



CAT: Design Your Own Health Coaching Program



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



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



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



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

- ☐ Assessments
- ☐ Follow up sessions
- ☐ Training sessions or written materials
- ☐ Tracking forms
- ☐ Menus
- ☐ Recipes
- ☐ Progress evaluations
- ☐ E-mail questions
- ☐ Extras – Handouts, checklists, etc.

Assessment

These can be written forms they fill in or a set of questions you ask them in person or on the phone.

- ☐ Health history: thorough history of their present health, past health, surgeries, medications, supplements, diet, family history, trauma, hospitalizations
- ☐ Assessment scorecards of other hormones and body systems
- ☐ Lab testing
- ☐ Physical exam and home assessments



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 and adjust their program as needed
- ☐ Request they track their diet, habits, and symptoms
- ☐ Offer support, guidance, and accountability

How to Motivate and Inspire Your Clients

- ☐ The power of connection
- ☐ Begin with the end in mind
- ☐ Encouragement
- ☐ Frequent touches
- ☐ Focus on successes first
- ☐ Understanding their needs
- ☐ Provide helpful tools
- ☐ Tell stories
- ☐ Brainstorm

Training

- ☐ How to track symptoms, habits, diet, pH, and blood 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 manage their stress
- ☐ How to assess their progress



Decisions to Make to Design Your 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
- ☐ Process and steps

Process and Steps

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.

Steps:

- ☐ **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.

Next:

When you're ready, the next step is to design your own coaching program. Use the templates and planning pages on the following pages to assist your process.



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:



Coaching Program Design Template

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

Process:

Pricing:

Notes:



Your Ideal 12-Session Program

Use the space below to list the steps you'd like to cover in your blood sugar balancing program. Use the example in this worksheet and your own ideas.



Action Steps and Deadlines to Complete Your Program Design: