



Thriving Practitioner Business Building Essentials

Session 3

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Assignment Part 2

1. Outline Your Signature System

2. Think About Your Preferred
Method of Delivery

A photograph of three people in a workshop or classroom setting. In the foreground, a woman with long brown hair, wearing a red and black plaid shirt, is looking towards the right. Behind her, a man with a beard and dark hair, wearing a dark blue t-shirt, is also looking towards the right. The background is bright and out of focus, suggesting a window or a bright room. The overall mood is focused and attentive.

The Delivery System

You need to love it

- 1:1
- VIP Days
- Small Group Coaching
- Online training
- Live events & Workshops
- Retreats

Solving Their Most Burning Problems

“I am the solution to the problem that people most want solved.”

- *What keeps them up at night?*
- *What is getting in the way of what they want most?*
- *How can you help?*



Solution They Want to Experience



Your Process

6

Burning Problem



Results They Crave

Define Your Signature System Process



**BUILDING BLOCKS OF
YOUR PROGRAM**



**STEPS YOU WILL TAKE
YOUR CLIENT THROUGH**



**EACH STEP IS CLEAR
AND REFLECTS A
BENEFIT YOUR CLIENT
WANTS**



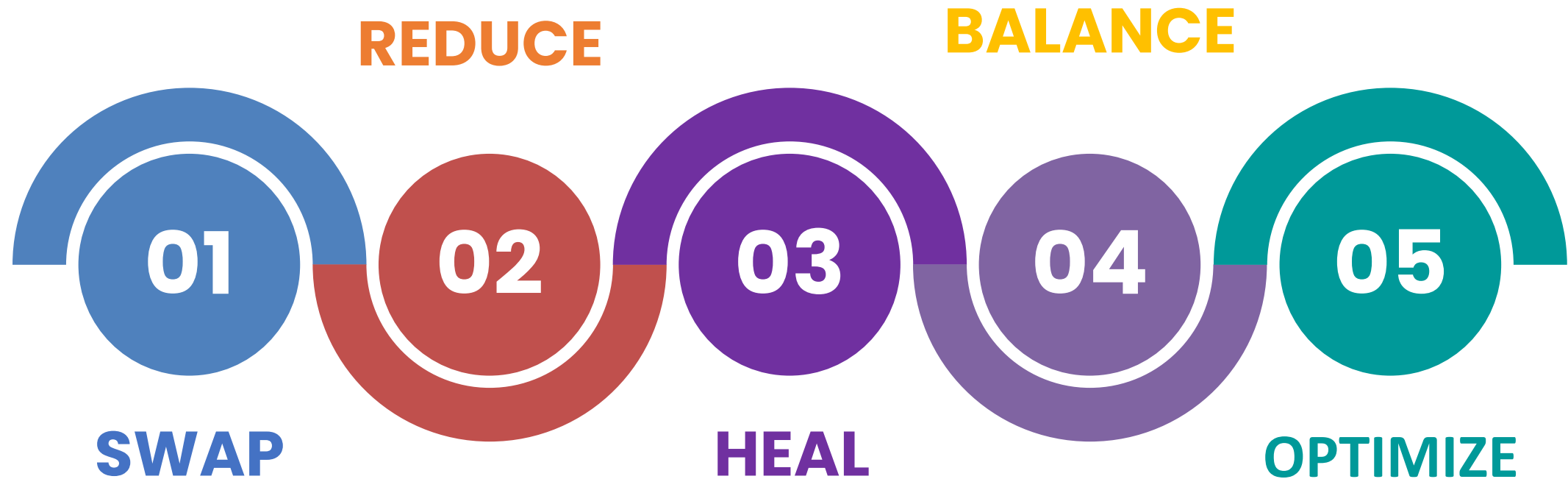
Outline the Steps

- Step 1:
- Step 2:
- Step 3:
- Step 4:
- Step 5:
- Step 6:
- Step 7:

