



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

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...

GENERAL RESEARCH

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."

SPECIFIC SOLUTION

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."

ACTION

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."

WHAT'S NEXT?

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



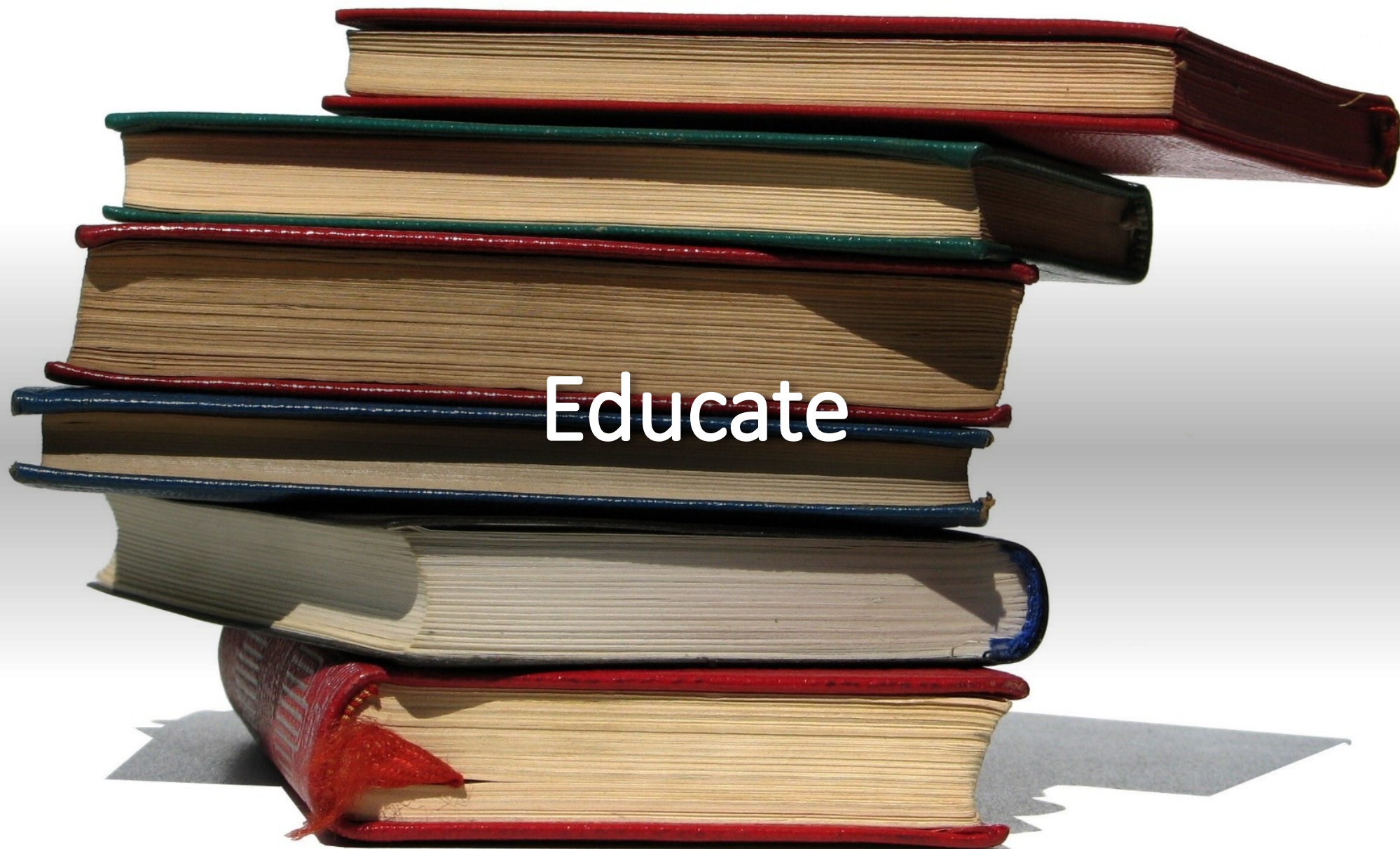
Jenn: I help busy, health-minded professionals by giving them access to the right lab tests and resources so they can get back to feeling like themselves again (or for the very first time).



