**High-End Package Marketing Copy**

[work version]

PACKAGE TITLE

VERSION #1 (speaks direction to your ideal client):

**(Title)**

**(For whom)**

**(why)**

**(what)**

EXAMPLE#1:

*Entrepreneur Transcension Soul Strategy*

*For the spiritually ambitious woman*

*to OWN your Power, Soul Values and Worth, and create a Purposeful, Exciting and Lucrative business that you are 100% IN LOVE with!*

VERSION #2 (speaks about the program):

**(Title)**

**(Program type)**

**(for whom)**

EXAMPLE#2:

*Entrepreneur Transcension Soul Strategy*

*An exclusive 6-month group program*

*For spiritually ambitious women*

LIST OF WORDS:

Accelerated \_ Advanced \_ Achieving \_ Complete \_ Custom \_ Creative \_ Diamond \_ Distinctive \_ Edgy \_ Elegant \_ Elite \_ Enhanced \_ Exclusive \_ Enchanted \_ Expressive \_ First-Class \_ High-End \_ High-Income \_ Immediate \_ In-Depth \_ Individual \_ Intensive \_ Intimate \_ Innovative \_ Independent \_ Insightful \_ Leading \_ Luxury \_ Luscious \_ Miraculous \_ Motivating \_ Master-level \_ Optimum \_ Personal \_ Platinum \_ Preferred \_ Premier \_ Premium \_ Prime \_ Private \_ Proven \_ Select \_ Special \_ Supreme \_ Unique \_ Unstoppable \_ VIP \_ World-Class

OUTLINE

Start from the positive:

**If you’re ready for…** (describe in 3-4 words)

* (list these positives) -

**Then join me in my** …(package name) **program!**

EXAMPLE: This will look like something like this:

*If you are ready for more energy in your life – waking up with aliveness, moving with ease, staying in positive control of your body and mind, and balancing your emotions – then join me in my Vital Health Program!*

See?

INTRO / WHO IS THIS FOR

**Is this you?**

(4-6 bullet points describing your ideal client’ STRUGGLES)

**If this is you then it is time to**… (negative into positive)

EXAMPLE: This can read like this:

*Is this you?*

* *Tired of…*
* *Exhausted by..*
* *Unsure of..*
* *Desiring to … but don’t know how*

*If this is you then it is to stop “doing the wrong thing” and step into your power and follow a clear regiment to help your body…*

RESULTS

**Here is what your** (whatever you are transforming – life, health, business) **looks like when we work together:**

(List bullet points of 6-8 SPECIFIC tangible results. Don’t use process or how-to explanations. Only use actual results they will get. Base this directly on your Signature System steps, but ideally this is more specific than the step – something that they want):

**-**

**-**

**-**

**-**

**-**

**-**

**-**

**-**

TESTIMONIALS

**This is what others say about working with me:**

Testimonial #1 – think of who you can ask;

Testimonial #2 – think of who you can ask.

(these should be very short – up to 10 sentences. If you haven’t done this type of work before – ask someone who knows you – this is more about YOUR CHARACTER than your package! The only reason we want these here is to show that you are reliable, trustworthy, thoughtful, caring, etc.

Thus you can ask ANYONE who worked with you in any capacity, or even someone who knows you from you giving advice! So, if you don’t have clients yet, but you’ve been a great buddy in ESS, you might ask your buddy to write a mini-testimonial about your skill as a mentor.)

YOUR STORY

(copy the Story from your Title and Story paper ad modify it – shorten it to a mini-version – we are aiming for 1-2 short paragraphs here – and make sure it is very RELEVANT to your package – not your whole life story).

WHAT’S INCLUDED IN THE PACKAGE

**Ready to …**

(the KEY point of your whole program – this is the OUTCOME of your whole program summed up into 2-3 words**)?**

**Here is what’s inside this** …(use high-end words like “exclusive”, “private”, “custom” etc.) (name of the package) **program:**

MARKETING BULLETS FOR STEPS

EXAMPLE: (always start with a VERB)

*“Overcome your …. So that you can arrive at…”*

*Eliminate overwhelm and … to process with clarity into…”*

*“Unhook yourself from emotional triggers… to make decisions with …”*

*“Transform your mindset … and become unstoppable at …”*

See?

**TITLE of Step#:** (title of Step you begin your package on):

DESCRIPTION (3-4 bullet points per each):

* (do/learn/explore this) **…. so you can …** (positive outcome)
*

**TITLE of Step#:**

DESCRIPTION:

 **…. so you can …**

**TITLE of Step#:**

DESCRIPTION:

 **…. so you can …**

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 **…. so you can …**

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DESCRIPTION:

 **…. so you can …**

MARKETING BULLETS FOR INTERACTION/MATERIALS

**The program also includes:**

* (list type of interaction)
* (list type of supplementary materials)
*

(Provide short and clear description of each item – each one with the RICH BENEFIT on the end)

MARKETING BULLETS FOR BONUSES

**TITLE of BONUS#1:**

VALUED at $

DESCRIPTION (3 bullet points – specific result oriented points):

*

**TITLE of BONUS#2:**

VALUED at $

DESCRIPTION (3 bullet points – specific result oriented points):

*

ARE YOU READY?

* 3-4 bullets to call people forward to you (and energy attractor) – positive in 1st person and negatives ones in 3rd person
* list SPECIFIC characteristics/qualifications of who they have to be (for example: “*you are someone who takes responsibility for creating results*”)
* list SPECIFIC characteristics/qualifications of who they CAN’T be (for example: “*this is not a fit for people who are not willing to stretch or willing to be accountable for taking action*”)

**If you are**

**Then I invite you to join me in this** (something high-end) (name of the program) **Program!**

**This is what others say about working with me:**

Testimonial #3 – think of who you can ask;

Testimonial #4 – think of who you can ask.

HOW & WHY TO SIGN UP

This consists of 4 bullet points this these objectives:

1. be emotional, direct and ask your perspective client/customer to step up (abundance empowerment energy from the Soul – this should be based on your Archetypes and Expertise from the **Brand Flavor paper**)
2. remind them why NOW is their time, and why waiting is risky;
3. boldly include limiters of number of spaces and cut-off dates (if applicable);
4. remind them what gets to happen for them “on the other side”!

QUESTIONS

**If you have questions about the**(name of the program) **.. send me an email and I will get right back to you and help you decide if this program is right for you.**

**Send your message to**

(branded email address here, like info@yourname.com )

**and put "question about** (program name) … **" in the subject.**

**I will be in touch ASAP.**

**I am a** (title)

**and I am so looking forward to** (what you will do for them).

**My promise to you is to …..**

**so that you can** (outcome/why) **…**