



Thriving Practitioner Business Building Essentials

Session 6

Dr. Ritamarie Loscalzo



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?*



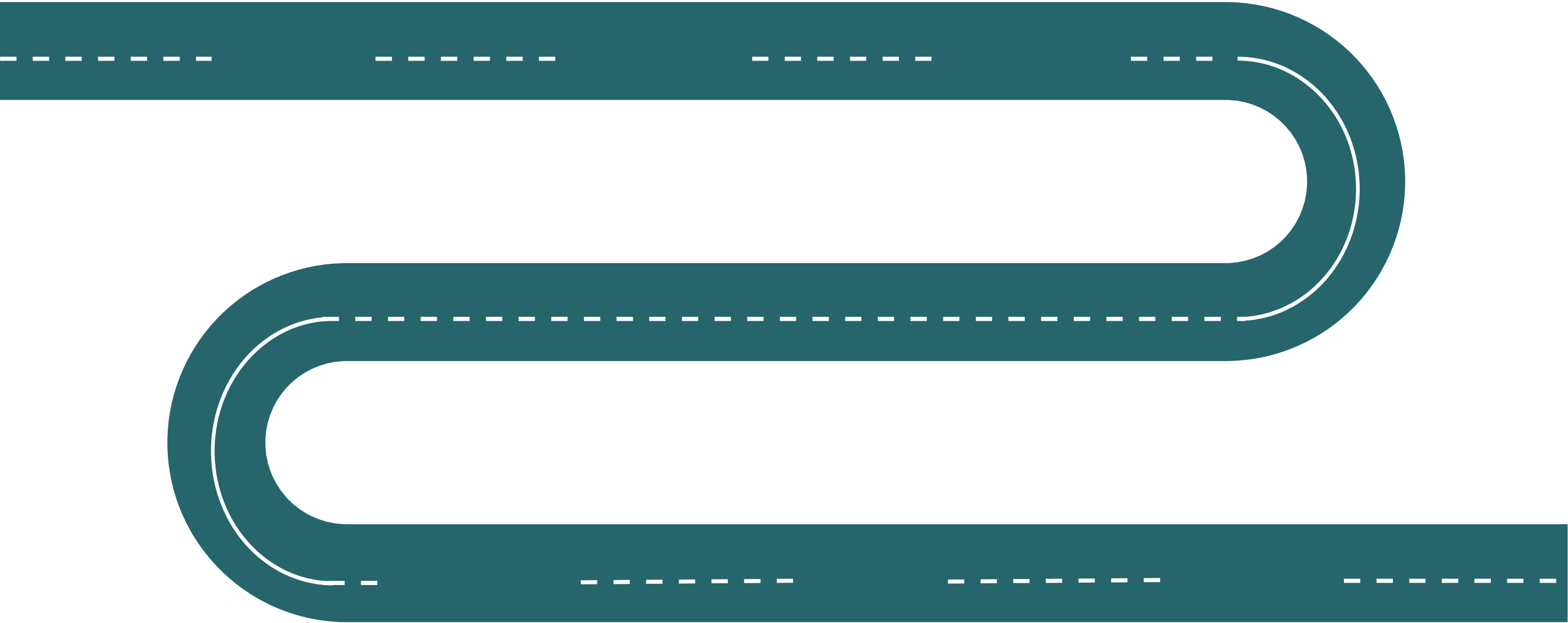
Solution They Want to Experience

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



Your Process

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**

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

Enrolling Clients



**OFFER DISCOVERY
SESSIONS**



**CONDUCT ENROLLMENT
SESSIONS**



ONBOARDING

Webinar Components

Juicy Title

3 main data points

Lead in to your offer

Hook

Benefits

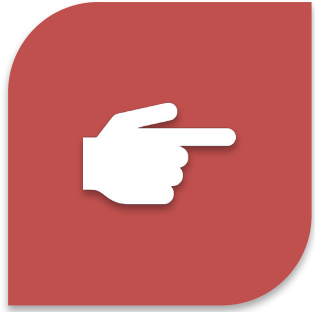
Downside of NOT taking action

Reason to buy NOW

Program components (short)

Risk reversal

Webinar Title Components



NUMBER
(3 OR 5)



MISTAKES, MYTHS,
DANGERS,
BLUNDERS,
DANGEROUS
TRENDS,
SECRETS...