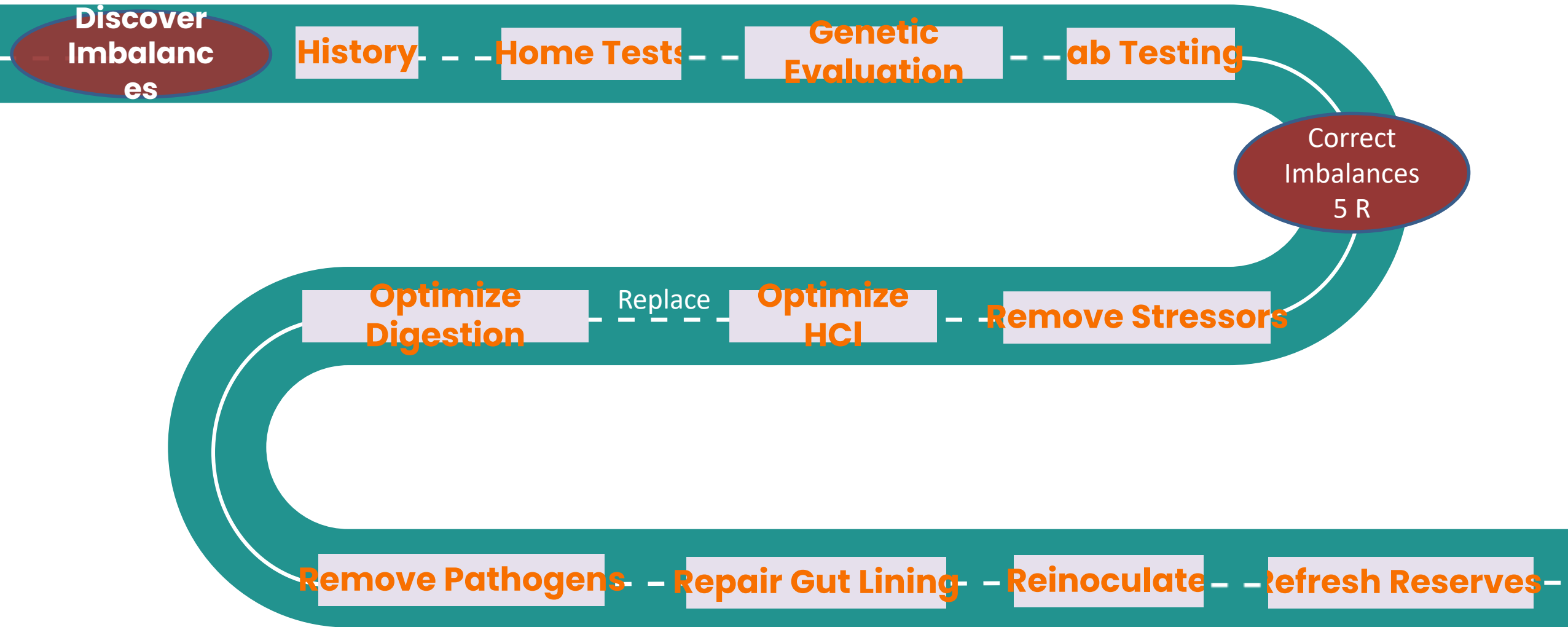
Outline the Steps Example

- **Step 1:** Discover what's getting in your way of getting what you want
- **Step 2:** Create a vision that inspires you to make the right choices
- **Step 3:** Eat energizing foods and enjoy what you eat
- **Step 4:** Design a short burst fitness routine that melts away fat
- **Step 5:** Deepen your sleep so you wake up refreshed (and burn fat while you sleep)
- **Step 6:** Time your meals, exercise, and sleep to optimize fat burning
- **Step 7:** Conquer stress and think clearly in just minutes a day

