



## What could I put together as a package, for me & my clients?

Packages are awesome! It's easier to order off the menu when there IS a menu. Packages help you sell more, while making unsure, less-experienced clients feel more at ease. Packages help expose your clients to important services that might not have known to ask about. And, for the client, a package makes decisions easier, less scary — and a fixed or ballpark price range makes their wallets feel better, too.

**1.** Services everybody & their brother hires me for:

- 1.
- 2.
- 3.

**2.** Services that repeat clients hire me for (eventually)

- 1.
- 2.
- 3.

**3.** Services repeat clients SHOULD hire me for (but don't)

- 1.
- 2.
- 3.

**4.** Services I'd like to offer, but nobody knows about (yet)

- 1.
- 2.
- 3.

**5.** How does this all hang together? What are the themes? How have I helped nervous newbie clients before?