MODULE 5: PRICING, PACKAGES AND PROPOSALS

Design your three tiers

Lesson: Good, better, best: building packages · about 15 minutes

Use these exercises to turn your current offer into good, better and best packages.

Your business (name, service, main city):

1. Describe your middle package: what it includes, who it is for and its price. Confirm it sits well above your floor.

2. Describe your top tier. What does it add that clients genuinely value, and would you be glad to sell it?

3. Describe your entry tier and the limits that keep it profitable and portfolio-worthy.

4. List the fences between tiers. Cross out any that are trivial or would feel petty to a client.

5. Estimate a package mix for next season and calculate your average booking value.

6. **List any mandatory fees you currently add on top and how you will fold them into the package prices.**

Check: can you now

- Design three tiers that differ on variables clients genuinely value
- Use anchoring and the middle-option effect to steer clients toward your preferred package
- Calculate average booking value from an expected package mix

One change you will make this week