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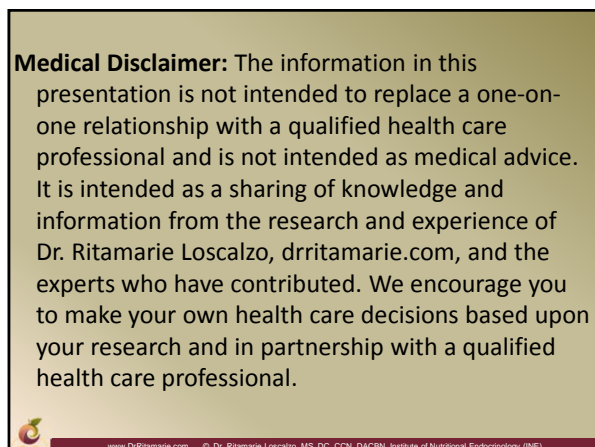
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### Package Your System

- ✓ 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



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### 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**



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### Group Coaching

- ✓ Webinars or teleseminars – content
- ✓ Coaching
- ✓ Handouts
  - Recipes
  - Checklists
  - Menu plans
  - Assessments
- ✓ Videos and Audios
  - Demonstrations
  - Exercises



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### 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



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### 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

- ✓ 4-5 simple modules
- ✓ 30-45 minutes long
- ✓ 1-2 activities to get your client into action  
i.e. pantry cleanout, worksheets,  
exercises, food prep
- ✓ Bonuses: checklists,  
templates, recipes, videos,  
menu plans, exercises,  
e-books



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