



Thriving Practitioner Business Building Essentials

Session 4

Dr. Ritamarie Loscalzo

Assignment From Part 3

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

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?*



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:

Your Process

5

Burning Problem

Evaluations....

Results They Crave

The 5 Part Framework for Reversing Autoimmunity



Enrolling Clients



OFFER DISCOVERY
SESSIONS



CONDUCT ENROLLMENT
SESSIONS



ONBOARDING

Webinar Components



Juicy Title

3 main data points

Lead in to your offer

Hook

Benefits

Downside of NOT taking action

Reason to buy NOW

Program components (short)

Risk reversal

Juicy Title Components



NUMBER
(3 OR 5)



MISTAKES, MYTHS,
DANGERS,
BLUNDERS,
DANGEROUS
TRENDS,
SECRETS...



AUDIENCE



CONSEQUENCE



Title Examples – Pleasure Based

- ✓ “Top 3 Secrets Smart Health Seekers Know That Fill Their Lives With Vitality and Joy!”
- ✓ “The top 3 Strategies that Healthy People Implement to Keep their Energy High and Their Hormones Balanced”
- ✓ “3 Easy Lifestyle Hacks to Reduce Stress and Balance your Hormones”
- ✓ “The Top 3 Foods to Eat Regularly to Increase Your Energy and Clear Your Foggy Brain”

Title Examples – Pain Based

- ✓ “3 Massive Mistakes Women Make That Keep Them Overwhelmed and Exhausted”
- ✓ “3 Dangerous Lifestyle Factors That Lead to Exhaustion, Overwhelm and Brain Fog” !”
- ✓ “3 Myths That Diabetics Believe That Can Lead to Blindness, Amputation and Dialysis”
- ✓ “3 Massive Mistakes That Successful Professionals Make That Prevent Them From Keeping them too Exhausted and Overwhelmed to Reach Their Full Potential of Productivity and Impact”

Exercise – Create Your Juicy Title

- ✓ Write 5 possible titles
- ✓ Share
- ✓ Choose



Main data points

What?

Why important/
Ramifications of Not Doing?

How

What

- ✓ Name it
- ✓ Operational definition
- ✓ Concrete examples, metaphors or stories to give your audience a better sense of WHAT this thing really is.
- ✓ Counter example of the point.

Why Important

- ✓ How knowledge of this data point will help them
- ✓ Ramifications of not understanding and acting on this data point
- ✓ How important it is to understand this concept, and apply it as soon as possible.
- ✓ Tell stories about what happened to other people that didn't understand this concept.

How

- ✓ Quick tips, tricks, strategies for applying
- ✓ Something that will benefit them even if they don't buy anything from you
 - Helpful online and offline resources
 - A process they can use to decrease stress levels.
 - A bed time ritual
 - A simple, practical action step or homework exercise that will help them implement
- ✓ Get them to journal or reflect upon how they might use the information

Irresistible Offer

- Results they desire
- How your package will help them achieve
- Cost of Inaction: Where they will stay without your help
- Excellent value
- Bonuses
- Instant signup incentives



Offer For Enrollment Conversation

- ✓ Watch this

<https://inemember.com/2021/05/how-i-made-40k-in-8-hours/> -

Includes links to my application and process

- Application sample form Jenn Malecha

<https://whb.today/consulttips>

- Jenn's Discovery Consult application

<https://wholistichealthboss.com/discovery-call/>