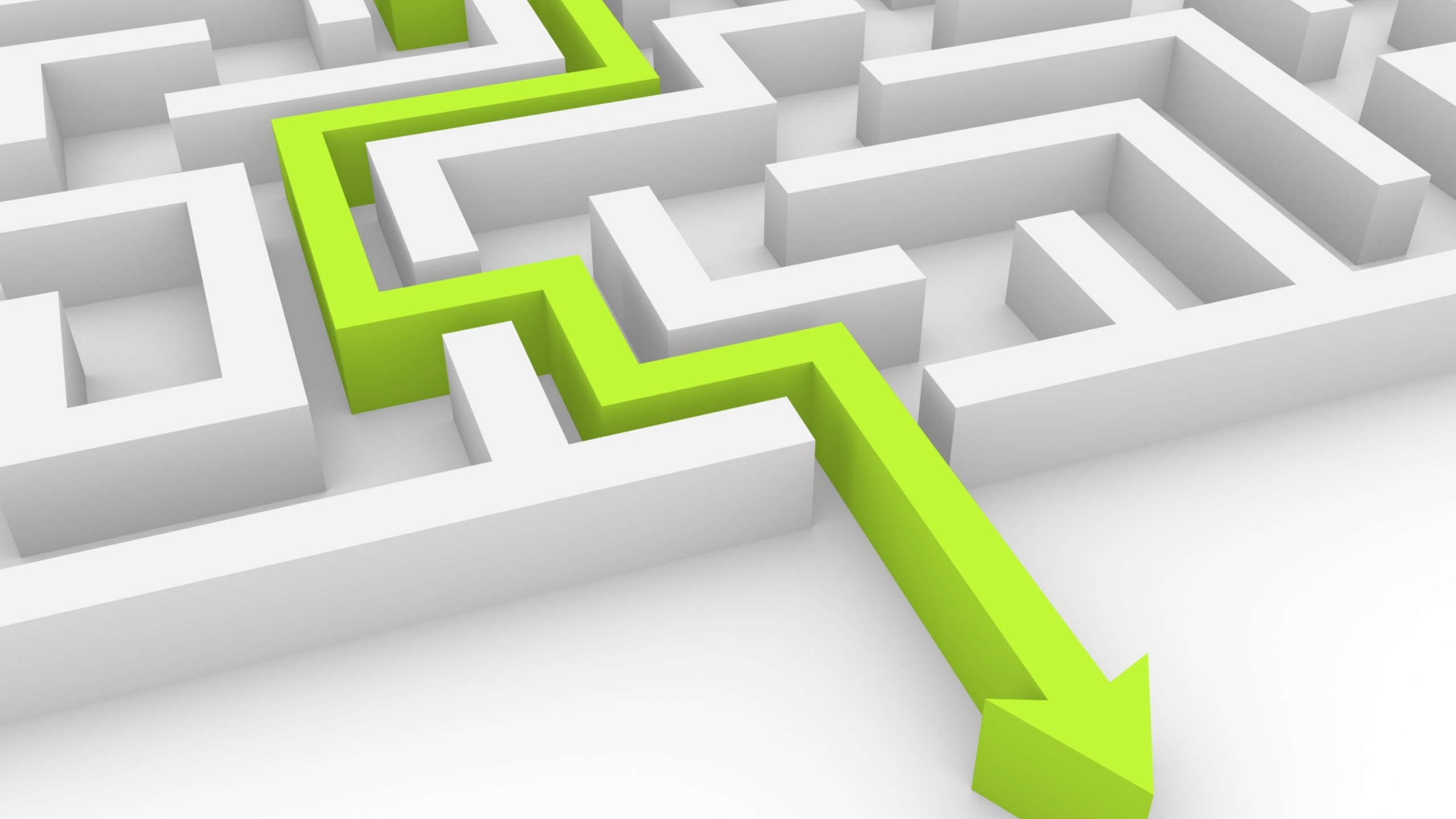
Kathy: I help busy athletic adventurous people who are trying all the latest athletic fads to get their health back so they can travel and be adventurous again



