

CMDs | CLINICAL MASTERY OF THE DIGESTIVE SYSTEM

Creating and Marketing a Coaching Package



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.



Educating the Public about Digestive System and Overall Health

- ✓ Develop confidence in your skills
- ✓ Follow a proven system
- ✓ Design a step-by-step program
- ✓ Provide tools and resources to empower success
- ✓ Result: raving fan clients



Steps to Becoming a Successful Holistic Health Practitioner

- ✓ Identify with your clients and gain their trust
- ✓ Do thorough assessments
- ✓ Deliver action steps at clients' pace
- ✓ Reassess at appropriate intervals
- ✓ Provide tools and resources to empower action
- ✓ Get results with challenging cases
- ✓ Get referrals from raving fans
- ✓ Grow your practice into a lucrative business
- ✓ Earn the reputation as a **SUPERSTAR** Practitioner



Your Digestive Health Coaching Program



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 sign-up bonuses**
- ✓ **Catchy names help** – i.e. *Eradicate Belly Fat; Jumpstart Your Energy; Bye-Bye Belly Fat, Brain Fog and Burnout (my name)*



Components of Programs

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



Package Type #1: Monthly Retainer

- ✓ Clients work with you on a month-to-month basis
- ✓ Can cancel on either end with 30-day 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
- ✓ Include bonus materials
 - Assessments
 - Handouts
 - E-books
 - Checklists



✓ Accountability (forms, status, diet diaries)



Examples of Time Period Packages

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

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November							December						
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20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31



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



Hot Package Naming Tips

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



Sample Digestion Related Titles

- ✓ Digestive Healing Jumpstart
- ✓ Digestive Healing Intensive
- ✓ Soothe Your Gut Makeover
- ✓ Gut Healing Transformation
- ✓ Gut Repair Immersion
- ✓ Skyrocket Your Digestive Healing
- ✓ Vitality Accelerator
- ✓ Quench Your Digestive Fires



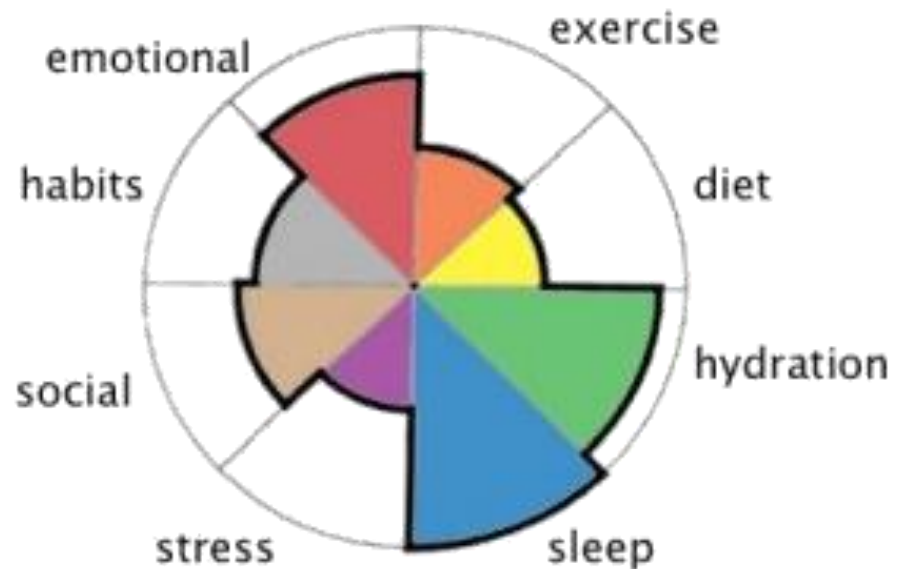
Group Coaching

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



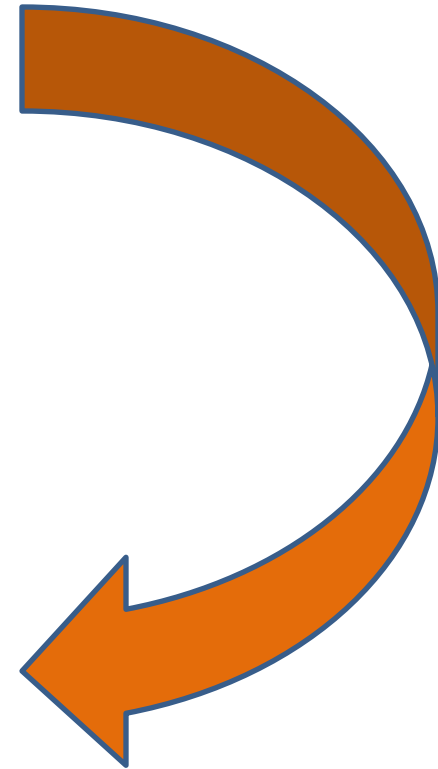
Session Examples

1. Health assessment and goal setting
2. Hydration and beverage swap
3. Pre-meal ritual and chewing
4. Identifying and removing gut-harming foods
5. Digestive aids: bitters, enzymes, probiotics
6. Gluten-free and allergen avoidance
7. Gut-healing protocols
8. Addressing dysbiosis
9. Targeted food and nutrient plan
10. Other lifestyle factors



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)



Coaching Tips

- ✓ Connect with who clients are and what they envision for themselves once they solve their health challenges
- ✓ Explain your system and views: the role of habits and nutrition on their overall state of health and well-being
- ✓ Give clients 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 clients 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



Coaching Program Blueprint

- ✓ **Title:**
- ✓ **Problem Solved:**
- ✓ **Target Audience:** (niche)
- ✓ **Benefits and Results:**
- ✓ **Format of Delivery:**
(one-on-one, small group, phone, or in-person)
- ✓ **Time Frame of Delivery:**
- ✓ **How Delivered:** (sessions, length)
- ✓ **Additional Elements:** (recordings, recipe guides, menu plans, charts, documents)
- ✓ **Process:**



VIP Day Options

Format

- ✓ Virtual Private
- ✓ Live Private
- ✓ Virtual Workshop
- ✓ Live Small Group

Topic/Focus

- ✓ How to Get Started
- ✓ Step-by-Step
- ✓ Mastering a New Skill
- ✓ Total Immersion



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

