



Thriving Practitioner Business Building Essentials

Session 5

Dr. Ritamarie Loscalzo

The background of the slide is a photograph of a beach. The top half shows the turquoise ocean water with gentle ripples. The bottom half shows the reddish-brown sand of the beach. A white rectangular box is centered horizontally across the middle of the image, containing the word "Recap" in a dark red, bold, sans-serif font.

Recap

Authentic Business and Marketing Strategies

- Who do you serve?
- How do you serve them?
- How do you enroll them?
- How do you find them?
- How do you manage your business?





Your Client's Journey to Health

Presentation with Karl Krummenacher – Mindshare

<https://drritamarie.com/CustomertJourneyTalk>

Worksheets

<https://ms365.io/PBS-Sheets>

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)

Jenn Malecha's Niche Process

PBSS Library
March 31, 2022 Session

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)

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?*



Solution They Want to Experience

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



Your Process

10

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**

ROADMAP SLIDE

12

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

13

WRITE YOUR SUBTITLE HERE

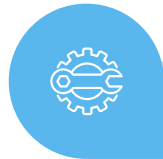
YOUR TITLE 01

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

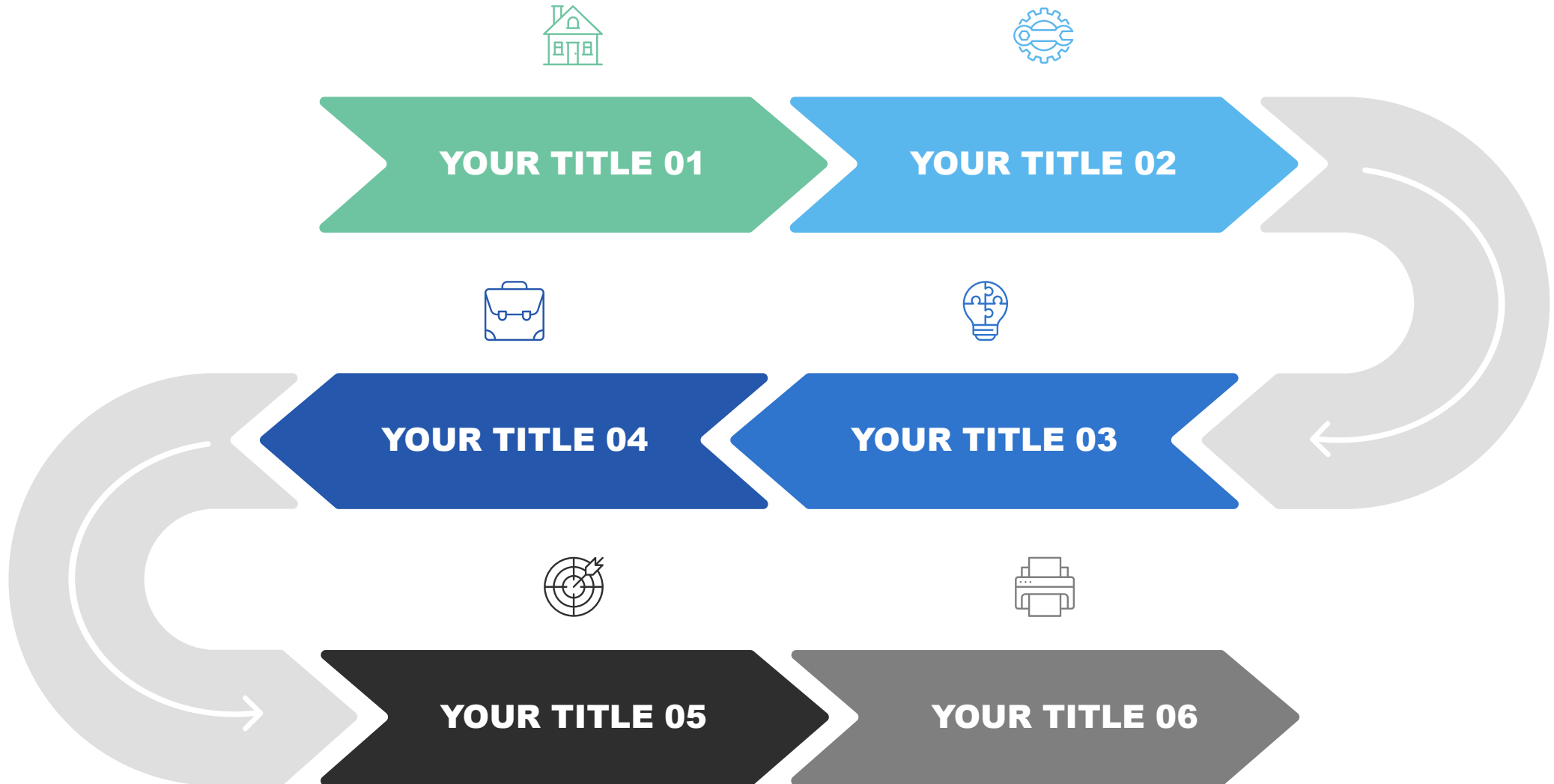
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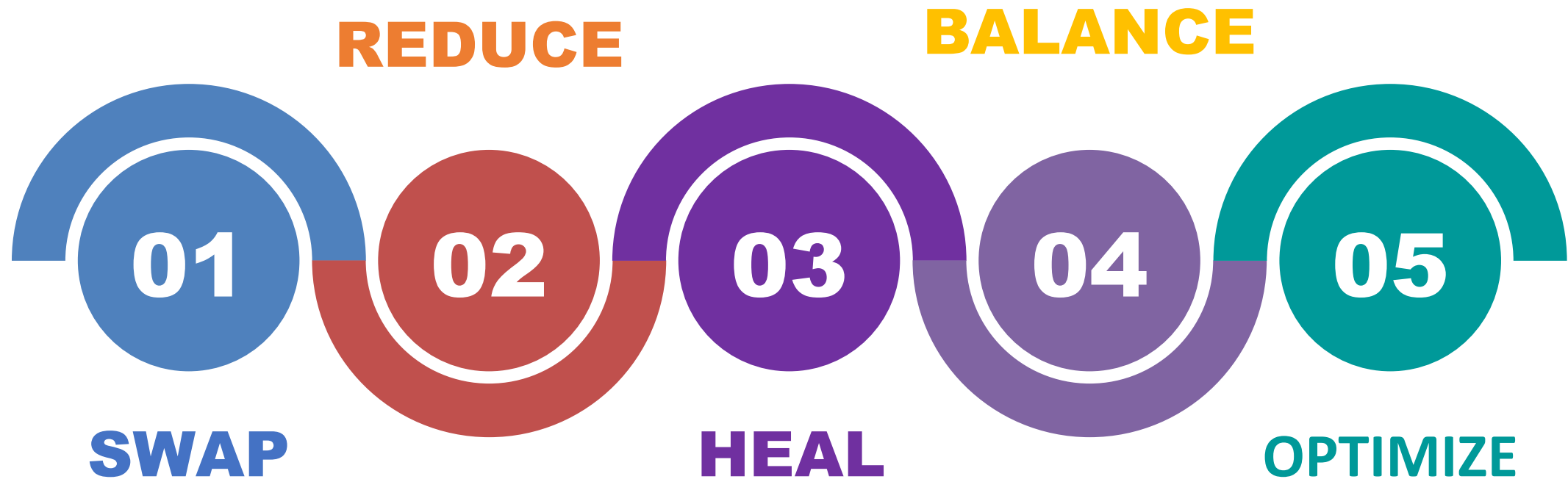
ROADMAP SLIDE