Stir Emotion



Educate





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
- **Step 2:** Create a vision that inspires you to make the right choices
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AWAKEN YOUR VITALITY TRAIL MAP

DR. RITAMARIE LOSCALZO

VITALITY



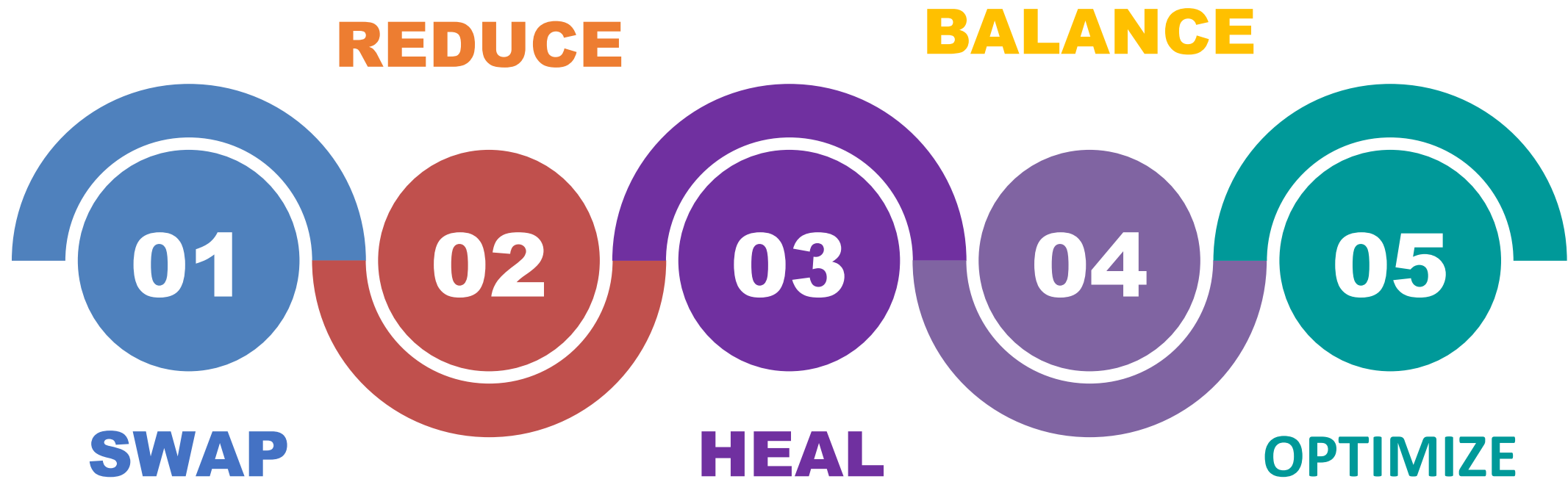
GET TESTED



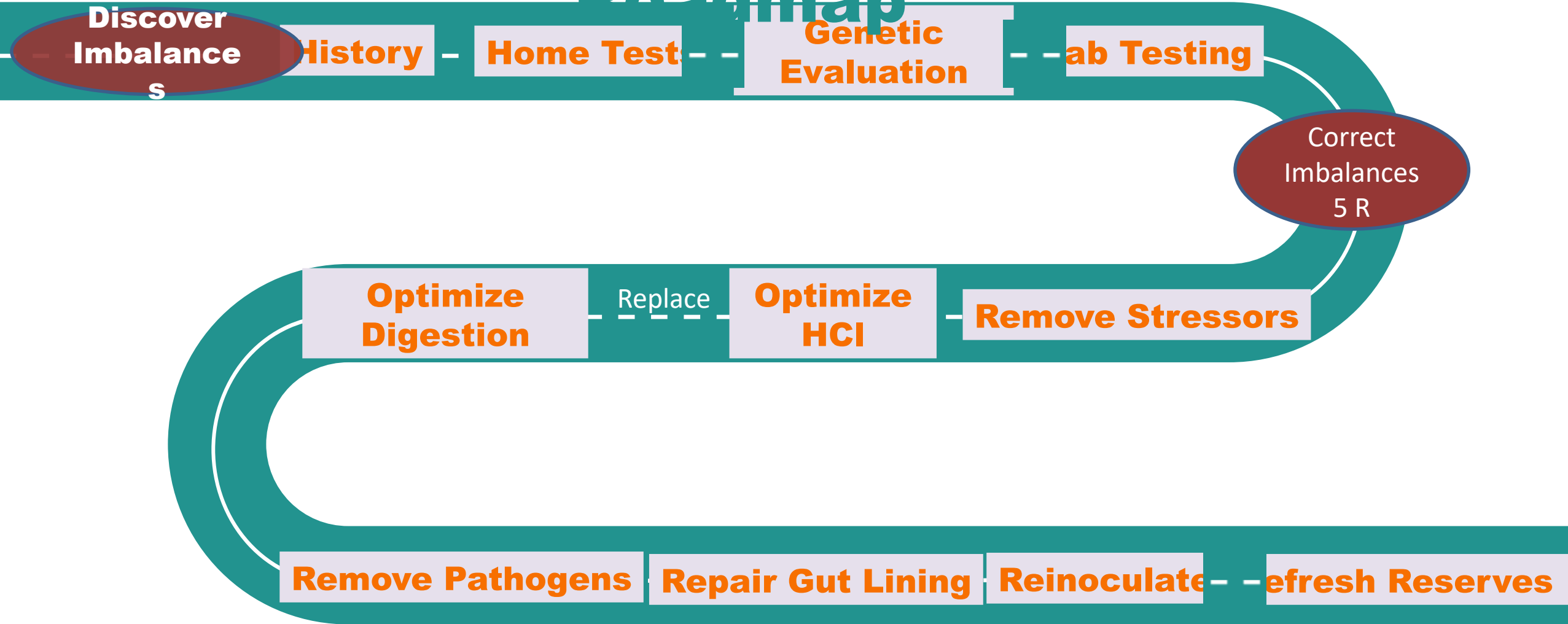
START
HERE



The 5 Part Framework for Reversing Autoimmunity



Microbiome Balancing Roadmap



Microbiome Balancing

Readmap

Discover Imbalances

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

History

Home Tests

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

Genetic Evaluation

Family History, Gene testing with Nutrigenomics Reports

Lab Testing

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

Correct Imbalances 5 R

Optimize Digestion

