



# Thriving Practitioner Business Building Essentials

## Session 4

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# Assignment For 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

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

# 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
  - NutrEval
  - Adrenal
  - Hair Mineral testing
  - GI – Stool
  - Food Allergy
  - Fatty Acids
  - Genetics
  - Comprehensive Hormone – DUTCH/24 hr Urine

### Empower - Educate and Provide Tools and Protocols

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

### Balance Body Systems

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



# Your Process

Burning Problem

Evaluations....

Results They Crave

# The 5 Part Framework for Reversing Autoimmunity



# Microbiome Balancing

## Roadmap

Discover  
Imbalances

History

Home Test

Genetic  
Evaluation

Lab Testing

Optimize  
Digestion

Replace

Optimize  
HCI

Remove Stressors

Correct  
Imbalances  
5 R

Remove Pathogens

Repair Gut Lining

Reinoculate

Refresh Reserves

# 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



# 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

# Title Examples – Pleasure Based

- ✓ “Top 3 Secrets Smart Workshop Leaders Know That Fill Their Workshops with Ease!”
- ✓ “The top 3 Strategies that Healthy People Implement to Keep their Energy High and Their Hormones Balanced”

# Title Examples – Pain Based

- ✓ “3 Massive Mistakes Workshop Leaders Make That Keep Their Event Rooms Empty!”
- ✓ “3 Dangerous Trends College Graduates Face That Put Them In A Financial Hole & Ruin Their Future!”
- ✓ “3 Myths That Teenagers Believe That Keep Them Broke During and After High School!”
- ✓ “3 Massive Mistakes Small Business Owners Make That Prevent Them From Making the Jump From 6 to 7 Figures”

# Exercise – Create Your Juicy Title

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



# Main data points

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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