AUDIENCE



CONSEQUENCE



Title Examples – Pleasure Based

- ✓ “Top 3 Secrets Smart Health Seekers Know That Fill Their Lives With Vitality and Joy!”
- ✓ “The top 3 Strategies that Healthy People Implement to Keep their Energy High and Their Hormones Balanced”
- ✓ “3 Easy Lifestyle Hacks to Reduce Stress and Balance your Hormones”
- ✓ “The Top 3 Foods to Eat Regularly to Increase Your Energy and Clear Your Foggy Brain”

Title Examples – Pain Based

- ✓ “3 Massive Mistakes Women Make That Keep Them Overwhelmed and Exhausted”
- ✓ “3 Dangerous Lifestyle Factors That Lead to Exhaustion, Overwhelm and Brain Fog” !”
- ✓ “3 Myths That Diabetics Believe That Can Lead to Blindness, Amputation and Dialysis”
- ✓ “3 Massive Mistakes That Successful Professionals Make That Prevent Them From Keep them too Exhausted and Overwhelmed to Reach Their Full Potential of Productivity and Impact”

Webinar Intro

- ✓ Self
 - Brief origin story
 - Why you're doing this
 - Establish your authority
- ✓ Topic
- ✓ Why Important
- ✓ What you'll cover
- ✓ Reason to stay to end



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
- ✓ What may happen if they don't address this
- ✓ Important of understanding this concept, and applying it as soon as possible.
- ✓ Tell stories about what happened to other people when they didn't understand and apply this concept.

How

- ✓ Quick tips, tricks, and strategies for applying
- ✓ Give 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 simple, practical action step or homework exercise that will help them implement
- ✓ Suggest that they journal or reflect upon how they might use the information



Irresistible Offer



- Results they desire
- How your package will help them achieve
- Cost of Inaction: Where they will stay without help
- Excellent value
- Bonuses
- Instant signup incentives



Bonuses

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'll just do it on my own.
- I'm too busy now; it's not the right time.
- I'm afraid I won't follow-through

Cost of Inaction



A close-up, low-angle shot of a clock face. The dial is a vibrant blue, and the hands are silver. The clock is set against a dark, almost black background. The word "Urgency" is written in a clean, white, sans-serif font in the upper right quadrant of the image. The lighting is dramatic, highlighting the metallic sheen of the hands and the texture of the dial.

Urgency



Offer

- Discovery Call or
- Small Program
 - Modules
 - Documents
 - Checklists
 - Assessments

Resources for Enrollment Conversations

✓ Watch this

<https://inemember.com/2021/05/how-i-made-40k-in-8-hours/>

-- Includes links to my application and process

- Jenn Malecha's Consultation scripts and sample recordings

<https://whb.today/consulttips>

- Jenn's Discovery Consult application

<https://wholistichealthboss.com/discovery-call/>

Enrollment Conversation aka Discovery Call Flow

- 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
- Give them a call to action (CTA)

After They Say YES

- Enroll them – COLLECT payment – **NOW**
At minimum a deposit
- Celebrate - congratulate them
- Immediate “stick” strategy - onboarding
- Deliver your program and get results
- Ask for a testimonial

Next Steps

- Practice your Niche Pitch
- Identify at least 5 people you know who you can help
- Get out there – fb, Instagram, youtube, text
- Finalize at least one package offer
- Be prepared to offer a “downsell”
- Finalize your presentation to offer a discovery call or blood chem analysis
- Schedule discovery calls and make offers
- Learn from NO

Your Dream Practice





Accelerate Your Next Steps

Practice Accelerator

- One on one mentoring with DrRitamarie
- Done for you funnel
- Promotion to over 150,000 people
- Dedicated small group of peers to support you

Upon Completion of Practice Accelerator You'll Have Created

- Lead capture funnel
- E-book
- Enrollment masterclass
- Coaching program

You're Protected

We guarantee you'll get a return on your investment by end of program or we'll continue to work together until you do

You need to be coachable and do the work



Here's What You Get

- Be featured in Dr. Ritamarie's online newsletter, with promotion to over 150,000 people,
- Be interviewed by Dr. Ritamarie on Facebook Live or a webinar
- Be invited to publish articles on Dr. Ritamarie's blog.
- Be launched to the 150,000-plus health-hungry audience it's taken years to cultivate.
- Step-by-step guidance to identify and remove the obstacles that have been holding you back
- Direct access to Dr. Ritamarie on a regular basis for questions, support, and direction.
- Get yourself known and compensated well for your skills.

