



HOW TO  
**ELEVATE**  
**YOUR OFFERINGS**

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THE WORKBOOK

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*How to up-level your services so you can raise your prices with confidence*



## CLIENT EXPERIENCE

*Part of the value you offer lies in the experience you create for your client. What do you do to provide a polished and professional process? How do you make them feel well-served throughout every step of working together?*

List out every step of your client process, from start to finish. Think of every phone call, check-in email, and in-person meeting—every single touchpoint with your client. This will help you see the immense value you are already providing to your clients!

### Pre-booking:

Starting from an initial inquiry, how do you help a client learn more about your services? How do you walk a client through booking? (consultation call, pricing guide, in-person meeting, proposal, timeline, etc.)

### Onboarding:

Hooray, your client booked! What next? What kind of information do you provide to get started? Do you supply any kind of welcome guide or welcome gift? Do you set up each client in a CRM like Honeybook or Dubsado? Do you send over a schedule?

### Research:

What do you do leading up to the delivery of services? Are you at work behind-the-scenes researching your client, creating a strategy, putting together a timeline, or getting inspired by Pinterest?



## CLIENT EXPERIENCE

### Services:

What are the steps you take to deliver the actual services? (for example, sketch designs, create moodboard, etc. *or* show up to photograph a wedding, edit a sneak peek, etc.)

### Wrap-Up:

How do you communicate with your client as you wrap up your time together? (client gift, thank you note, exit interview, etc.)

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Of all the steps you listed, which ones are working well for you? Which steps make you feel like you are able to serve your clients really well?

Which steps could use some refinement? Are there any steps in the process where you feel stuck?



## DELIVERABLES

*The next part of your value comes from the final product you are actually delivering to your client. What are the tangible benefits your client receives from you? What does your client walk away with at the end of your time together?*

The goal here is to identify any deliverables *you are already creating...* so that you can list them in your packages and convey added value behind your services!

*You might be surprised to find that you are already going the extra mile!*

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### Client Deliverables:

List out every deliverable your client receives after working with you. This could include final file types, number of images in a gallery, number of website pages, etc. Be as specific as you can! (black and white edits, up to three custom sketches, both desktop *and* mobile web design, etc.).

### Are you already going above-and-beyond? In what ways?

For example, I always provided custom illustrations for my brand design clients... but it wasn't something I thought of as particularly special or valuable. I didn't list it in my packages or talk about it as an added benefit of working together. As it turns out, custom illustrations are actually a unique deliverable I can use to leverage my value!

Maybe you stay an extra hour at events, or you're willing to provide unlimited phone calls, or you have a unique skillset that you incorporate into your projects. Where are you already serving above-and-beyond... without even realizing it?!



## ACTION STEPS

*Thinking of your Client Experience and your Deliverables,  
let's define three things that you already do that ADD VALUE to your offerings:*

ONE	TWO	THREE
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These are three things that you can now list in your services to ADD VALUE to your offerings (and raise your prices along with them!)

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*Thinking of your Client Experience and your Deliverables,  
let's define three areas where you could refine and improve your offerings:*

ONE	TWO	THREE
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These are three areas where you have room to grow. Room to grow = opportunity to elevate! By working on these three things, you can improve your offerings... and when you improve your offerings, you *add more value into your services.*

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*\*Remember:* A elevated luxury experience is all about *the client*. What problems or pain points can you solve for them? How can you make their life easier? How can you make them feel heard, appreciated, and well-served? For every benefit that you can offer, remind your client how it will directly ease their life. This increases your perceived value even more!



## ACTION STEPS

*Now you know your strengths and weaknesses. You've uncovered the hidden value behind the services you're already offering... and you've defined opportunities for growth as you continue to elevate your services.*

*You are ready to elevate your business! Let's start small:*

Check off *one thing* you can do *this week* to up-level your services:

- Find an thoughtful welcome gift to send to each new client upon booking
- Add an additional service to my current package to make it even more valuable
- Add a step in my client experience that could benefit future clients (i.e., an additional strategy call)
- Create a polished and well-designed client welcome guide to make an impression
- Work on improving my skillset: commit to one hour of practice per week, take a class, etc.
- Invest in education / coaching with a mentor who can help take my services to the next level
- Order custom-branded thank you notes to show handwritten, thoughtful appreciation for clients
- Refine my workflow: set a clear and consistent process to follow for each project
- Create an exit interview to wrap up projects in a professional way (and get high-quality reviews!)
- Order custom-branded stickers, tissue, ribbon, boxes, or gift-wrap to up-level my packaging
- Create email templates for each step in my process (to save time *and* to make sure I cover everything in a consistent way)
- Find a memorable thank-you gift to send to clients when our project is complete

Check off one thing you can do this week to *convey the value you already provide* with your services:

- Update my website's sales page with the hidden values that I uncovered today
- Hop on an Instagram Live video to chat about my process and what clients should expect from working with me
- List any formal education degrees, certifications, or years of experience to convey my expertise
- Reach out to a past client for a rave review that I can share on my website and / or social media
- Dedicate an instagram post to one particular unique benefit I can offer to clients
- Write down three things I am good at—three things that I know I can use to serve others and deliver value. Post them near my desk.
- Share a “behind the scenes” image or video to showcase the hard work that goes into every project
- Schedule a brand photoshoot with a professional photographer who can help me showcase my offerings *visually*
- \* *Remind yourself: YOU are valuable, no matter where you are in your business; your worth is not dependent on your work.*
- Write a “Case Study” blog post to highlight the specific ways I was able to help a past client
- List any awards, recognitions, features, or publications on my website
- You are doing an amazing job, right where you are!*

*Did you complete the workbook? You're one step closer to an elevated business that can serve your clients – and your life – better than ever before!*