

MONEY MAKING HEALTH COACH WORKBOOK

BY RACHEL A. FELDMAN

WORKSHEETS TO HELP YOU:

- ➔ GAIN CLARITY IN YOUR STORY
- ➔ OUTLINE YOUR IDEAL CLIENTS
- ➔ DEVELOP YOUR SALES FUNNEL



STORY CLARITY

WHAT WAS YOUR HEALTH STRUGGLE (PAIN)?

WHAT DID YOU DO THAT SOLVED YOUR OWN HEALTH STRUGGLE (PAIN)?



STORY CLARITY

WHAT ARE YOUR INTERESTS? WHAT IS YOUR LIKE LIFE?

WHAT MARKETING MESSAGES & PHRASES CATCH YOUR ATTENTION WHEN IT COMES TO YOUR PRIOR HEALTH STRUGGLE (PAIN)?



STORY CLARITY

CAN YOU SEE YOUR OWN STORY EMERGING? RECORD YOUR STORY BELOW.



IDEAL CLIENT CLARITY

WHO IS YOUR IDEAL CLIENT? DESCRIBE THEM BELOW.

WHAT IS THEIR PAIN?



IDEAL CLIENT CLARITY

HOW ARE YOU GOING TO SOLVE THEIR PAIN?

WHAT ARE THEIR INTERESTS? WHERE DO THEY HANG OUT? WHAT IS THEIR LIFE LIKE?



IDEAL CLIENT CLARITY

WHAT MARKETING MESSAGES AND PHRASES WILL YOU USE TO CATCH THEIR ATTENTION?

WHAT CAN YOU OFFER AS SOLUTIONS TO THEIR PAIN?



DISCOVER WHAT IS MISSING

Get a clear picture on what your powerful sales funnel looks like.
Which programs do you have or which programs would you like to offer?
Write them below.



freebie



.....

\$17 to \$37



.....

\$67 to \$297



.....

\$497 to \$897



.....

\$1000



.....



Plan how you're going to connect all levels of your funnel to the "VIP" section of your funnel.

Guide your customers, so they'll know where you want them to go.



SALES FUNNEL BREAKDOWN

ARE THERE ANY MISSING PIECES IN YOUR FUNNEL? WRITE THEM BELOW.

ARE THERE ANY WEAK SPOTS IN YOUR FUNNEL? WRITE THEM BELOW.



SALES FUNNEL BREAKDOWN

WHAT WOULD YOU LIKE TO ADD TO YOUR FUNNEL IN THE FUTURE TO MAKE IT MORE POWERFUL?

WOULD YOU LIKE TO BE AN ONLINE, OFFLINE, OR A COACH WHO PRACTICES BOTH WAYS?



SALES FUNNEL BREAKDOWN

DO YOU HAVE DONE-FOR-YOU PROGRAMS? WHICH ONES? ARE THEY OUTDATED?

WHAT DO YOU OFFER ON YOUR WORK WITH ME PAGE? HOW CAN CLIENTS WORK WITH YOU?



SALES FUNNEL BREAKDOWN

WOULD YOU LIKE TO OFFER VIP DAYS, VIP COACHING, RETREATS, ONLINE GROUP PROGRAMS, OFFLINE PROGRAMS, WORKSHOPS, SHOPPING TOURS, ETC.? LIST THEM ALL BELOW.

WHICH HEALTH COACHES DO YOU ADMIRE? WHAT OFFERS DO THEY HAVE THAT YOU'D LIKE TO OFFER? HERE ARE SOME EXAMPLES:

[HTTP://WELLPRENEURONLINE.COM/BEST-WORDPRESS-HEALTH-COACH-WEBSITES/](http://wellpreneuronline.com/best-wordpress-health-coach-websites/)



SALES FUNNEL BREAKDOWN

WHEN YOU THINK OF YOUR DREAM SIGNATURE NICHE-SPECIFIC PROGRAM, WHAT IS IT?
WHAT WOULD YOU LIKE TO OFFER AS YOUR BRANDED PROGRAM? DO YOU HAVE IT OR
DO YOU NEED IT DONE-FOR-YOU?



HEALTH COACH ESSENTIALS

DO YOU HAVE THESE ITEMS?