We'll Kickoff With...

- **A 2-Hour Private Practice Analysis Call** to create a personalized plan that will accelerate your practice growth
- **A Private “VIP Practice Revitalization Day”** with Dr. Ritamarie, in person or virtual, to put strategies in place. Spend an entire day with Dr. Ritamarie’s undivided attention, 100%, on you and your practice. You’ll walk away from your VIP day with a customized, focused blueprint for how to create the business of your dreams

Ongoing Support and Mentorship




- **12 1-Hour, One-On-One Coaching Calls** with Dr. Ritamarie
- **Twice Monthly Small Group Mastermind Coaching Calls**, for connecting and strategizing with Dr. Ritamarie and peers in Practice Accelerator
- **3 “Done with You” Virtual Retreat Training and Mastermind Days**, each with a specific and measurable outcome
- **1 In-Person(as possible, or online) Retreat Day**, just for Practice Accelerator members, before or after the NEPT 3-Day Live Retreat

Ongoing Training and Community

- **Quarterly LIVE Authentic Marketing and Business Training Calls** for expanding your knowledge of how to create your programs and market them to your ideal audience
- **A library of recorded Authentic Marketing and Business Training Calls** containing all the foundational skills you need to create the practice of your dreams
- **Private Facebook Community** so you can get feedback and support from peers and Dr. Ritamarie as you create materials to expand your reach and grow your business

“Done for You” Lead Generation Funnel

- A **branded optin page** to capture leads
- A **thank you page** to deliver the gift or offer a low-investment, entry level product or program
- **Email templates** for inviting people and following up
- A **webinar template** to offer your signature program
- Assistance with **outlining editing, layout, and putting together a lead generation guide or e-Book**. Our graphic designer can create a cover design and layout for you, if needed.
- Featuring you in our newsletter and via social media, **reaching over 150,000 people**



Start Your Day with Delicious, Fat Burning, Energizing Meals that Balance Hormones and Avoid the Risks of The So-called "Healthy" American Breakfast - Obesity, Heart Disease, Diabetes, Alzheimer's...

Hormone Hacking "Break Your Fast" Menus

[▶ Get Access NOW](#)

- ✓ Learn how Intermittent Fasting, something the public is just NOW catching on to, may be a way for you to reset your metabolism and give you more energy, clarity and focus
- ✓ Understand why some people need to eat within an hour of getting up in the morning, while others do well with **delaying their first meal until noon or later** (intermittent fasting)
- ✓ Find out why supposedly 'healthy' foods are zapping your energy - and making you an "all day" slave to coffee or energy drinks...
- ✓ Learn the 5 components of a healthy first meal of the day and how to create delicious, gluten-free, plant based meals that satisfy all 5
- ✓ Enjoy easy to make recipes and meal plans that are filling, delicious, gluten and dairy free, and loaded with plant goodness

“Done with You” Signature Talk

Get assistance with topic selection and structure, based on your niche.

Use this event to offer a strategy session or a program.

We can host it and promote to our list of over 150,000, and the call can be interview-style with Dr. Ritamarie, if desired.

You can also deliver in person!

Practice Accelerator Summary

Mentoring with Dr. Ritamarie For Expert Guidance on Your Business Strategy

- 2-Hour Practice Analysis Call
- 1 VIP DAY
- 12 1-1 CALLS
- 1 LIVE, in-person Mastermind Day
- 3 ONLINE Mastermind Days
- Twice Monthly Mastermind group calls
- Private Facebook Group

“Done for You/With You” and Promotional Services

- Lead Generation Funnel – Optin, Welcome Page, and Gift Document Design
- Webinar to offer your program, promoted to over 150,000 people
- Interview on Facebook LIVE, to offer your free gift to over 20,000 people

Authentic Marketing and Business Training

- Quarterly LIVE training and Training Call Library

<https://drritamarie.com/applyNEPA>

**Let's discuss to see if
it's a fit**

Only 3 spots open for 2022

<https://drritamarie.com/applyNEPA>