



Thriving Practitioner Business Building Essentials

Session 5

Dr. Ritamarie Loscalzo

Your Process

Burning Problem

Evaluations....

Results They Crave

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”

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 when they 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 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

Webinar Components

Juicy Title

Intro

3 main data points

Lead in to your offer

Hook

Benefits

Bonuses

Handle Objections

Cost of Inaction

Reason to buy NOW

Program components (short)

Risk reversal

Webinar Intro

- ✓ Self

- Brief origin story
- Why you're doing this
- Establish your authority

- ✓ Topic

- ✓ Why Important

- ✓ What you'll cover

- ✓ Reason to stay to end



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





Benefits

A row of wrapped gifts on a blue surface. In the foreground, a small blue gift box with a yellow ribbon and a bow is visible. Behind it, several larger, rectangular gifts are wrapped in white paper with yellow ribbons and bows. A white flower is positioned in the upper left corner of the image.

Bonuses

Handle And Transform Objections

- I can't afford it.
- I want to think about it.
- I have to talk it over with my partner.
- I think I'm pretty healthy already.
I'll just do it on my own.
- I'm too busy now; it's not the right time.
- I'm afraid I won't follow-through



Cost of Inaction





Urgency

What's Included

- Modules
- Documents
- Checklists
- Assessments





**RISK
FREE**

Risk Reversal

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/>

Enrollment Conversation

- Establish rapport
- Explain how the call will go
- Ask questions to explore their desires and needs
- Ask about what's holding them back
- Establish the gap between here and there
- Show them how your services can close the gap



After They Say YES

- Enroll them – COLLECT payment
- Celebrate
- Immediate “stick” strategy
- Deliver your program and get results
- Ask for a testimonial



Free Content

Front Door Products

(\$19 - \$497) e-books, strategy session,

Jumpstart Program

Small package of services

VIP Day

Intimate setting,

**Premium
Program**

1:1 sessions