



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

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:

<https://drritamarie.com/ProgramDesignTemplate>

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



Your Process

6

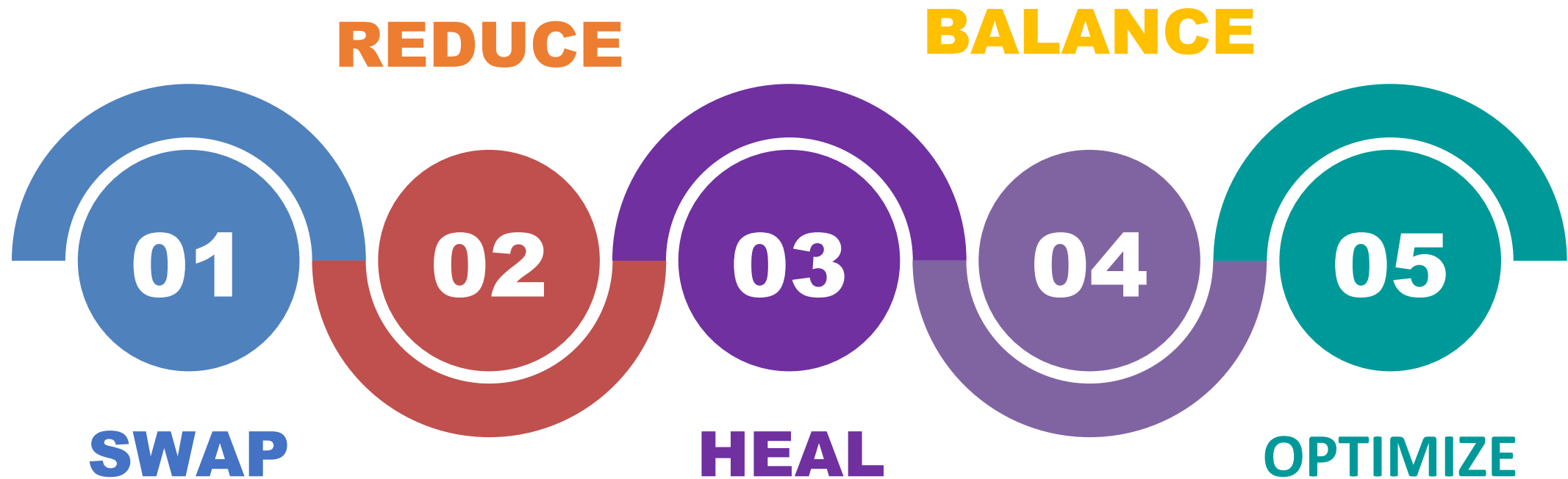
Burning Problem

Evaluations....

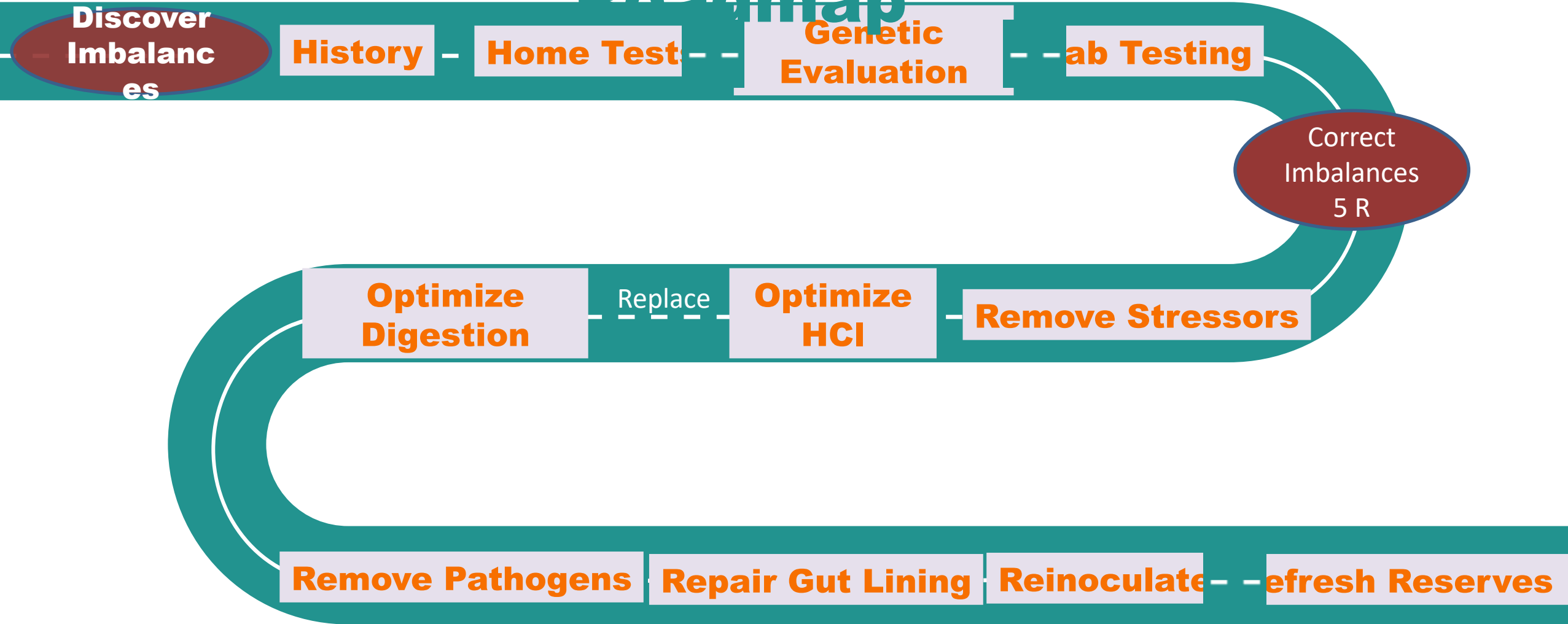
Results They Crave



The 5 Part Framework for Reversing Autoimmunity



Microbiome Balancing Roadmap



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

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



