trips you up in business the most, is your lack of confidence in yourself as a coach.

I don't think that's a sales issue. I don't think that's a marketing issue. I don't think your lack of confidence in yourself as a coach is something that you should try to solve via business strategy. I think it's something that you solve by getting better at coaching, and learning how to trust yourself deeply, as a coach. And that comes with putting lots and lots and lots of bodies in front of you, wherever possible, to coach.

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That is a long-winded way of saying; the right offer to have, the right one-on-one coaching offer to have, in that beginning stage, is whatever makes it easy for the person to say yes to you. You can go change up your offer as you go.

“Okay, so I did those few sessions with my friend. And now I'm talking to a former colleague of mine, who's interested. They want to work with me for a month.” Or, “I suggested working together for a month on a whim, and I suggested this price. And they were like, ‘Sure,’ so I'm going to do that.” You don't have to make a decision. You can have a sense of, “I think this would be fun.” And you can try making different offers; see what lands.

In the beginning, I remember, I was so happy anytime anybody wanted to give me their time and attention for coaching. Because it meant that I got to do what I love. It meant that I got to have the experience to grow my skills, and potentially walk away with an amazing testimonial.

I got so many amazing testimonials in those early days, when I was just building up my confidence and my skill, from all these people who were singing my praises about how much my coaching helped them. These were like one-off sessions, three-off sessions.

All of those piles of testimonials in the beginning, were critical to helping me believe, “Hey, I'm a good coach. Hey, I get people results. Hey, put anybody in front of me, I can help them get a transformation.” That is what you're after.

That is such a strong, wonderful foundation that you can build an amazing business from. Without that foundation, any niche you're going to pick, you're going to struggle. With that foundation, you can make any niche work, you can make any business structure work.

So, I really want to highly encourage you to be flexible, be playful, be open. And try saying different prices out loud, and just see how it lands. It's supposed to feel awkward, at first. If you're like most people I know, if

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you're like me, it's probably going to be a little awkward to say prices out loud.

Talking to a lot of people and offering them coaching, at whatever price, whatever structure makes it easy for them to say yes... Part of that practice is just you getting in the habit of saying, "Hey, how's this much? Oh, you can't do that? Okay, we can do it for half of that. Right now, it's really important for me to get this practice. And I would just love to give you the opportunity to experience this."

You can just be honest about it. You don't have to pretend like you've been in business for ten years. People don't care. People don't need that. And when you're authentic and when you're really owning where you are, that is what built trust. So, that is my advice for those of you in the beginning.

Don't be too precious about getting the right offer, getting the right pricing. The right offer is always whatever makes it easy for the person in front of you, to say yes. But again, caveat, you have to come from your power. You have to come from the pride of knowing how this work changes lives.

You don't have to beg; you don't have to grovel; that is not coming from power. Meeting them where they are, from a place of feeling like, "I have this amazing precious gift to give. And, I want to make it easy for you easy for you to say yes, and benefit from it. And hey, if you don't want to experience coaching, it's totally fine. You know, it's no pressure."

Just practice having as many of those conversations as possible. It really is the best foundational business training. It really is the best coaching skill training. And I see so many people suffer because they skip this part.

Okay. So secondly, let's talk about what happens when you're a little bit past that stage. You're not completely new, you have clients, maybe it's not super consistent, but it's no longer a new experience for you to be having coaching clients. And your self-concept as a coach is also a lot more solid, than it was in the beginning. You're not surprised that you're a coach; everybody knows you're good, right?

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So, if you're in that, I want to say that intermediate stage, what I see people struggle with the most, when they're in that intermediate stage, when they're really in the mode of, "Okay, I want to grow this business. I want consistent income. I want to reach this income milestone."

The thing I see people struggle with the most, is having offers that are often too long, and involve too much commitment from both you and the client. And feel kind of too heavy and clunky to sell. This is not everybody, but this is a problem that I see very often.

You'd be trying to build your business and you'd be selling this six-month offer, and that's the only thing you sell. It's multiple thousands of dollars, and honestly, it stresses you out to have to say it. I think a lot of people pick up ideas from looking around them. That to be taken seriously, as a coach, you have to have these long packages that cost a lot of money, right? Or, that's the best way to build an income because it seems like, when you're doing the math in your head, it's, "If I charge \$5,000, and I only need this many clients to etc...."

It seems like having a very high-ticket, high commitment, high involvement offer is going to make things super easy. Except, that's not really how it works. What often happens, is that you don't yet have the capacity to carry, you haven't built the capacity to exude confidence and certainty about that long of a commitment, and that big of an investment.