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

Replace

Optimize HCl

Bitters, Zinc, HCl on occasion if indicated

Remove Stressors

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

Remove Pathogens

Antimicrobial herbs and nutrients, antimicrobial foods,

Repair Gut Lining

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

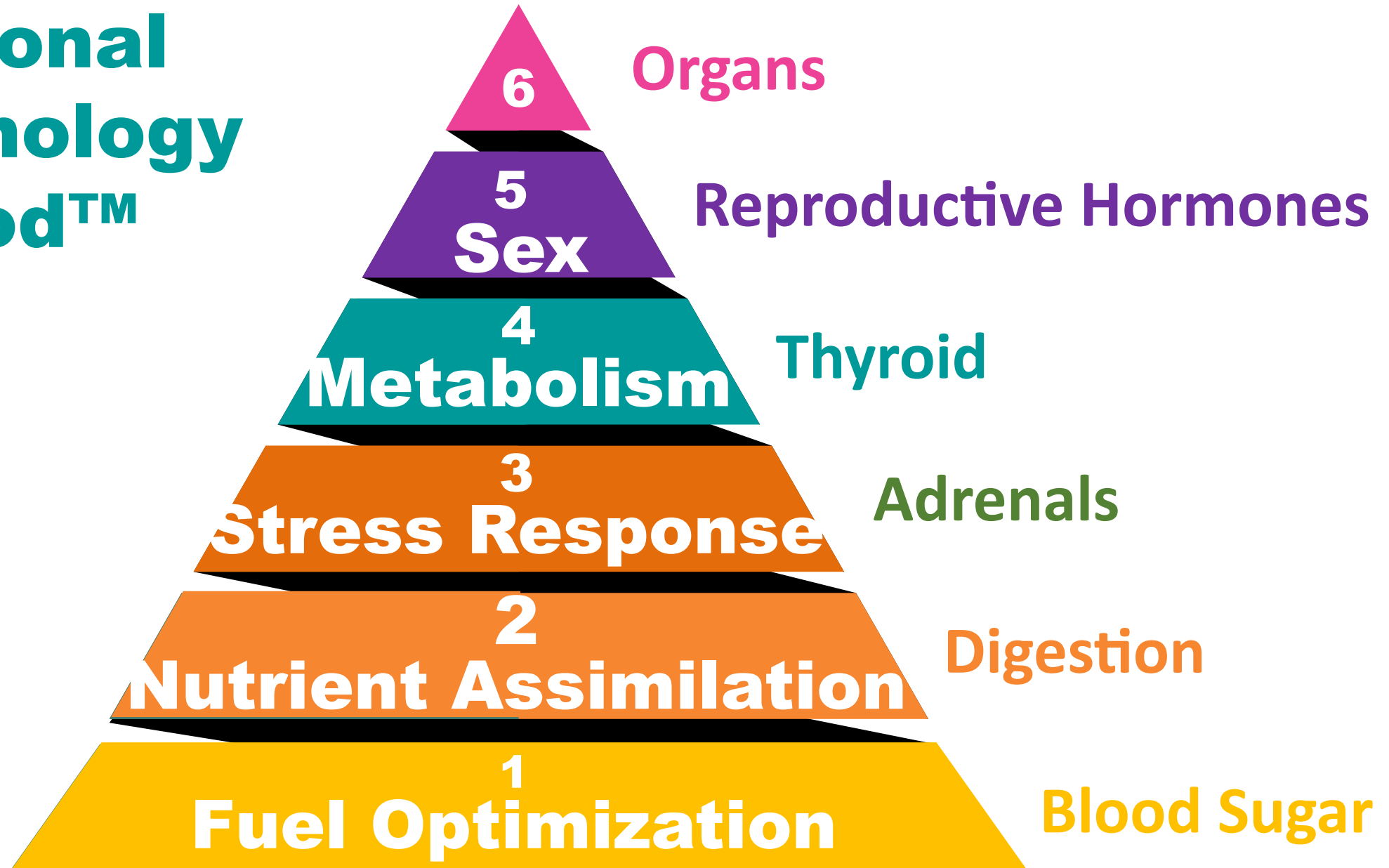
Reinoculate

Prebiotics, probiotics and postbiotics – fermented foods and supplements

Refresh Reserves

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

My Best Next Steps Towards Body System Balance Are:

Body Balance System

- ☐ Digestion ____
- ☐ Blood Sugar ____
- ☐ Adrenals ____
- ☐ Thyroid ____
- ☐ Sex Hormones ____
- ☐ Brain ____
- ☐ Organs ____

Everyday Detox
and Liver Support

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

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
- ☐ VIP Days - 1:1 or Group
- ☐ Small Group Coaching and Teleclass
- ☐ Large Group Online Learning
- ☐ Live Events & Workshops
- ☐ 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 an Offer (see below)
 - ☐ Strategy Session or
 - ☐ Low Priced Program
- ☐ Choose a Format

— Get Known and Get Booked

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



The Nutritional Endocrinology Method™



ROADMAP SLIDE

28

WRITE YOUR SUBTITLE HERE

YOUR TITLE 02

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 01

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 05

Green marketing is a practice whereby companies seek to go.

ROADMAP SLIDE

29

WRITE YOUR SUBTITLE HERE

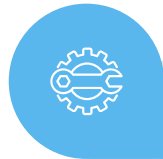
YOUR TITLE 01

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.

