

HOW I BUILT MY PREMIUM OFFER

In 7 days and scaled my
coaching business to \$15K/mo

Jacob Pegs
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**Success doesn't come
with a click of a button.**

**I worked with my coach to
switch some things up.**



1.

Outline your big promise.

**The outcome you're going to
achieve for your client.**



2.

Outline your 3-4 main pillars.

**What you're going to cover
in your program.**



3.

Outline your modules.

List out 5-6 modules and 4-5 lessons within them that you're going to have.



4.

Outline your delivery format.

What tools, communication lines, DM access, whether it's 1:1 or group coaching.



5.

Outline your timeline.

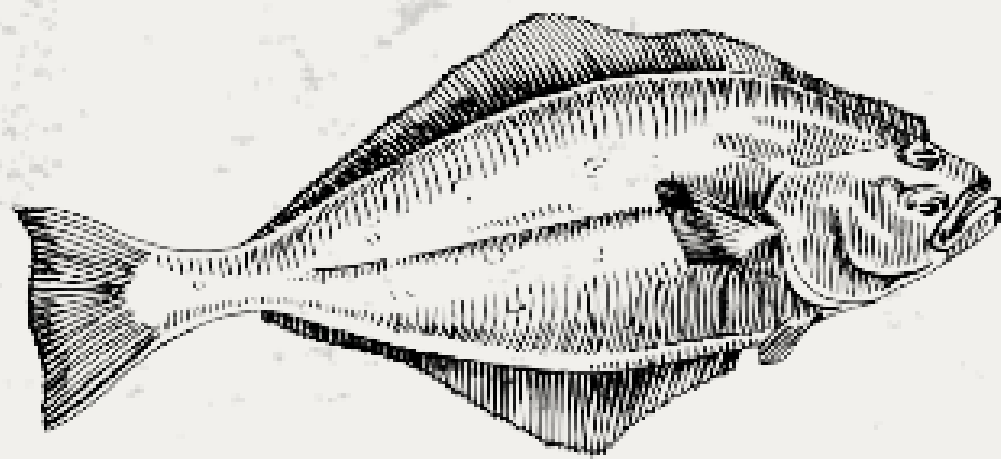
**Shortest, yet most realistic
timeline for your clients to get
results for your clients.**



6.

Outline your pricing.

**Offer that's more than \$1,500
for example, with a discount if
paid in full & 2 payment plan
options.**



REMEMBER.

Trial and error is your friend.

Simplicity always
overpowers complexity.

Sell the journey, not the service.



DM me "**PREMIUM**" if you
want to work with me to
refine your offer.

 Repost if you found this useful.



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