# 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

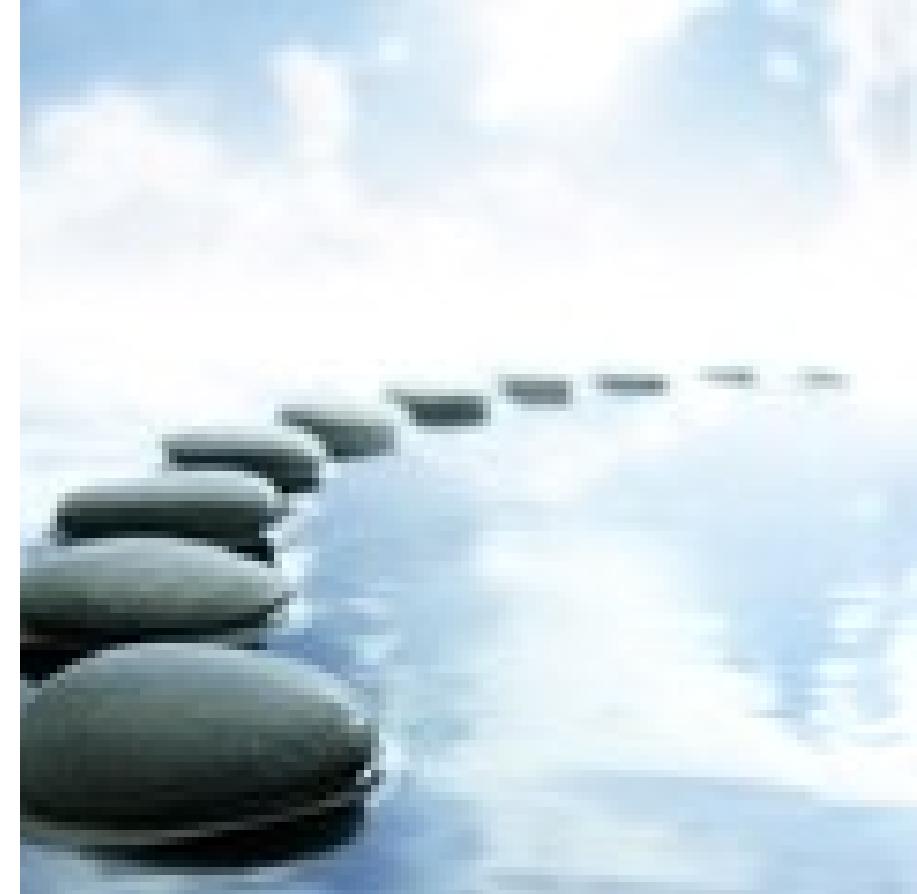
<https://whb.today/consulttips>

- 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



# 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



# Handle And Transform Objections

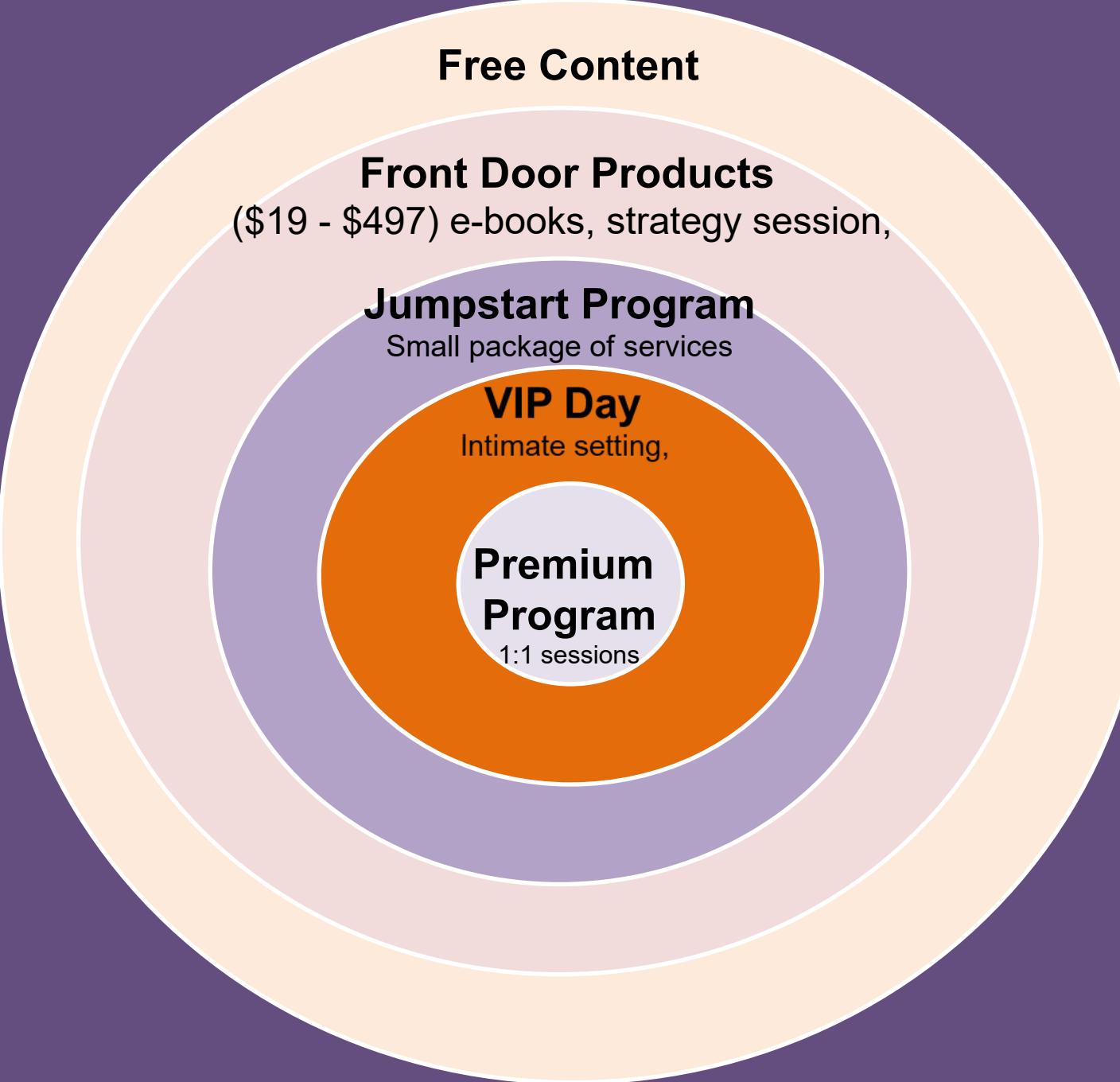
- I can't afford it.
- I want to think about it.
- I have to talk it over with my partner.
- I think I'm pretty healthy already.  
I'll just do it on my own.
- I'm too busy now; it's not the right time.



# After They Say YES

- Enroll them – COLLECT payment
- Celebrate
- 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