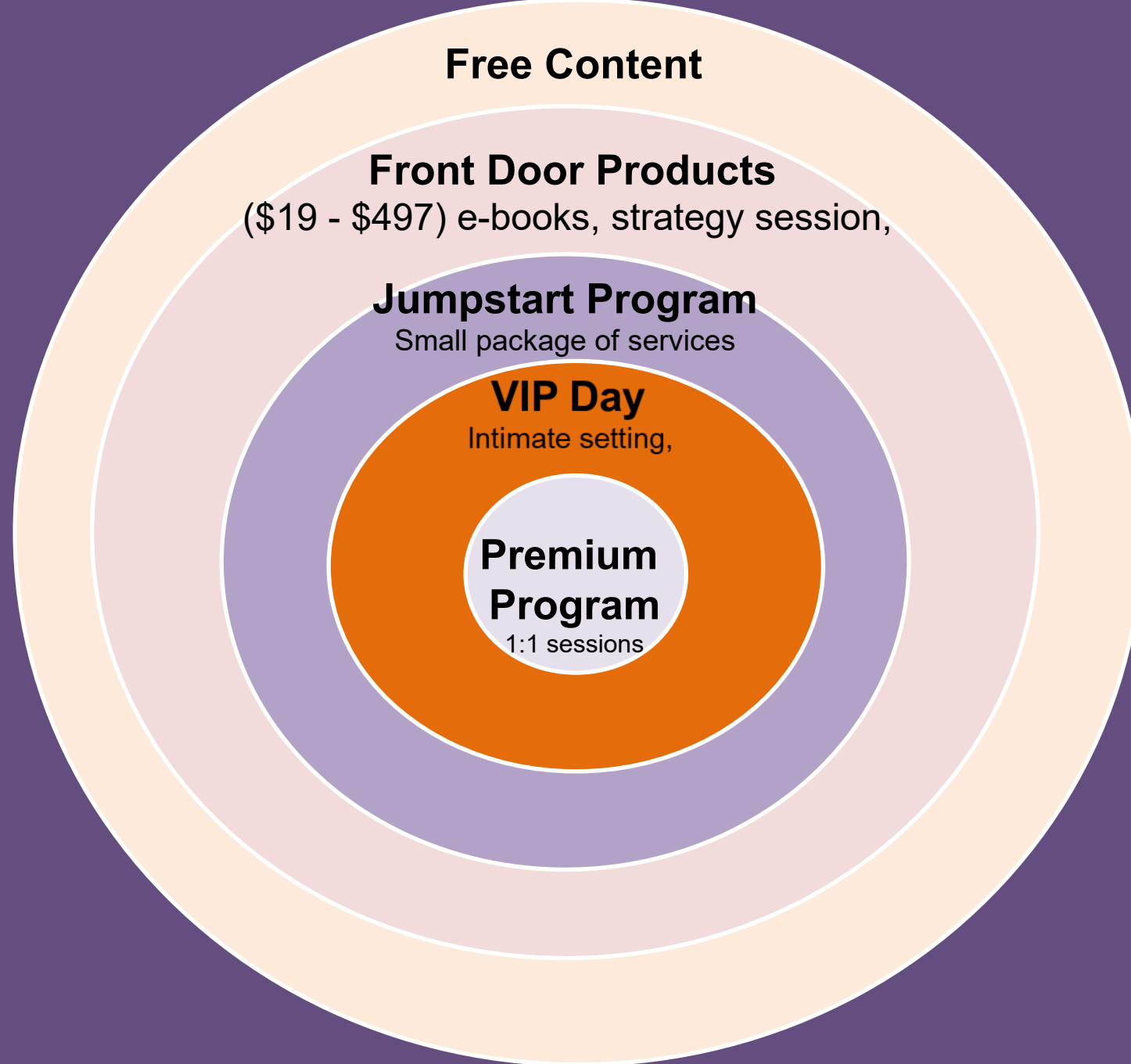


ROADMAP SLIDE

WRITE YOUR SUBTITLE HERE

30





Coaching Program Template Components



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:

- ✓ **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**

<https://drritamarie.com/ProgramDesignTemplate>

A background image showing four students in a library setting. A young woman with long dark hair is on the left, looking towards the center. A young man with dark hair is in the center, smiling and looking towards the right. A young woman with glasses is on the right, looking towards the center. A fourth student is partially visible on the far right. They are sitting at a table with books and a laptop. Bookshelves filled with books are in the background.

Assignment Part 2

1. Outline Your Signature System

**2. Think About Your Preferred
Method of Delivery**