



Coaching Package Builder Worksheet

A fill-in template for designing, naming, and pricing a coaching package your clients want to buy.

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How to Use This Template

Work through each step in order: choose a price tier, name the package, list what is included, then map out the transformation your client will experience. Fill in every blank with details specific to your practice, then use the finished worksheet as the outline for your sales page or proposal. Revisit it any time you launch a new package or adjust pricing.

Step 1: Choose Your Price Tier

Circle or write in the price band that fits this package.

- ☐ Entry Premium (\$2,500-\$5,000)
- ☐ Signature (\$5,000-\$10,000)
- ☐ Top-Tier (\$10,000-\$25,000)
- ☐ White-Glove / Executive (\$25,000+)
- ☐ Other: _____

Exact price for this package: _____

Step 2: Name Your Package

A strong package name signals the outcome, not just the format. Avoid generic names like "Package 1" or "3-Month Coaching."

Package name: _____

One-line tagline (what it promises): _____

Step 3: List Your Deliverables

List everything included in this package: number of sessions, session length, response time between sessions, bonus materials, and anything else the client is paying for. Be specific: "unlimited email support" is vague, "48-hour email response, Monday through Friday" is not.

Deliverable 1: _____

Deliverable 2: _____

Deliverable 3: _____

Deliverable 4: _____

Deliverable 5: _____

Deliverable 6: _____

Format and delivery (calls, in-app messaging, worksheets, etc.): _____

Step 4: Map the Client Transformation Arc

Every high-value package sells a shift, not just a schedule of calls. Describe where the client starts, what changes during the engagement, and where they end up.

Start (where the client is now): _____

Shift (what changes because of your coaching): _____

End (the result the client walks away with): _____

Step 5: Package Summary

Pull it all together into the summary you will use on your sales page, proposal, or client-facing package listing.

Package name: _____

Price: _____

Who it's for: _____

The transformation in one sentence: _____