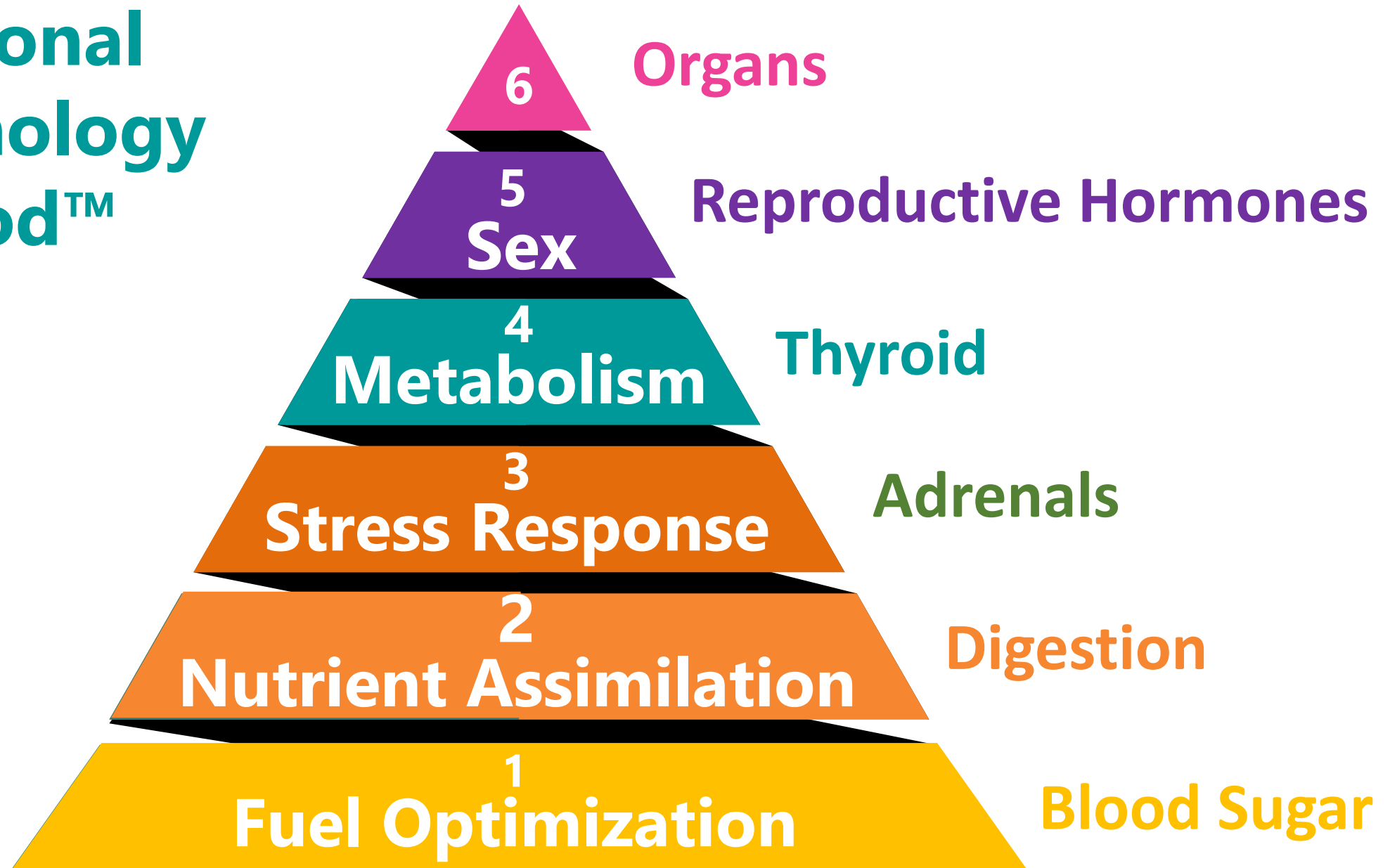
The 5 Part Framework for Reversing Autoimmunity



Microbiome Balancing Roadmap



Nutritional Endocrinology Method™



The Unstoppable Practitioner Formula

UP Formula



1 Self-Nurturing

- ▶ Body Freedom Foundations
- ▶ Body Balance Client Programs



2 Clinical Mastery

- ▶ Connect
- ▶ Discover
- ▶ Analyze
- ▶ Empower
- ▶ Balance



3 Authentic Marketing & Business Strategies

- ▶ Identify Ideal Client
- ▶ Package Your Process
- ▶ Mastery Strategy Sessions
- ▶ Create Signature Talk
- ▶ Get Known and Get Booked

