

Rachel Holmes

FBA

Fitness Business Academy

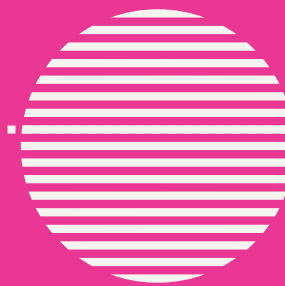


How To Price Your Offerings

RACHEL HOLMES

WHAT ARE YOU CURRENTLY CHARGING?

- 01 F2F
- 02 ONLINE
- 03 MEMBERSHIP
- 04 PT
- 05 BLOCK BOOKINGS
- 06 EVENTS
- 07 WORKSHOPS
- 08 RETREATS



WHAT IS THE LOCAL MARKET PAYING?



Research



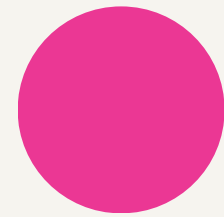
Due Diligence



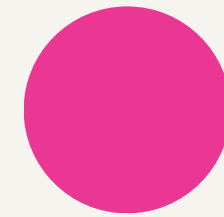
HOW TO CREATE YOUR PRODUCT SUITE



What are your free products?



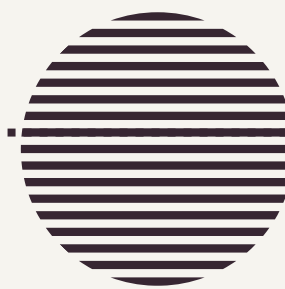
Let's work out how to price your product



Is this a feeder or entry level product into your business?

Let's map out your product suite

- Low ticket
- Medium priced programmes
- High Ticket



HOW TO MARKET YOUR VARIOUS LEVELS

- 01 THE MENU OPTION
- 02 THE UPGRADE AND
PLATINUM MODEL
- 03 ONLINE CLASSES
- 04 CREATE YOUR PRICING
- 05 CORPORATE
- 06 SINGLE WORKSHOPS

