



Packaging Your Services

New service providers often create a custom solution for every prospect.

At first, this may seem like a good way to meet each client's unique needs. Over time, however, custom proposals can create inconsistent pricing, unclear expectations, and delivery challenges.

As a business grows, consistency becomes increasingly important. Standardized service packages make it easier to explain your services, onboard new clients, establish boundaries, and deliver a consistent experience.

Well-designed packages benefit both the client and the service provider. Clients gain a clearer understanding of what they are purchasing, while service providers gain a repeatable framework for delivering their services.

The Four Questions Every Package Should Answer

Before a client agrees to work with you, they are trying to understand how the relationship will work.

A well-designed package answers the most common questions before they are asked. This reduces uncertainty, sets expectations, and makes it easier for prospects to decide whether your service is the right fit.

1. What Do I Get?

The first responsibility of a service package is to clearly define what is included.

For a text marketing service, this may include:

- Access to the text marketing platform
- Subscriber list management
- Campaign scheduling
- Customer reply management
- Technical support

If a prospect asks, "What exactly do I get?" the answer should be immediate and clear.

2. How Does It Work?

The delivery process should be clearly explained so clients understand how the service works and what to expect after they sign up.

For example:

- The client submits promotion details
- A minimum of 24 hours notice is requested
- Campaigns are scheduled and delivered on the client's behalf
- Customer replies are monitored and made available when applicable

When clients understand the process, expectations become easier to manage.

3. What Are The Limits?

Every package should have clearly defined limits.

Service limits help define the scope of the relationship and ensure the service can be delivered consistently.

For example:

Starter Package

- Up to 5,000 text messages per month

Growth Package

- Up to 20,000 text messages per month

Pro Package

- Up to 40,000 text messages per month

Clearly defined limits help both parties understand what is included in the service.

Service limits should support both the client and the service provider. As a client's subscriber list grows and messaging volume increases, they can move into a package that better fits their needs. This creates a clear path for growth while helping ensure the service remains profitable and sustainable.

4. What Happens If I Need Something Else?

One of the most overlooked parts of packaging is defining what falls outside the scope of the service.

Many service providers offer additional marketing services beyond text marketing. Clearly defining what is included in each package helps clients understand the scope of the service while creating natural opportunities to recommend additional services when they align with the client's needs.

Examples may include:

- Website development
- Graphic design
- Social media management
- Same-day campaign requests
- Additional services not specifically included in the package

Defining clear boundaries helps prevent misunderstandings and creates a smoother client relationship.

TIP

Before finalizing a package, ask yourself:

- Is it clear what the client receives?
- Is the delivery process easy to understand?
- Are the service limits clearly defined?
- Have I established clear boundaries?
- Can I deliver this package consistently?

The strongest service packages are often the simplest. Clear expectations and defined boundaries make services easier to sell, deliver, and support.

COMMON MISTAKE

Creating packages based only on price.

A \$120 package and a \$360 package should not simply look like cheap and expensive versions of the same thing. Each package should be tied to a clear service limit, such as monthly text volume, number of locations, or level of support.

When the difference between packages is easy to understand, the client can choose the option that fits their needs without needing a long explanation.

KEY TAKEAWAY

Strong packages make decisions easier.

The client should be able to quickly understand what is included, how the service works, and which option fits their business. The service provider

should be able to deliver the package without rebuilding the offer for every client.

When a package creates clarity on both sides, it becomes easier to sell, easier to fulfill, and easier to grow.