

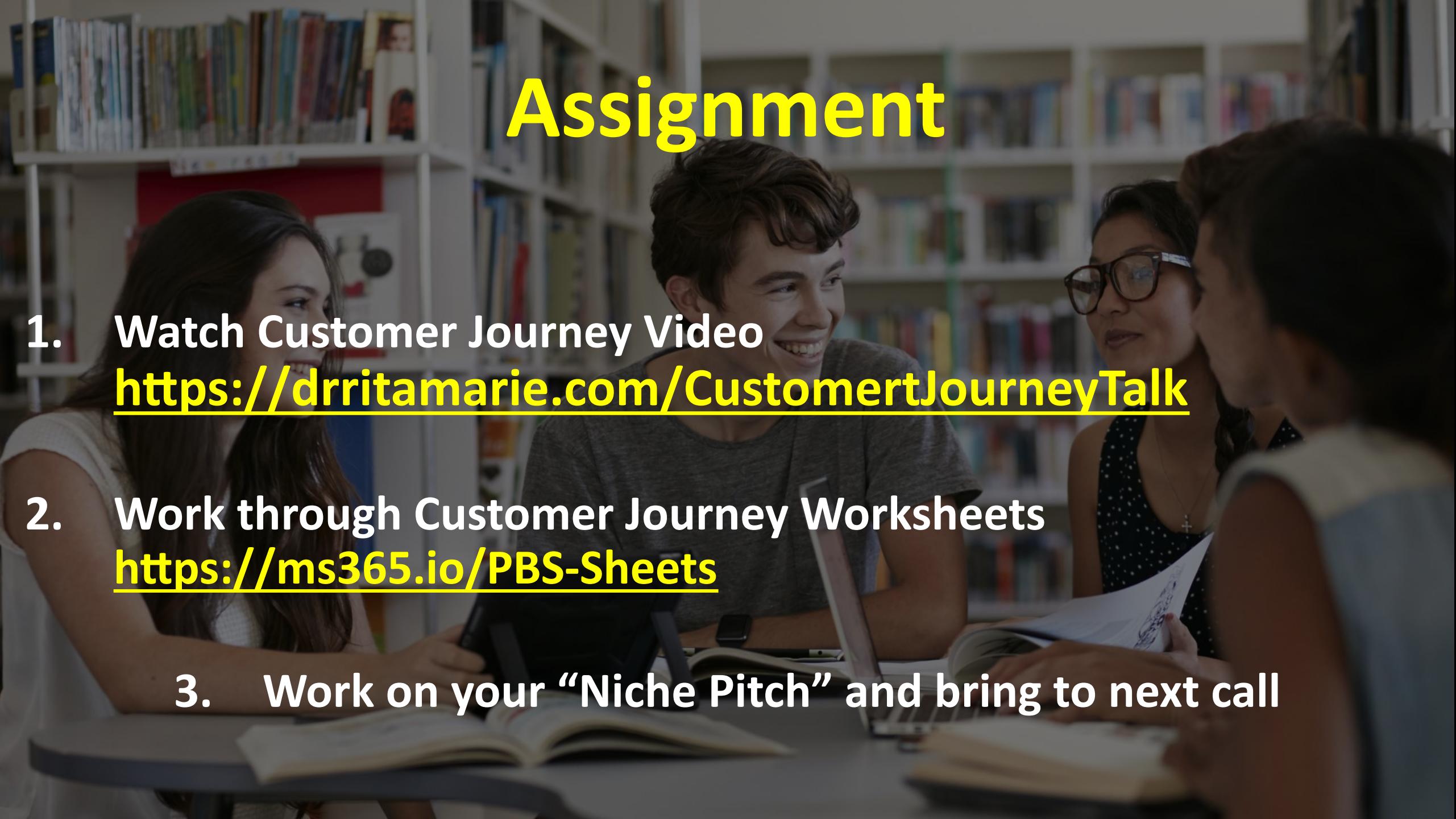


Thriving Practitioner Business Building Essentials

Session 2

Dr. Ritamarie Loscalzo

Assignment



1. Watch Customer Journey Video
<https://drritamarie.com/CustomertJourneyTalk>
2. Work through Customer Journey Worksheets
<https://ms365.io/PBS-Sheets>
3. Work on your “Niche Pitch” and bring to next call