WRITE YOUR SUBTITLE HERE

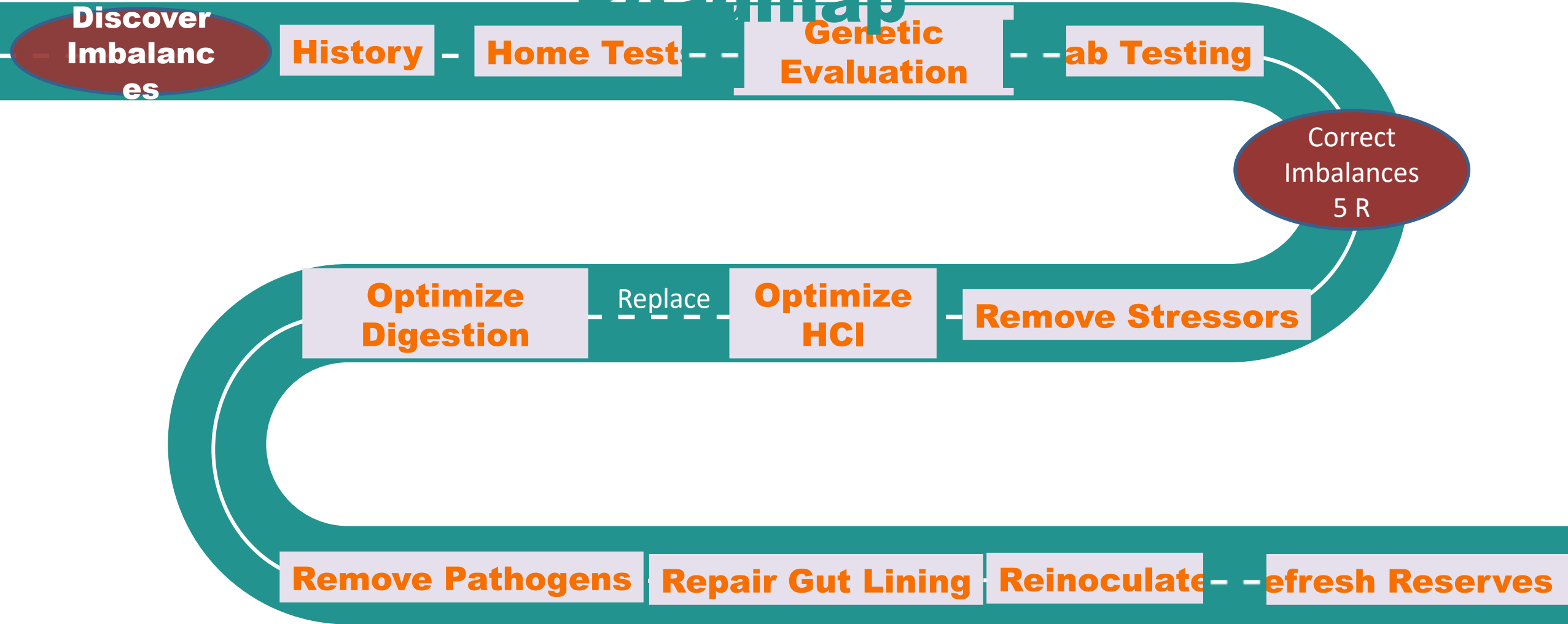
14

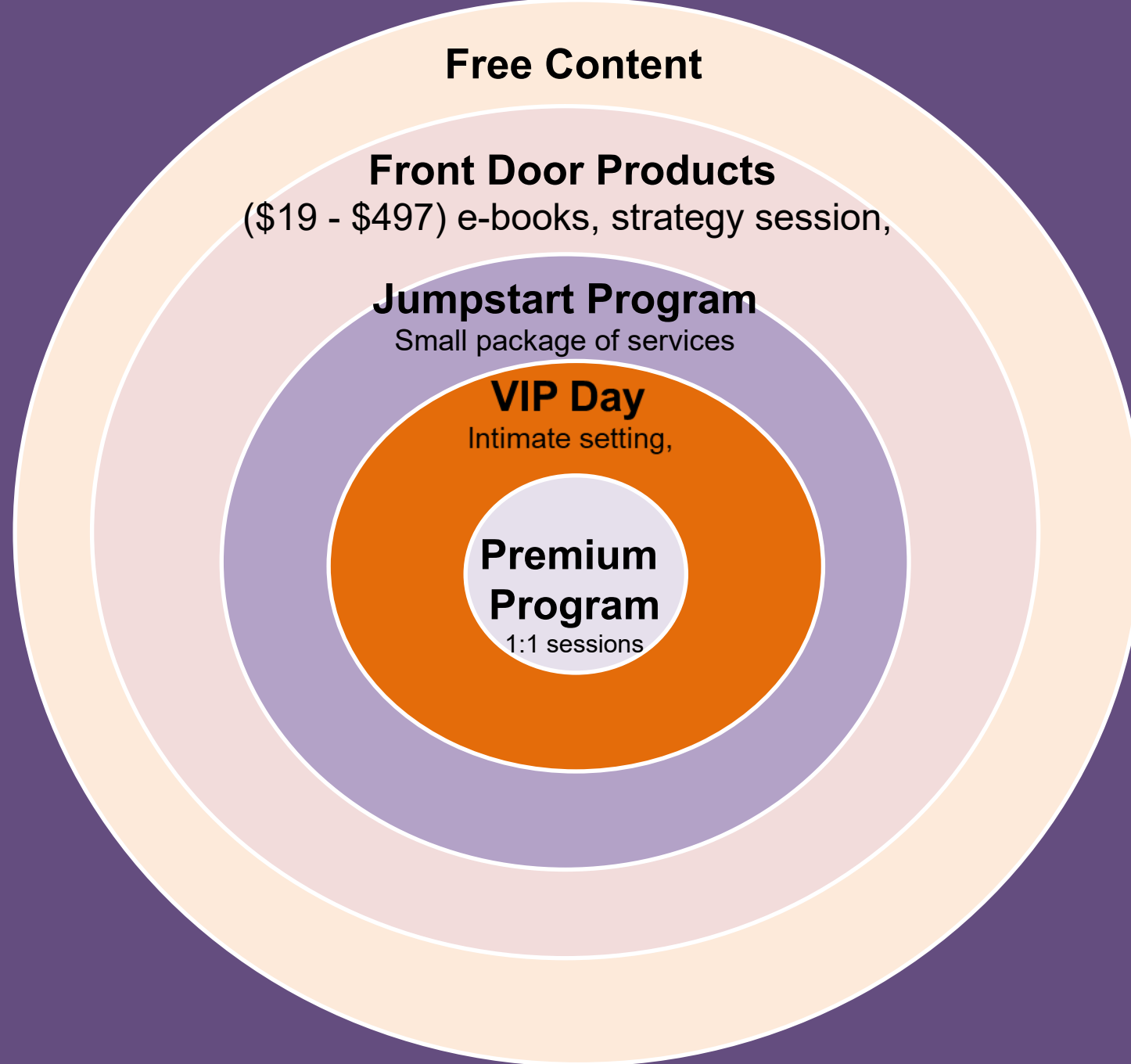


The 5 Part Framework for Reversing Autoimmunity



Microbiome Balancing Roadmap





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>

Lisa Sasevich's Signature System Process

PBSS

March 9, 2022 Session

Assignment From Part 3

1. Complete your Program Template
2. Make a list of the problems your program will solve for clients

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



