

# 1:1 coaching offerings

The beauty of working one-on-one with a personal style coach is it's personalized to you. You get to choose the structure of our time together and the area you want to focus on.

In this services catalogue, we'll start by covering the areas of focus, then we'll cover the time containers we can work with, I'll give you some examples of how your area of focus and desired time container can combine together, finally we'll cover pricing and how to get started!

There are 3 general areas of focus when it comes to working with your style. They are: 1) letting go of clothes that no longer serve you, 2) bringing in clothes that support and reflect who you are and who you are becoming, and 3) putting together everything that makes living your style seamless.

Here's a little more about each area of focus:

## #1 - LETTING GO

**Letting go of clothes that no longer serve you:** this is decluttering, cleaning out your closet, deciding what stays and what goes, deciding how to rehome clothes, tackling, facing the skeletons buried in the back, deciding how to handle sentimental clothes you no longer wear, etc.

## #2 - BRINGING IN

**Bringing in clothes that support and reflect who you are now and who you are becoming:** this is filling the holes in your current wardrobe, finding clothes that fit your body well and comfortably, upgrading pieces that it's time to upgrade, deciding on your next style direction and making it come to life, etc.

## #3 - PUTTING TOGETHER

**Putting together everything that makes living your style seamless:** this is styling outfits, writing wardrobe custom wardrobe recipes, deciding on and implementing your closet system, specifying your go to outfits, reviewing your style as it fits within your life and community, etc.

Of course, every area supports and intersects with every other area. So while we focus on your primary area of focus, we'll touch on other areas as needed.

# 1:1 coaching offerings

Now that you have an overview of the areas of focus, let's talk about containers. I love creating strong containers that we can be creative within, so that's what each of these session types is designed to facilitate.

There are three types of containers we can work within. They are 1) one off single sessions, 2) weekly sessions, and 3) one day VIP sessions.

**Please note:** all of these sessions are virtual and can take place over Zoom video call or via an old-school phone call (how retro!).

Here's a little more about each time container:

## #1 - ONE OFF SINGLE SESSIONS

**You and me together for one very focused hour to bust through your current struggle.** These are great for tackling one looming roadblock or busting through a stuck point or developing a strategy for your style.

## #2 - WEEKLY SESSIONS

**You and me for one hour each week to bring focused attention and accountability to your style.** We can meet for 3 weekly sessions or 7 weekly sessions depending on how deep you'd like to go, how quickly you'd like to get things done, and (if needed) how much you're able to do between sessions. These packages are lovely if you want to make steady and focused progress developing your seamless style and implementing it in your life. (Note: we can always convert a 3 session package into a 7 session package or schedule packages back to back if you're looking for a longer continuity of coaching.)

## #3 - ONE DAY VIP SESSIONS

**You and me together for one very focused VIP day to tackle your project in one day.** VIP days are structured as follows: we'll start the day with a 60 minute kickoff call to assess and begin the process. We'll hang up for about 60 minutes, you'll continue what we set in motion and I'll be "on call" via text or messenger if you run into any problems. Then we'll hop on for another 30 minute call to tackle any challenges. We'll hang up again, you'll continue for another 60 minutes or so, and again I'll be "on call" via text or messenger. Finally we'll end the day with another 60 minute call to wrap up and make a plan for next steps based on how much got done.

# 1:1 coaching offerings

Things to consider when choosing your time container: the scale of project/challenge/struggle you'd like help with, how quickly you want to make progress, if you have any impending deadlines like a new job or move or photoshoot or conference, and most importantly, how you like to get things done.

Now that you know the areas of focus and the containers we can work within, let's look at some ways the two can combine together.

## EXAMPLE #1: ONE DAY VIP DAY WITH A LETTING GO FOCUS:

Clean out your closet in a day. We'll start with assessing your closet as a whole, make a game plan, begin at the beginning and end at the end with a pile of clothes to rehome and a feeling of spaciousness.

## EXAMPLE #2: ONE OFF SINGLE SESSION WITH A PUTTING TOGETHER FOCUS:

Usually used for events or mindset blocks, we'll start with what you want to accomplish (such as putting an outfit together your 2nd cousins wedding, or a game plan for what to wear when you get new headshots, or creating a handful of go-to stylish busy-mom-life outfits, or deciding what closet system to implement).

## EXAMPLE #3: THREE WEEKLY SESSIONS WITH A BRINGING IN FOCUS:

On week 1: we'll start by assessing the current state of your closet, nail down what you're looking for, and decide what needs to come in. In week 2: we'll tackle the inevitable challenges you run into as you bring new clothes into your closet. In week 3: wrap up and make a plan for getting the clothes you need into your closet.

These are just **three example out of the twelve possible combinations**. We can work together **in any time container with any focus** depending on what you want to focus on and how you want to tackle it!

# 1:1 coaching offerings

Choose your package & choose your focus:

Here are the service package options and areas of focus laid out in a handy matrix.

Think of this **like a box of chocolates**, trust that you know what you like and select as many as you want. Start with one to see how it goes, or dive in and tackle everything.

		Letting go	Bringing in	Putting together
\$300/ session	1 Single Session	a <b>kickstart</b> to let the process of letting go	a <b>breakthrough</b> to let the right clothes coming into your closet	a <b>laser focused</b> styling session to wake up your inner stylist
\$800/ 3wks	3 Weekly Sessions	a month of focus and <b>accountability</b> to clear out your closet	a month of <b>focus to help you</b> bring the right clothes into your closet	a month of focus to <b>revitalize</b> your style and make getting dressed a no brainer
\$1840/ 7wks	7 Weekly Sessions	two months of focus and <b>accountability</b> to clear out your closet	two months of <b>focus to help you</b> bring the right clothes into your closet	two months of focus to <b>revitalize</b> your style and make getting dressed a no brainer
\$2200/ day	1 Day VIP Session	a <b>day all about you</b> to get your closet cleaned out	a <b>day of support</b> to bring the right clothes into your closet (best done on a day you plan to be shopping)	a day all about you to <b>style a wardrobe of looks</b> from clothes already hanging in your closet

## Next Steps:

If you're **ready to get started**: email me at [holly@chayes.org](mailto:holly@chayes.org) (or respond to any email I've sent you) with which time container and focus you're interested and any special requirements or requests, then I'll send you payment details and an intake questionnaire, and we'll dive in!

If you **have questions**: email me at [holly@chayes.org](mailto:holly@chayes.org) (or respond to any email I've sent you) and we'll get you an answer. Talk soon!