



Mentoring Program

Successful Business Building Steps

Course 10 Module 4 Lesson 6

Creating Your First Webpage Your *PayPal* Payment Page

In this lesson, we will have you write out exactly what you want the client to see when they come to your payment page.

You can refer to **Mentee Course #6** on setting **your session and package rates** if you need a refresher.

Now that you've completed Lesson 5 and you've decided on the name for your initial consultation and what, if anything, you will charge, you'll need to choose one of the options below for providing your prospect with a payment link.

OPTION ONE – Using a Payment Page with *PayPal* Buttons:

This is a page that you will create that has *PayPal* buttons on the page for each type of session and/or package that you offer. You will send the link to this page to your prospect after they submit their Client Intake Form and you've scheduled a session with them...

- Or -

After you've reviewed their Client Intake Form and you're ready for them to pay for the "initial consultation" where you will then set up additional appointments.

NOTE: If you're not familiar with how to add payment buttons to your webpage, we recommend that you choose Option Two below. If you'd like Michael to create your *PayPal* buttons and add them to your payment page, he will need access to your *PayPal* account and will charge a \$40.00 fee for performing this service.

When using this option, we suggest that you keep all of your payment options on one page for now.

OPTION TWO – Using *PayPal* Payment Links:

This option requires that you create your payment links (instead of buttons) in *PayPal* and then send the appropriate payment link to your prospect via email so that they can pay you.

NOTE: Michael can also create your *PayPal* payment links and email those to you for sending to your prospects using the emails you will create in the next lesson. Michael's fee for this is \$20.00.



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Four things you need to decide:

1. What is the minimum rate you want to get per session?
2. Will you let clients pay for single sessions (after their initial consultation call)? If so, you'll want to increase the price of a single session by at least \$20.
3. Will you offer session packages? (If so, multiply your minimum session rate by how many sessions you will offer as a package. You may want to show the savings of getting a package vs. a single session by having your average session price in a package slightly lower than the single session price. See my session rates below as an example.)
4. Will you charge for your initial consultation? If so, what rate is enticing and shows it is a ONE TIME ONLY special pricing?

Because (after nearly 20 years) most of my new clients come directly from my website so we've totally automated it so that they're able to schedule and pay in three (3) easy steps:

1. Submit the Client Intake Form
2. Client Intake Form takes them to *PayPal* to pay for the Right Fit Session.
3. When they complete their payment, *PayPal* directs them to my Right Fit Session scheduling page and my online calendar. (When they select an appointment time, they get an automatic email from my online calendar system which will confirm that appointment.)

"Right Fit Session" \$197.00
(First time clients only)

Once I do the Right Fit Session (enrollment call) with a prospective client, I tell them that I've been doing this work long enough to know that one or two sessions never really gives them the benefits they deserve. I also tell them that for that purpose, we do offer a single session rate of \$444 for one hour. And, for full disclosure, I tell them they get a pricing break when they purchase packages.

My Single Session hourly rate is \$444.00

My 4-Session Pack is \$1332.00 (averages out to \$333 per session)

My 8-Session Pack is \$2400.00 (averages out to \$300 per session)



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Your Assignment:

1. Answer the four (4) questions I mentioned above (in the “Four things you need to decide” section).
2. Put your Session Payment page information into a Word document so that you have it as the template and can simply transfer that information onto your actual Session Payment page during our Get it Done Day!
3. Decide if you will use Option One or Option Two above for your payments.
4. Decide if you want to hire Michael for:
 - OPTION ONE (\$40.00): Create your *PayPal* button(s) and install them on your payment page.
 - or
 - OPTION TWO (\$20.00): Create your *PayPal* link(s) and have them emailed to you.

NOTE: Regardless of which option you choose, Michael will need your *PayPal* login information in order to create buttons and/or links.