Customer Journey Workshop from Mindshare

Stage	What they tell themselves
Pre-Aware	I don't know what the problem / opportunity is
Problem Aware	I know what the problem is, but unclear how to solve it
Solution Aware	I know different ways to solve the problem
Brand Aware	I know who provides the solution I want
Buying	I've decided and am ready to purchase
Post Purchase	I've made my purchase, now what?
Advocacy	I'm going to share my experience (good or bad)

AWARENESS

GENERAL RESEARCH

SPECIFIC SOLUTION

ACTION

WHAT'S NEXT?

1

IT HURTS

I have a problem...

I have no idea how to market myself...

Wow... I can't believe I weigh xxx pounds!

My relationship is not working...

2

WHAT? - WHY?

I should do something...
FREE — \$\$\$

“7 ways to grow your business.”

“7 biggest weight-loss do's & don'ts.”

“7 ways to revive your relationship.”

3

WHAT? - HOW TO?

I want to do THIS...
FREE — \$,\$\$\$

“Client Attraction Webinar Blueprint”

“The ultimate guide to Paleo Diet.”

“The ultimate guide how to save your marriage after an affair.”

4

WHAT IF?

I'm doing this...
\$\$\$ — \$\$,\$\$\$

“Here's what's inside the Webinar Cash Machine program”

“7 reasons why join the paleo weight-loss 90-day jumpstart now.”

“See what others say about my Rebuild Her Trust program.”

5

WHAT ELSE?

I want more help...
\$\$\$ — \$\$\$,\$\$\$

How else can you support me?

I want to learn more on this topic - do you have a higher level program?

I want to learn more on a related topic - do you have program on that?

What is it that you do?

I help (describe your client using characteristics /behaviors /themes)

by (overcoming struggles)

so they can (feel, have or do something they want)