- WEBSITE
- E-NEWSLETTER
- OPT-IN FREEBIE
- SOCIAL MEDIA ACCOUNTS
- MARKETING SYSTEM
- BLOG CONTENT
- PROGRAM OFFERINGS
- COACHING PACKAGES

WHERE TO MARKET YOUR FREEBIE

- FACEBOOK PAGE
- FACEBOOK GROUP
- INSTAGRAM
- TWITTER
- PINTEREST
- GOOGLE+
- WEBSITE
- EVENTBRITE
- MANY MORE...

MARKETING TIPS FOR YOUR FREEBIE

- MAKE SURE YOU HAVE A BANNER DISPLAYING YOUR FREEBIE
- WHEN SHARING YOUR FREEBIE, MAKE SURE YOU ARE SHARING CLIENT PAIN POINTS
- ARE YOU GETTING CLINKS?

****WATCH YOUR STATS SO YOU CAN ADJUST AS NECESSARY****

- SHARE YOUR FREEBIE LINK UNDER A PAIN POST
- SHARE YOUR FREEBIE UNDER A BLOG POST



GROWING YOUR LIST

ADD OPT-IN FORMS TO:

- TOP OF SIDEBAR
- TOP OF PAGES
- ON ABOUT ME PAGE

BUILD YOUR LIST

- DO YOU HAVE AN ENTICING FREEBIE?
- ROTATE YOUR FREEBIES EVERY COUPLE OF MONTHS
- CREATE BUZZ USING YOUR WEBSITE AND SOCIAL MEDIA

OPT-IN FREEBIE AND TRIPWIRE IDEAS

FEEL THEIR PAIN AND SOLVE IT WITH:

- EBOOK
- RECIPE BOOK
- PRIVATE VIDEO FROM YOU
- POWERPOINT PRESENTATIONS
- TOOLS
- FOOD JOURNAL
- SELF-CARE HANDOUTS
- CHALLENGE
- SUGGESTED MEALS & SHOPPING LISTS
- TRACKERS



POWERFUL SALES FUNNEL

What is a sales funnel?

A sales funnel is a visual representation of the specific steps required to acquire a lead, and sell your product to them in a timely manner



YOUR POWERFUL SALES FUNNEL

What Will Your Powerful Sales Funnel Include?
Brainstorm it below...

WHAT ARE YOU MOST COMFORTABLE WITH?

- ONLINE COACHING
- OFFLINE COACHING
- BOTH

HOW WILL YOU DELIVER YOUR MESSAGE?

- BLOG
- FREE CHALLENGE
- FREEBIES / OPT-INS
- GUEST BLOGGING
- OFFLINE EVENTS
- ONLINE EVENTS
- PODCASTS
- SOCIAL MEDIA
- SUMMITS
- WEBINARS
- VIP DAYS
- RETREATS
- _____
- _____
- _____



NOTES



Welcome



Rachel Feldman is a wellness momma and business success launch coach. Rachel helps her clients to build profitable and sustainable businesses so they can build successful businesses online and offline. After only earning 13K her first year in coaching, she knew she needed to learn how to create a sustainable business built with a solid sales funnel. Rachel went from making 13K to 72K by year 2 1/2 and then broke six figures in her third year of business.

Today, Rachel teaches the same system she built her successful health coaching practice to other health and wellness professionals. She's helped more than 8,000 health coaches rock their biz to the next level with passion and profits. She works with coaches in her private practice and is the creator of the Done For You Programs for Health Coaches. She created these programs for coaches so they could spend less time creating and more time marketing their business and brand. She knows the importance of saving time being a Mom and a CEO.

Rachel graduated from the Institute for Integrative Nutrition in New York City, Wild Rose Natural College of Healing, the International School of Detoxification and Natalia Rose Advanced Detox Certification Training.

Published in Florida Man and Woman magazine, Mind Body Green, Williams & Sonoma blog, and Ripe & Ready, among others, she's a driven entrepreneur and spends her spare time teaching "How to create a profitable business" at the Hippocrates Institute. Even though she's always on the go, teaching, speaking on podcasts and summits, she makes time in her day for a green smoothie and chocolate at noon and a cuddle session with her kids at night.

Get all the tools you need to build your business at www.yourhealthcoachbiz.com and check out the brand new Launch School for Health Coaches.

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