At the same time that you're selling, you're trying to believe in the offer. You're trying to believe that they're going to get those results. You're trying to believe that you can carry this whole thing, when it feels a little precarious to you.

I think the biggest enemy, is this idea that you need these long, involved, committed, huge commitment of offers in order to get clients amazing results. In order to feel like a real coach. In order to have consistent income, enough income. And I think those are all lies.

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I think the best kind of coach and the best place to be emotionally, if you're a coach, is knowing that the length of time isn't what determines your clients results. I, from the very beginning, I felt like you could have one conversation with me, one hour with me and I can change your life. Because the coaching tools that I'm going to teach them, that we're going to explore together, are going to change the way that you see the world.

It's such a difficult paradigm to work with, when you think somebody has to go through my whole program for six months, in order to get results. That's heavy. What if you believe the opposite? Which is, you only need one conversation with me to change your life. Two conversations, even better. A month-long conversation, even better. It's just different versions of good, rather than it needs to be a certain length of time, in order for the client to get results.

I just see so many unquestioned beliefs that people are believing and spouting to each other, like, no meaningful change happens in under whatever number of months. Or, like all this shit is going to come up so that you need to walk them through all these things, and they have to learn all these things. You have to teach them all of these things, in order for them to get the transformation.

I feel like that's a very heavy-handed way of approaching things. And ultimately, that's not really what coaching is about. Coaching isn't about cramming a bunch of knowledge down your client's throat. It's not about leading them through a set-series of steps. Coaching is about being present with them. Coaching is about getting them to see their own reality differently, getting them to see themselves differently. It's about having an experience together.

So, there's no timeline, like it has to happen by this point, or it has to follow this timeframe. I feel like that's a very... It's kind of a misunderstanding of what the essence of coaching is about. For those reasons, a lot of people get stuck on thinking it has to be this long, and then it has to be this much. It feels very heavy for the coach. Feels heavy for the client. The coach gets

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nervous selling it because they're trying to believe that, "Yeah, \$5,000. It's worth it."

They're trying to believe it and they're selling, at the same time. And nothing is worse than trying to sell something that you're trying to believe, at the same time. Let me tell you, the offer that's going to make you the most amount of money... The offer that's going to be the most likely to give you consistent income, high income that you want, is the offer that's the easiest for you to sell.

It's the offer, that's the lightest on your nervous system. The offer that feels like a joy, it's not a struggle, you don't have to try to believe in it. It's like, "Oh, that's easy, that's fun. I can totally carry that. It's not a problem for me to offer. It's not a problem for the client to buy it. It's all just easy and fun." And like that, when you have that energy about your offer, that's what sells.

You can have a high-ticket offer that you have difficulty energetically carrying. And by the way, you might be wondering, how do I know if I have difficulty energetically carrying a high-ticket, high-commitment, long offer? Very simple, are you selling it? Do you struggle to sell it? If you struggle to sell it, that means it's heavy right now, right?

That doesn't automatically mean you've got to go change your offer. But just note that the results always speak the truth. If you have a high-ticket offer, and you're selling it consistently, and people want it all the time, that none of what I just said applies to you, you obviously can carry the offer. It's not too much for you. It does feel light on your system.

But if you're struggling to sell this kind of offer month after month, like you already decided, "It has to be this. I'm not allowed to change my offer. It has to be five months. It has to be nine months. It has to be this many thousands of dollars," and you're struggling, and struggling, and struggling to sell it, it's a problem.

It's a sign that it's too heavy; you've got to make it lighter. I want to repeat, because it's really important, the offer that is most likely to make you the

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most money... The offer that's likely to sell the most, is whatever feels easy and light on your system. Like, "Oh, that's a no brainer." Like, "It's so easy to say the price because, hello, that's really easy to pay. And it's really easy to do this work because again, this container, it's easy."

You, knowing that you don't have to teach them everything. You don't have to take them through every single cycle. It's just you being present with them, is going to be enough. And of course, knowing that, hey, at the end of six weeks, at the end of three weeks, a lot of them will probably want to continue with you.

I really want to offer this idea, to consider cutting your offer into a smaller chunk, and change your thoughts around it, so that you are selling something that is really easy for your unconscious mind to get behind. And instead of seeing it as like a compromise, see it as like a fun pivot. Right? "We're going to switch things up a little bit. How about make it lighter and more fun for everybody? How about this offer?"

Have fun with it. I guess my point, my main thing that I want to get across is... Because I see this being a common mistake. A common thing that people struggle with, is notice if your offer feels too defined, too rigid. You decided it has to be this and it's heavy, it's too long, it's difficult for the client to say yes to, because it's difficult for you to carry it.