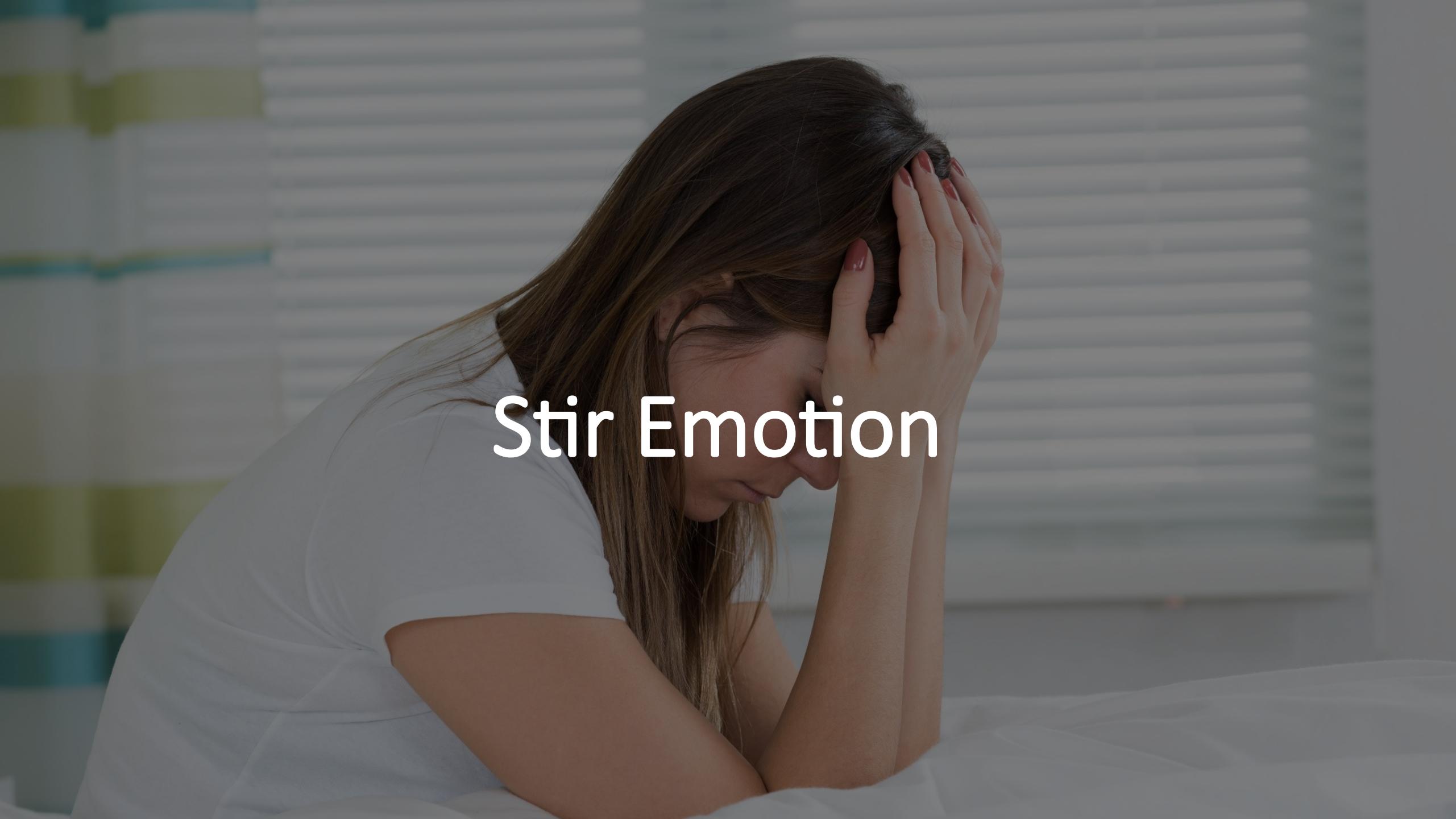
Examples



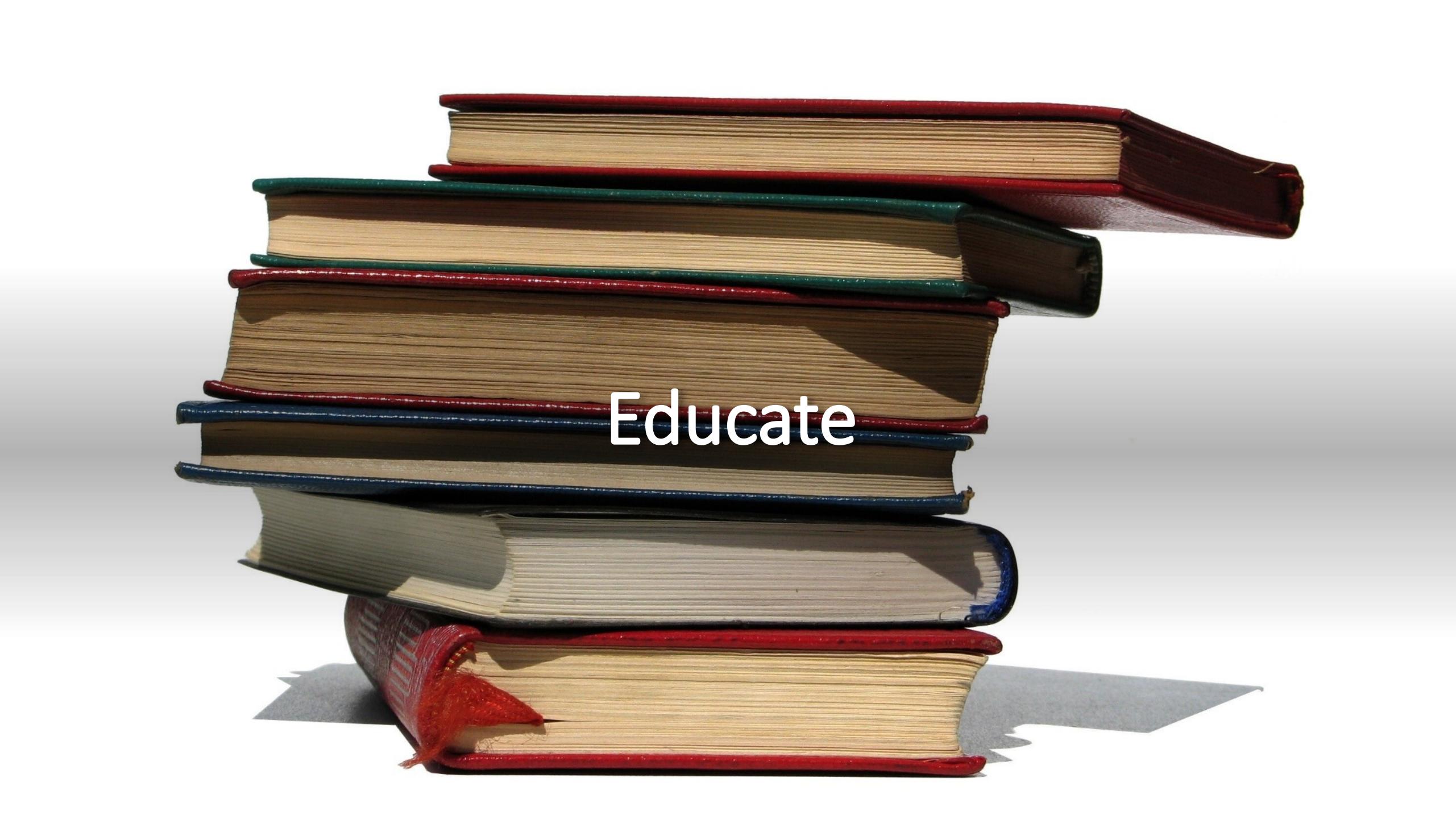
Jenn: I help busy, health-minded professionals by giving them access to the right lab tests and resources so they can get back to feeling like themselves again (or for the very first time).