Coaching Program Template Components

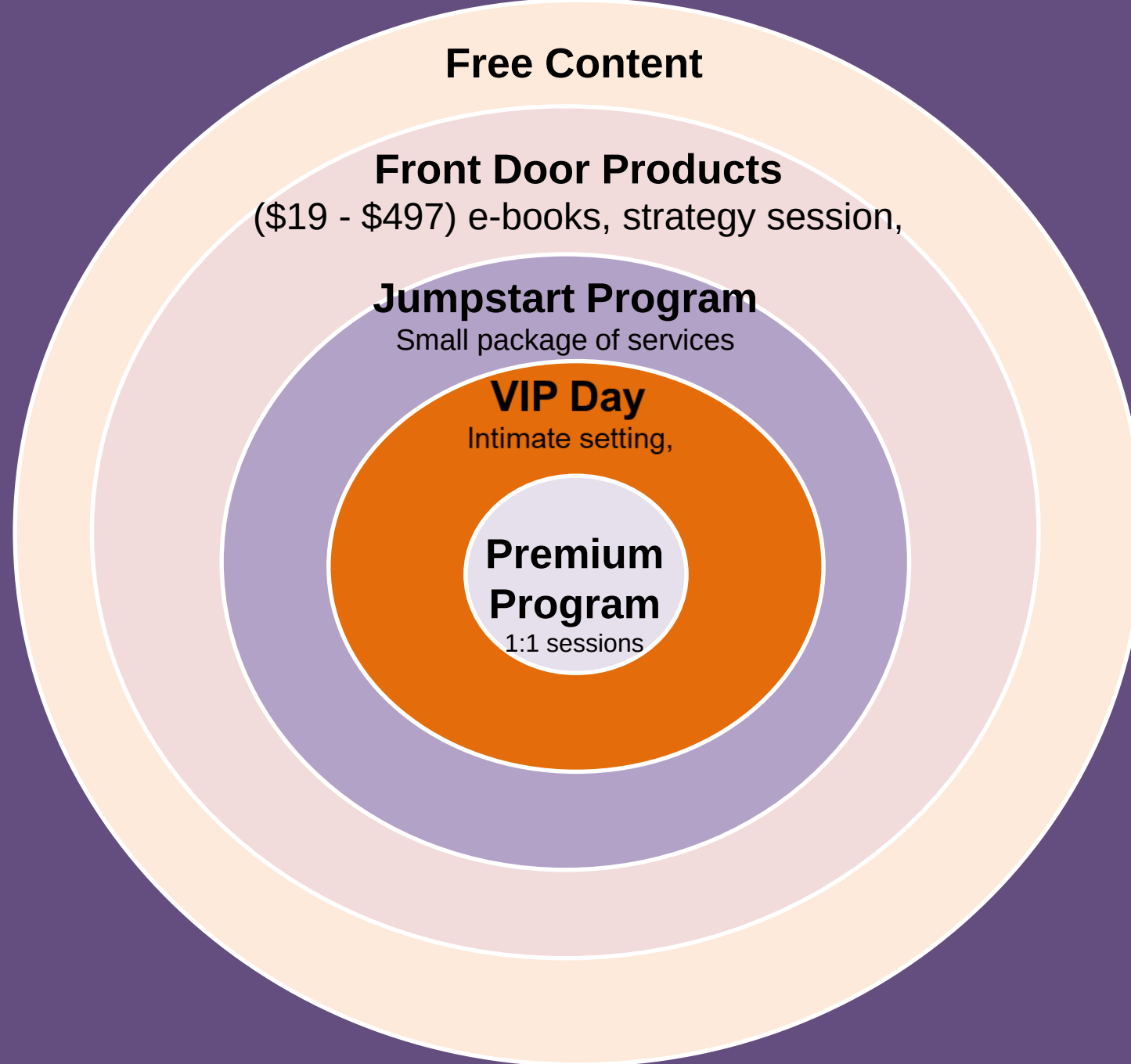
- ✓ **Title of Program**
- ✓ **Problem Solved**
- ✓ **Target Audience (Niche)**
- ✓ **Benefits and Results**
- ✓ **Format of Delivery**
(one-on-one, small group, phone, or in-person)
- ✓ **Time Frame of Delivery**
- ✓ **# Sessions, Length, How Delivered**
- ✓ **Additional Elements**
(recordings, recipe guides, menu plans, charts, documents)
- ✓ **Process**
- ✓ **Pricing**



INE: Business - Design Your Own Health Coaching Program

Coaching Program Design Template

Title of Program:
Problem Solved:
Target Audience (Niche):
Benefits and Results:
Format of Delivery (one on one, small group, phone or in-person):
Time Frame of Delivery:
Sessions, Length, How Delivered:



Assignment For Part 3

1. Complete your Program Template
2. Make a list of the problems your program will solve for clients