I invite you to brainstorm ideas for what kind of fun results that people can get in much shorter containers; like three weeks, four weeks, six weeks, eight weeks, right? What focused work can we do? They're going to come in, do this work, have a huge, amazing transformation, get out, and then maybe they totally want to work with you again. They will tell all their friends about how they had this amazing six-week experience. Right? It's just easy.

And again, I see, I hear this fear of, "Oh, that means I'm going to have to enroll so many more people. I don't want to be enrolling people all the time." Well guess what? Isn't enrolling a lot of people and making all that money, better than not enrolling anybody and not making any money at all?

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And trying to sell your giant offer over and over and over, and running up against the same mindset blocks, again and again?

Just be willing to do the work. Be willing to let as many people experience the magic of your coaching as possible. So, are there instances when it is right to have a longer, higher commitment, higher price offer? I think that... So, first of all, there's no right or wrong. You can do whatever I want, you can ignore everything that I say. And say, "Whatever Simone says, I'm going to do this because I really believe in this." Go ahead, I would I love for you to be the example that deviates from what I have seen to be the norm.

But I think the "right" time, I think an aligned time... The time that makes it easy for you to grow in a seamless way, to lengthen your packages, or to increase the price, or to make it more specifically niched, or whatever... To make a decision in that direction, is when you have such a saturation of experience in your current offer structure. And it's very, very clear that the demand is there, for however you want to do it next.

So, for example, let's say you've been selling this four-week program, four-week coaching package over and over and over again. And let's say you are so good at selling it. Your confidence in it is so solid. You have results. You get people that are so solid. Lots of people have gone through it. And you feel amazing about it, and people keep coming back for it, and people keep asking for more.

If that's the experience you're having, you know that you can expand that program to be longer, and people will buy it, because people are telling you. That's very different from you spinning out of thin air, "I think my offer should be five months, because I feel like that's how much I need it."

That's another very common pitfall, by the way, making decisions based on what... "It took me this amount of time, so therefore, it's going to take all my clients this amount of time. And if it's shorter than that, they're not going to get results." It's a very common pitfall. So please, watch out for that.

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Like I always say, don't impose your own limiting beliefs, or your past limiting experiences on your clients. Something might have taken you eight months, but it might take your client a month and a half, right? Something might have taken you three months to understand, but it might take your client one conversation to understand.

Or, sometimes reverse is true, right? Sometimes it took you really quick to get something, to get a transformation, and it might take a client a longer amount of time. Either way, it's not a problem. What I'm saying is, don't go in there with assumptions that are very rigid about how long something has to be, based on what a teacher of yours said, or based on what your experiences were.

Don't get locked into assumptions. Always be open to being wrong. Having a pleasant surprise of, "Oh, it turns out, you can do this work in a lot shorter of a time." Sometimes it turns out, people need longer, and they're very happy to re-sign.

So, when you are generating consistent business with an offer that feels light on your system, with a price that feels light on your system, you're like, "Oh, that's no problem. It's not a problem for me to ask for that money. It's not a problem for people to pay." That's what I mean by, it's light on your system.

And you're consistently getting sales. You're actually working with people. You are learning so much about what your people need, what they're thinking, what they struggle with. And you understand, because they're telling you; you're not spinning out of thin air. They're telling you, "You know, I would like to come back. I would like to experiences this work for longer." That is when, based on all that experience, that is when you change your offer structure.

That is not everything that I have to say about creating coaching offers, but I think for those of you who are in the stages of getting your business to a point of predictable, sustainable income, these are some of the issues that I

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see the most. And how you can bypass unnecessary suffering by really focusing on doing as much good work, as possible.

Really letting the work, letting the conversations, letting your experience on the field, your clinical experience actually coaching human beings drive your decision around designing offers. As opposed to theories from the internet, or something that a business guru said was going to work, or a marketing strategy, or niching strategy, whatever.

Always, always, your experience with actual human beings, and all the experience that you stack up, as you stack up the hours to become a master of your craft, that is always going to be the very best guidance. And if I could just repeat, because I'm pedantic. One last time, please, in the beginning, don't get locked in. Be willing to be flexible. Be willing to be playful. Be willing to break whatever arbitrary rules people told you.

You have to believe, to make it as easy as possible, for as many people to say yes to coaching, as possible. Get creative with this. I truly, truly promise you, from the bottom of my heart, if this is what you focus on, you're going to be so much further ahead than so many other people who are looking for shortcuts and hacks. Who are looking for certainty in business strategy. That can, honestly, only come from the work that you put in to become really good at your craft.

Alright, my friends. That's all I got for you today. I'll talk to you next week.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you better get on my email list. Sign up to receive my free e-book called, *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So, get on that link, in the show notes, and I'll see you in your inbox next time.