Kathy: I help busy athletic adventurous people who are trying all the latest athletic fads to get their health back so they can travel and be adventurous again



Stir Emotion

A stack of approximately 12-15 antique books is arranged in a slightly curved, overlapping fashion. The books feature a variety of worn, aged paper and vibrant, multi-colored leather covers in shades of red, green, blue, and black. The spines of the books are visible, showing different patterns and textures. The overall appearance is one of historical value and academic pursuit. The background is a plain, light color.

Educate





ACTION

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?*



Examples of Solution They Want to Experience

- ✓ Calm, relaxed mealtimes
- ✓ Long and fruitful workouts
- ✓ Calm and comfortable digestion
- ✓ Peaceful periods
- ✓ Harmonious menopause
- ✓ Balanced moods
- ✓ Focus and Concentration



Your Process

13

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

Lisa Sasevich's Signature System Process

PBSS

March 9, 2022 Session

www.DrRitamarie.com/SignatureTalk

Define Your Process – Your Signature System



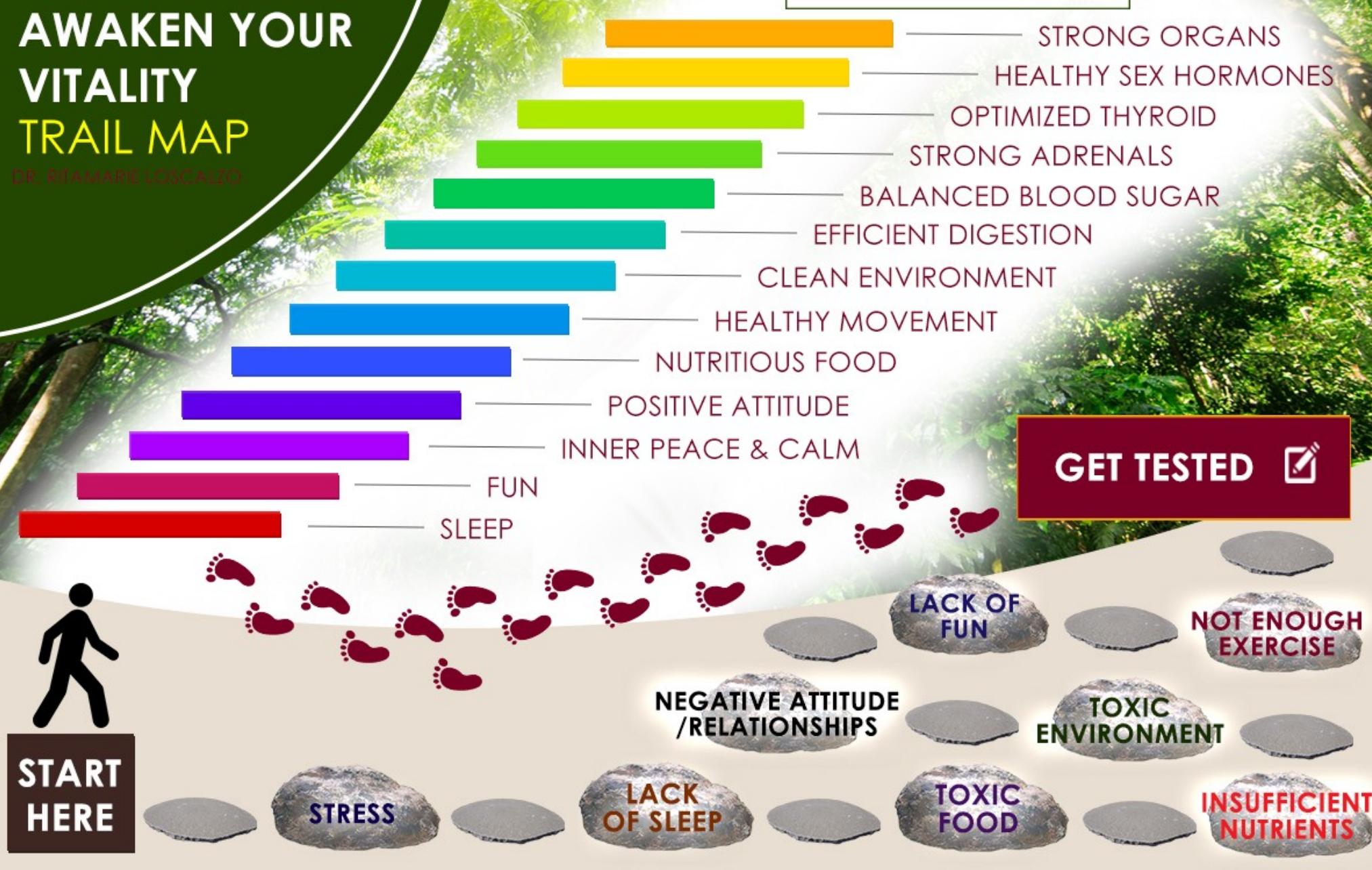
Outline the Steps Example

- **Step 1:** Discover what's getting in your way of getting what you want
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AWAKEN YOUR VITALITY TRAIL MAP

DR. RITAMARIE LOSCALZO

VITALITY



The 5 Part Framework for Reversing Autoimmunity



Microbiome Balancing

Roadmap

Discover
Imbalance
s

History

Home Test

Genetic
Evaluation

ab Testing

Correct
Imbalances
5 R

Optimize
Digestion

Replace

Optimize
HCI

Remove Stressors

Remove Pathogens

Repair Gut Lining

Reinoculate

Refresh Reserves

Microbiome Balancing

Roadmap

Discover Imbalances

History

Home Test

Genetic Evaluation

Lab Testing

Correct Imbalances 5 R

Listen. Get their story: goals, symptoms, antibiotic use, stress eating, chemical exposure, medications.

