

CAT: Design Your Own Health Coaching Program

Types of Programs:

- Monthly Retainer
- Time Period Packages
 - 30-Day Jumpstart
 - 90-Day Intensive
 - 6-Month Immersion
 - 1-Year Transformation
 - Package of Sessions
- VIP Day

Components of Programs

Overview of Components

- Initial assessment
- Follow up sessions
- Training sessions or written materials
- Tracking forms
- Menus
- Recipes
- Progress evaluations
- E-mail questions
- Extras

Assessment

- Health History – use module 1 of CAT as a guideline
- Lab Testing
- Other

Coaching

- Connect with who your clients are and what they envision for themselves once they solve their health challenges
- Explain your system and views on the role of habits and nutrition on their overall state of health and well-being
- Give them hope and something to look forward to
- Guide them through the lifestyle changes at a pace they can follow
- Follow-up regularly
- Request they track their diet, habits, and symptoms. Use the CAT tracking sheets as a guideline for creating your own
- Offer support, guidance, and accountability

Training

- How to track symptoms, habits, diet, pH and glucose
- What to eat and what to avoid
- How to transition to whole fresh foods
- How to make delicious healthy meals
- How to go gluten free
- How to exercise for optimal balance
- How to manage stress and optimize sleep
- How to assess their progress

Decisions to Make to Design a Package

- Duration of coaching program
- Number of sessions
- Length of each session
- In-person or on the phone
- Individual or small group
- Extra materials
- SOS access
- Other

Process

These are the building blocks of your program. What steps will you take your client through? Ideally each step is clear and reflects a benefit your client wants.

Example

- Step 1: Discover what's getting in your way so you can get what you want
- Step 2: Create a vision that inspires you to make the right choices
- Step 3: Eat energizing foods and enjoy what you eat
- Step 4: Design a short burst fitness routine that melts away fat
- Step 5: Deepen your sleep so you wake up refreshed (and burn fat while you sleep)
- Step 6: Time your meals, exercise, and sleep to optimize fat burning
- Step 7: Conquer stress and think clearly in just minutes a day

Coaching Program Design Template

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

Additional Elements (recordings, recipe guides, menu plans, charts, documents):

Process:

Pricing:

Notes:

Action Steps to Complete Your Program Design, and By When:

Sample 12 Week Program