

HFC	Holmes Fitness Coaching, LLC
	Improving Health, Fitness and Athletic Performance

Pricing Your Services: 10 Steps for Maximizing Your Income Potential

Dr. Tyrone A. Holmes, Ed.D, CPT

Holmes Fitness Coaching, LLC

Objectives

As a result of this session, you will be able to:

1. Create a business model that maximizes your income potential.
2. Describe 10 steps you can take to increase your current fees.

What is a Business Model?

How you make your money.
Specifically, your business model consists of the **primary** and **secondary** revenue streams you use to generate income.

Tip #1

The only way to maximize your income is through the use of multiple revenue streams.

The Business Model

4 Primary Income Sources:

1. **Coaching** (working 1-on-1 with clients)
2. **Consulting** (applying your expertise to address organizational needs)
3. **Speaking** (keynotes, seminars, webinars, corporate training programs)
4. **Product Development** (books, Mini-Buks, eBooks)

Passive vs. Active Income

ACTIVE Income

Revenue you generate while you carry out your coaching, speaking and consulting activities.

PASSIVE Income

Revenue you generate while sleeping!

TIP #2

Your income potential is much greater with **PASSIVE** income than it is with **ACTIVE** income.

The Business Model

Active vs. Passive:

- 1. Coaching = Active**
- 2. Consulting = Active**
- 3. Speaking = Active & Passive**
- 4. Products = Passive**

TIP #3

The only way to maximize your income potential is to include both **ACTIVE** and **PASSIVE** revenue streams in your business model.

The Business Model

Income Generation:

- 1. Products = Passive**
- 2. Speaking = Active & Passive**
- 3. Consulting = Active**
- 4. Coaching = Active**

Business Model Example #1

The Healthy Life Speaker

1. Speaking (Healthy Living for Busy Professionals)
2. Consulting (Strategic Planning & Teambuilding for Higher Education)
3. Coaching (Cycle-Max, Healthy Life, Business/Pyramid)
4. Publications (*I Know Why You're Still Fat* eBook and Book)

Tip #4

Speaking can be very lucrative, and it is one of the most effective ways to promote your business.

Business Model Example #2

The Cycling Coach

1. Cycling Coaching
2. Triathlon Coaching
3. Coaching Clinics (cyclists and multisport athletes)
4. Publications (manual on power development)

TIP #5

When determining your business model, think about what makes you happy and what is most labor intensive.

10 Steps You Can Take to Increase Your Fees

1. Create Your Business Model
2. Speak
3. Publish a Book
4. Communicate Your Value Proposition
5. Differentiate Your Products and Services

10 Steps You Can Take to Increase Your Fees

6. Specialize In Your Market Niche
7. Do Something Noteworthy
8. Offer Multiple Purchase Options (But...)
9. Help People Make and/or Save Money
10. Just Do It – Raise Your Fees!

10 Steps You Can Take to Increase Your Fees

Number 1: Create Your Business Model

Why?

It's easier to raise your coaching fees when you are generating income through other streams.

10 Steps You Can Take to Increase Your Fees

Number 2: Speak

Why?

1. Increases visibility
2. Demonstrates expertise
3. Great way to generate income

10 Steps You Can Take to Increase Your Fees

Number 3: Publish a Book

Why?

1. Increases visibility
2. Demonstrates expertise
3. Makes it easy to increase fees

10 Steps You Can Take to Increase Your Fees

Number 4: Communicate Your Value Proposition

Why?

Your ***value proposition*** describes what your clients are able to do because of you. *People will pay significant fees to use valuable resources that allow them to achieve desired outcomes.*

10 Steps You Can Take to Increase Your Fees

Number 5: Differentiate Your Products and Services

Why?

Product differentiation describes the specific ways your goods and services differ from your competitors. This is important because people are much more likely to purchase your products at a higher price point if they believe you offer something that your competitors do not.

10 Steps You Can Take to Increase Your Fees

Number 6: Specialize In Your Market Niche

Why?

Your market niche consists of the group of individuals you serve or want to serve. If you operate in a niche with many competitors, you will have to make sure your prices are relatively similar to those competitors. Conversely, if you are the “only game in town”, you have much greater flexibility when it comes to setting your fees.

10 Steps You Can Take to Increase Your Fees

Number 7: Do Something Noteworthy

Why?

PSYCHOLOGICAL – Most humans equate success in a particular endeavor, with the ability to help others be successful in that endeavor. Likewise, when people connect achievement (athletic success) to a particular source (the coach), they are MUCH more likely to utilize that source (the coach).

10 Steps You Can Take to Increase Your Fees

Number 8: Offer Multiple Purchase Options (But...)

Why?

One of the best ways to improve your sales closing ratio (the percentage of prospects that turn into paying clients) is to offer multiple purchase options. This provides prospects with more choices at different price points and makes it easier for them to say YES!

10 Steps You Can Take to Increase Your Fees

Number 9: Help People Make Money and/or Save Money

Why?

This is the most basic of all the steps. If you can **demonstrably** help people make money and/or save money, you will always have customers.

10 Steps You Can Take to Increase Your Fees

Ways to Help People Make or Save Money

1. Show athletes how to compete at a high level more cost effectively (e.g., make more effective decisions about equipment purchases).
2. Help elite athletes achieve pro contracts.
3. Help organizations create healthier workplaces.
4. Help individuals lead more healthful lifestyles.

10 Steps You Can Take to Increase Your Fees

Number 10: Just Do It – Raise Your Fees!

Can't think of a particular reason to raise your fees? As Nike says, just do it. There are several reasons this may be successful:

1. By positioning yourself as a more expensive coach, potential clients may see you in a more positive light (i.e., people value what they pay for).
2. Many coaches undervalue themselves and their services. By raising your fees, you may simply be placing the value on your services that they deserve.
3. This can be a very effective move if you want fewer clients while maintaining a relatively high income.
4. This can also be a very effective approach if you are a specialist (e.g., brick training, aero position, race tactics).

Key Questions

What does my business model look like right now? What will my business model look like in 1 year?