HCl challenge, transit time, ph, nitric oxide, blood glucose, ketones, minerals, physical signs

Family History, Gene testing with Nutrigenomics Reports

Blood chemistry, stool and digestive analysis, parasitology, gut zoomer, organic acids, transit time, gluten test

Optimize Digestion

Replace

Optimize HCl

Remove Stressors

Digestive enzymes, liver and gall bladder support, enzyme rich foods

Bitters, Zinc, HCl on occasion if indicated

Mindful eating and chewing. Remove gut irritating foods. Identify and remove potential allergens including gluten

Remove Pathogens

Repair Gut Lining

Reinoculate

Refresh Reserves

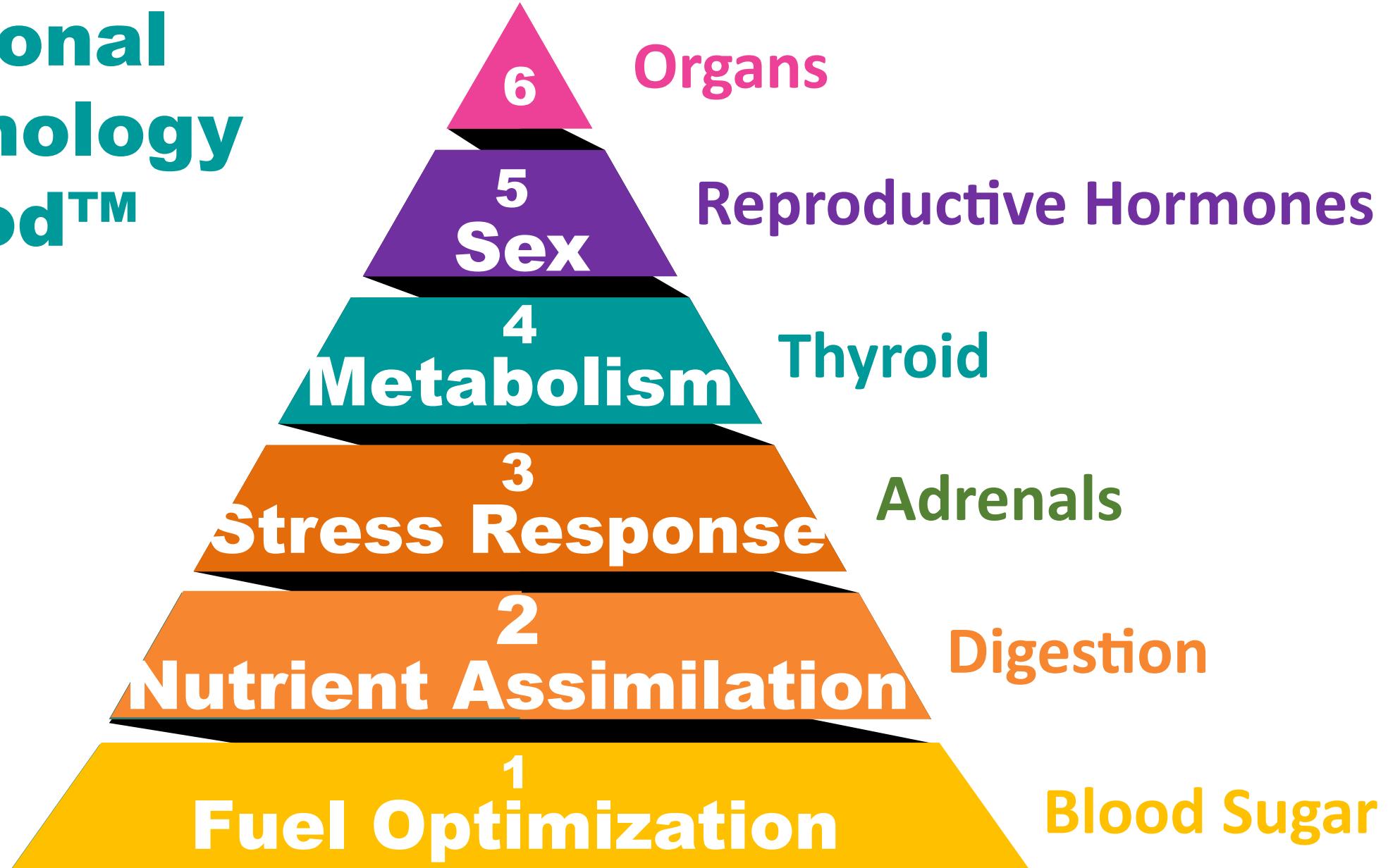
Antimicrobial herbs and nutrients, antimicrobial foods,

Anti-inflammatory herbs, demulcent herbs and foods, nutrients to rebuild and repair gut lining.

