



One Day Intensives

One day intensives can range anywhere from a 90-minute session to a full 8-hour day. Ultimately, you get to choose which option you think works best for your business. The key concept in providing an intensive is simple: you hone in on ONE area your client needs to most help with, and you work solely on that problem area.

If you try to bite off too much, you're going to run out of time OR give them too much to think on in a short amount of time. That's not helpful.

Intensives are great for clients who are just starting to work on the issue at hand or for others who are ready to take their skills to the next level, because:

1. The undivided attention provided isn't offered any other way
2. Even though it's only one session, the amount of 1:1 time allows for transformation in bigger ways

So how do you decide on the amount of time (and content) you'll cover?

First, ask yourself several questions:

Can I get a lot done in a short amount of time?

How long can I work at full capacity before needing a break to re-energize?

How long will it take to reach the goal I've set for the intensive? (The client's goal should be in the welcome packet you sent out.)

Will you be handling intensives in person, virtually or both?

What about pricing?

Where do I find clients interested in intensives?

This list isn't exhaustive, but it's a good place to start when trying to cover the basics.

That's what this section of the guide covers.

Let's move.

Pre-Intensive Paperwork

It's always good to have a **contract** specific to each of your offerings. This might mean you start with a basic contract and tweak it to meet your specific needs with each offer. Things like how much time you're investing, if there will be food provided, or any other logistics specific to your intensive should be included.

While it's great to lay out the necessary details, I highly encourage you to avoid writing in specific outcomes, because you never know how much work the client is actually willing to do until they show up on the day of.

You'll also need a **welcome packet** (I have provided you with a sample to structure your own). I always like to spell out what they'll need to bring with them and how I like to work so they know what to expect. Plus, this is an excellent opportunity for you to learn more about your client before the day you're slated to work together.

By asking them questions about their own struggles and expectations, it makes getting crystal clear on who they are and what they need a bit easier, and you'll also be able to come up with attainable outcomes for the day.

The packet asks them to reflect on where they've been, where they are now, and where they'd like to go moving forward.

You can include questions like:

- Why did you want to sign up for the intensive?
- What would you do if you weren't afraid (and couldn't fail)?
- What beliefs do you hold that created those fears?
- What tools and approaches have helped them keep moving even when obstacles arise?
- Name 5 things you love about yourself (your strengths).
- Tell me 3 things you'd like to work on (your weaknesses).
- What forms of communication work best for you?

- If you could instantly change one piece of your current situation, what would it be? Why?

But also make sure you include questions that help you with the logistics for the day (especially if you'll be working together in person), such as:

- Do you have any specific physical or dietary needs (elevator vs stairs, a vegan diet, smoke breaks, beverage choices, etc)?
- Will you be able to leave your phone and/or technology on silent and dedicate the entire session to us (or do we need to schedule in phone breaks)?

Lastly, if your client is traveling to you, be sure to add information like:

- Uber and cab services available (with numbers)
- Local attractions and restaurants
- Directions from the airport to their hotel

The Day's Structure

First off, because the individual and their needs are unique, you must reassess and restructure each intensive. However, the first step is always the same:

Look over their welcome packet, find their goal, and determine how much you can accomplish together in one day. This does not mean that you should be rigid in your time table throughout the day (especially if you are in the midst of a breakthrough). Go in with a plan, but be willing to adjust it when/if need be.

Here's an example of how to lay out the pertinent information that will help you come up with your own timeline.

Name:

Client's Age:

Job Title:

Have you worked with the client in the past?

What obstacles is your client struggling with?

- 1.
- 2.
- 3.

What is the client hoping to achieve during the intensive?

- 1.
- 2.
- 3.

Schedule:

9:00 AM	Start time
9:30 AM	
10:00 AM	
10:30 AM	
11:30 AM	
12:30 PM	Lunch Break
2:00 PM	
3:00 PM	End @ 5:00PM

How much should I charge?

Most coaches charge for their services in one of three ways:

1. By the hour
2. By the month
3. By the package (this is usually for offerings over 3 months in length)

Because your client should be thinking about the end result, I discourage coaches from charging in any of these three ways. Simply put, it sets everyone up for failure and disappointment. Your client will see what you get paid for your time and translate that amount of time into their dollars.

Plus, this makes your schedule (and income) unpredictable. Instead, I tell everyone to **charge by the result**.

Your clients should focus on the end result and pay you for your expertise (not your time). Instead of measuring progress in hours or months, clients should see progress and feel confidence from the knowledge and skills you are sharing.

If you're offering packages and intensives, you know clients are willing to make an investment (read: commitment). They are ready to be more serious and get better results.

No matter what you charge, you need to feel good about it. Do NOT think about pricing in terms of what you believe someone will pay. Instead, you should be certain you feel valued and know you are earning what you are worth, so you don't burn out.

Try this:

Imagine a price you'd love to set, that you'd earn, in exchange for your services. What number pops to mind that makes you feel amazing?

When you are getting paid what you're worth, you get excited to coach. So, if you set this price and retain your passion (avoiding burnout) your audience is going to see and value that.

Seriously, the reason most of us became entrepreneurs to begin with is because we love the freedom it provides (so we can do what we love, when we want to do it). Don't stop honoring that when it comes to pricing.

When you set a price that feels good to you, you'll:

- Naturally over-deliver
- Create raving fans

Now, I'm not implying you should simply make up a number without any validity behind it. When I sit down to price my offerings I write up a list of benefits and take-aways the client will receive, including everything of value. Then, I look at what each of those would cost separately, so I know I'm not totally underpricing anything.

Then, once I see the total value of everything being offered, I usually come up with a price point that feels good to me but it also valuable to the client.

Try it.

Write down everything you're going to provide your client during your intensive (hell, this should be done for any offering).

Are there other services or perks you want to include? Email access? Assessments? Written session reports? Healing, intuitive readings, "done-for-you" services, books?

Where are the clients?

Basically, you don't need to reinvent the wheel to find paying customers.

If you've already worked with clients in smaller single session offerings, you can start by reaching out to them. If they loved working with you and are ready to invest more money into their business, they might be your very first intensive clients.

Think about the places you are visible:

The internet: Facebook groups, Instagram or other social media accounts, and also add in the people who've subscribed to your newsletter

Live events: speaking events, local networking, conferences or classes

Partnerships: the other coaches or entrepreneurs you've seen and/or worked with who might have a crew interested in what you have to offer. Plus, if you're into it, you can offer affiliate marketing so these people have an incentive to send others to you.

"Finding" high level clients interested in your intensives isn't going to work, because it's genuinely impossible to know what someone has going on internally: their mindset, their financial history, etc. Instead of focusing on seeking them out, you need to make the high end clients come to you through the act of manifesting them.

When you act as if they are already in your world, they will draw in that energy and bring them to you, empowering you to consistently attract high level clients.

For example, you might not think that choosing a location matters when you're hosting an intensive, but think about the image you're immediately sending potential clients when you're hosting at the Ritz-Carlton.

Because it's a drastically different message than if you were hosting at a Hampton Inn.

Act as if they are already booking and they will come.

Build it and they will come.

You know, *Field of Dreams* and shit.