

INE: CAT - Creating Your Premium Coaching Package - 2013

CLIENT ASSESSMENT
TOOLS
FOR HOLISTIC PRACTITIONERS

Creating Your Premium
Coaching Package - 2013
With Dr. Ritamarie Loscalzo

Medical Disclaimer: The information in this presentation is not intended to replace a one-on-one relationship with a qualified health care professional and is not intended as medical advice. It is intended as a sharing of knowledge and information from the research and experience of Dr. Ritamarie Loscalzo, drritamarie.com, and the experts who have contributed. We encourage you to make your own health care decisions based upon your research and in partnership with a qualified health care professional.



Package Your System

- ✓ Identify what's needed to support diet and lifestyle changes
- ✓ Avoid "pay as you go" model
- ✓ Bundle visits with tools – e-books, recordings, recipes etc.
- ✓ Determine "easy to say yes to" fees and package prices
- ✓ Offer quick signup bonuses
- ✓ Catchy names help – i.e. ***Jumpstart Your Health***
- ✓ package



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Package Type #1: Monthly Retainer

- ✓ Clients work with you on a month-to-month basis
- ✓ Can cancel on either end with 30 days notice
- ✓ Automatically billed unless cancelled
- ✓ Set number of sessions of particular duration each month
- ✓ Great way to get started



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Package Type #2: Time Period Package

- ✓ Multi-month commitment
- ✓ Substantial savings over retainer
- ✓ Walk them through your system
- ✓ Accountability (forms, status, diet diaries)
- ✓ Include bonus materials
 - Assessments
 - Handouts
 - E-books
 - Checklists



Geeknotes

Examples of Time Period Packages

- ✓ 30-Day Jumpstart
- ✓ 90-Day Intensive
- ✓ 6-Month Immersion
- ✓ 1-Year Transformation
- ✓ VIP Day



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Package Type #3: Package of Sessions

- ✓ Clients commit to a certain number of sessions
- ✓ Clients can use sessions whenever they want
- ✓ Savings compared to individual sessions
- ✓ Put a time limit on it so they don't come back years later to use their sessions

Example: Package of 5 Sessions



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Hot Package Naming Tips

- ✓ Language
 - Makeover
 - Transformation
 - Intensive
 - Jumpstart
 - Skyrocket
 - Immersion
 - Accelerator
- ✓ Results Oriented



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My First Package

30-Day Jumpstart Your Energy

- ✓ Initial consultation and comprehensive history (90 minutes)
- ✓ 3 follow-up calls
- ✓ Green Cleanse Program
- ✓ E-books and recipes

Price: \$497



7 SIMPLE STRATEGIES TO
Jumpstart Your Energy
Practically Overnight

By Dr. Rikimarie Lora-Lewis, MS, DC, CCN, DACBN, Institute of Nutritional Biochemistry (INE)

The New Health Strategist

Group Coaching

Dr. Ritamarie's First Group Program

90 Days to Vibrant Energy

- ✓ Small group – 12 people
- ✓ 6 people coached as a group \$69
 - 6 group coaching calls
- ✓ 6 people coached privately \$1,49
 - Initial consultation
 - 6 1-hour coaching calls
- ✓ 1 all-day goal setting virtual workshop
- ✓ 7 content teleseminars
- ✓ Handouts: checklists, menu plans, recipes



Session Examples

1. Health Assessment and Goal Setting
2. Hydration and Beverage Swap
3. Alkaline Balance and Greens for Vibrant Health
4. Stress Transformation
5. Fitness
6. Proper Protein
7. Oil Change: healthy fats
8. Digestive Aids:
chewing, enzymes, probiotics
9. Blood Sugar Balance
10. Gluten Free and Allergen Avoidance
11. Sleep
12. Environment Cleanup: home and personal care products



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Session Flow

- ✓ Celebrate success
- ✓ Explore follow-through
 - If successful, identify what helped that
 - If not, what prevented you and what needs to be in place for success
- ✓ Educate: new information
- ✓ Experiential exercise
- ✓ Action steps
- ✓ Session insights ("ah-ha" moments)



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VIP Day Options

<u>Format</u>	<u>Topic/Focus</u>
✓ Virtual Private	✓ How to Get Started
✓ Live Private	✓ Step-by-Step
✓ Virtual Workshop	✓ Mastering a New Skill
✓ Live Small Group	✓ Total Immersion



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VIP Day