Prebiotics, probiotics and postbiotics – fermented foods and supplements

Pillars of health – Fun, Restful Sleep, Exercise, Clean Environment, Diet, Outlook and Mindfulness

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

THE UNSTOPPABLE PRACTITIONER FORMULA



1 Self-Nurturing

Body Freedom Foundations (BFF)

- Fun —
- Rest —
- Exercise —
- Environment —
- Diet —
- Outlook —
- Mindfulness —

My Daily Self Nurturing Commitments

Body Balance System

- Digestion —
- Blood Sugar —
- Adrenals —
- Thyroid —
- Sex Hormones —
- Brain —
- Organs —

Everyday Detox
and Liver Support

My Best Next Steps Towards Body System Balance Are:

2 Clinical Mastery

Connect (Establish Trust and Clarify Their Big Why)

- Connection and Coaching Skills
- Why Discovery System

Discover (Identify Obstacles - Gap Discovery System)

- Body Freedom Foundation Assessment
- History Taking Skills
- Scorecard Assessments
- Physical Exam

Analyze (Functional Lab Testing)

- Blood Chemistry Basics
- Advanced Blood Chemistry
- Home Testing
- Functional Labs
 - Organic Acids
 - Adrenal
 - GI – Stool
 - Fatty Acids
 - Comprehensive Hormone – DUTCH/24 hr Urine
 - NutrEval
 - Hair Mineral testing
 - Food Allergy
 - Genetics

Empower - Educate and Provide Tools and Protocols

- Coaching
- Handouts
- Recipe Collections
- Checklists
- Videos
- Ongoing Support

Balance Body Systems

- Everyday Detox and Liver Support
- Thyroid
- Sex Hormones
- Brain
- Organs
- Digestion
- Blood Sugar
- Adrenals

3 Authentic Marketing and Business Strategy

Identify Your Ideal Client

- Clarify Your "What I Do"

- Clarify "Who I Do it For"

- Clarify "Why I Do What I Do"

Package Your Genius

- 1:1 Coaching Packages
- Large Group Online
- VIP Days – 1:1 or Group Learning
- Small Group Coaching
- Live Events & Workshops and Teleclass
- Retreats

The delivery system I'd like to explore next
(hint: ask "Do I LOVE it?")

Ideas for program (hint - identify the steps you take people through 1:1, clues are in clinical mastery section)

Master Strategy Sessions

- High Ticket Programs
- 1:1 Client Programs

Create Signature Talk

- Choose a Topic
- Choose a Format
- Choose an Offer (see below)
- Strategy Session or Low Priced Program

Get Known and Get Booked

- Webinars
- Summits
- TV
- Live Events
- Social Media
- Radio
- Podcasts
- Blogs



The Nutritional Endocrinology Method™



ROADMAP SLIDE

WRITE YOUR SUBTITLE HERE

YOUR TITLE 01

Green marketing is a practice whereby companies seek to go.



YOUR TITLE 02

Green marketing is a practice whereby companies seek to go.



YOUR TITLE 03

Green marketing is a practice whereby companies seek to go.



YOUR TITLE 04

Green marketing is a practice whereby companies seek to go.



YOUR TITLE 05

Green marketing is a practice whereby companies seek to go.



ROADMAP SLIDE

WRITE YOUR SUBTITLE HERE

29

YOUR TITLE 01

Green marketing is a practice whereby companies seek to go above and beyond traditional.



YOUR TITLE 02

Green marketing is a practice whereby companies seek to go above and beyond traditional.



YOUR TITLE 04

Green marketing is a practice whereby companies seek to go above and beyond traditional.



YOUR TITLE 03

Green marketing is a practice whereby companies seek to go above and beyond traditional.



