



The Big Picture Game PACKAGING = VALUE (1)

**As 'self-employed' artists, we ask to be paid for our TIME.
As EntreprenArtists we create VALUE for ourselves and our audience/clients.**

Being paid for your *time* requires no creative commitment - sometimes that's way easier. But creating a *valuable* product/service/experience requires your full commitment, responsibility and *leadership*.

You are transforming or transporting your clients/audience to a different *experience of themselves and the world*. *There is nothing more valuable*. YOU need to create, shape, clarify and reveal that value.

We're used to having others define our value. But *we* must take responsibility to define our value. Here are two ways of looking at what some may think are similar offers:

The following is based on a private-event performer or practitioner model - there are always ways to do this with public performance and even recordings.

TIME is MONEY

A self-employed definition.

EXAMPLE 1a: I charge \$125 per

EXAMPLE 2a: You can sign up for a single session, or sign up for 3 months and get 10% off, sign up for 6 months and get 15% off.

VALUE EXPANDS

A creative entrepreneur's description.

EXAMPLE 1b: I create an *experience* that will transport/transform [you/your guests] to/from [____]. Here's what's wonderful about it [____] This is why I created it: [____]. This is why I'm passionate about it [____]. You can do the basic program or you can get extra support. The basic package is \$495. If the full experience is what's important to you, the Deluxe is \$695. If you want additional personalized feedback, the VIP package is \$897 and here's the difference between them [____]

EXAMPLE 2b: I have three packages:

1. The Rest Stop - for people who need [____]. It includes the basics of what you need to reboot, breathe deep and know what your next steps are [Know for yourself: 1 hands-on session to [whatever it does for the client], a written assessment of your next steps [so you can ____] and a 2 week followup call to [whatever this would provide the client]]

2. The Whole Body Breather - for people who need [____]. [Know for yourself: It includes a [duration] so you can [____], with [quantity & things] so you get {____} plus a guided series of [whatevers??].

3. The Transformer - for people who want to [____] ... (Know for yourself: duration, items, and why each is valuable)

Use these 2 examples to create similar packages of *value* from your work, whatever it is. **Remember that the *real value* is what happens for THEM - THEIR *experience of transport or transformation*.** How it liberates, empowers or inspires them. It's not about how 'good' *you* are. It's about how good THEY FEEL about what THEY can do. How will you use your unique skills and talents to create the greatest experiential value for your audience/clients/students?



The Big Picture Game **PACKAGING = VALUE (2)**

Now you do it: write the features on the left ~ write it as a valuable *experience* on the right and **WHY** it's so great. Reveal the value.

TIME is MONEY

A self-employed definition.

VALUE EXPANDS

A creative entrepreneur's description.



The Big Picture Game

Your PACKAGE

A package combines elements to create more value than the sum of the parts because of how it's **put together** and **delivered**. These 'package components' can be used for coaching/teaching, and also to create residencies, enhance performance experiences or even sell product.

THE PROGRAM

DURATION Ex: 1 Night, 1 Month, 3 Sessoins, 3 Months, 10 weeks, 1 Season, 6 months, a year, etc.

MATERIALS What tools, resources, are included?

DIRECT CONTACT How much direct contact do they have with YOU and in what ways? (versus sitting in an audience, doing homework, practicing, etc).

INDIRECT CONTACT What other training or connection (aside from directly with you) is included?

CONNECTIONS What kind of community and team/colleague connection & support is part of the package?

BONUSES Usually stand-alone products, programs, materials that *enhance* this package but aren't essential to it.

What
Else?

THE PREP

What would make them way more ready to get (to actually recieve or implement) the value of the package?

VFO Describe a worksheet, gift or experience to help them get that (this is your VFO)

FREE-TRAINING Describe the training or insight they need to get the most value from the VFO? (That's your free training)

What
Else?