ROADMAP SLIDE

30

WRITE YOUR SUBTITLE HERE



YOUR TITLE 01

YOUR TITLE 02



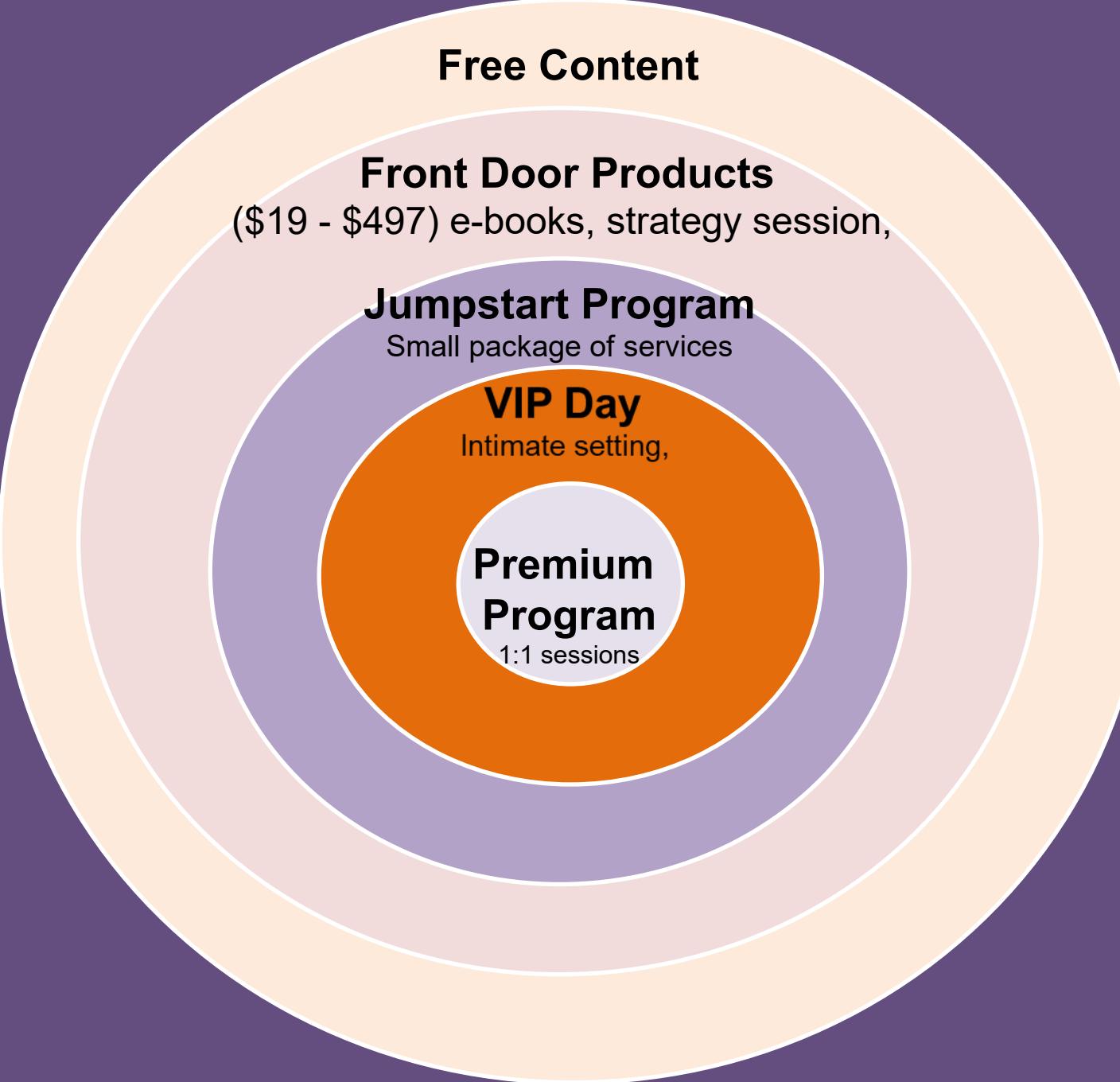
YOUR TITLE 04

YOUR TITLE 03



YOUR TITLE 05

YOUR TITLE 06



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

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 Part 2

1. Outline Your Signature System
2. Think About Your Preferred Method of Delivery