

INE: How to Create an Online Client Training and Food Demo Class That Attracts Your Ideal Clients and Enrolls Them Into Your Coaching Programs



INE INSTITUTE OF
NUTRITIONAL
ENDOCRINOLOGY

How to Create an Online Client Training and Food Demo Class that Attracts Your Ideal Clients and Enrolls Them into Your Coaching Programs

Dr. Ritamarie Loscalzo

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Agenda

- ✓ Why do client trainings
 - Sharing
 - Setting goals for this training
- ✓ Value of food demo classes
- ✓ Naming your classes
- ✓ Filling your classes
- ✓ Pricing your classes
- ✓ Practical set-up strategies
- ✓ Content
 - Introduction
 - Body and seeding
 - Offer
- ✓ Livestream and recordings
- ✓ Open Q&A
- ✓ Live demonstration

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The Value of Doing LIVE Classes

- ✓ Group sharing
 - Experience
 - Limiting beliefs
 - Setting goals for this training
- ✓ Get known in your community
- ✓ Showcase your expertise
- ✓ Connect and build rapport with prospective clients
 - KLT (Know, Like, Trust)
- ✓ Make an offer after trust is established





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Classes Break the Ice

Warm and comfortable initial contact



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Create Your Talk and Build Your Practice!

- ✓ Create a presentation using the **“Presentation in a Box”** provided
- ✓ Practice with a small group of friends
- ✓ Do it on a **free teleconference line** and record so you can listen to yourself and make improvements
- ✓ Ask a **small group of clients or friends** to listen in on the conference line
- ✓ Practice making an offer for a strategy session at the end



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Value of Food Demo Classes

- ✓ They see how easy it can be
- ✓ They experience the joy of eating healthy foods
- ✓ Gets them started better than a book
- ✓ You gain their trust
- ✓ You get to answer nutrition questions in presence of real food
- ✓ Proper structure of recipe guide sells your practice
- ✓ You are well positioned to make an offer
 - A strategy session
 - An upsell into a series of classes
 - A group coaching program



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Build Your Practice

- ✓ Offer a great value-add talk or food preparation demonstration that inspires
- ✓ Give a few tips for take-away
- ✓ Give handouts
 - Logo and business name
 - Phone number
 - Website
 - A menu of your offers
 - Programs, books
 - Pantry and kitchen makeover
 - Private classes
 - Health coaching
- ✓ "Seed" your program or coaching services
- ✓ Offer a strategy session or a program at the end



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Class Naming Tips

- ✓ **N Simple Strategies to Achieve XXX**
- ✓ Easy, Quick, and Delicious Ways to Make **XXX**
- ✓ Menu Makeover Strategies for Busy People
- ✓ The Busy Mom's Guide to Simple, Quick, and Delicious Meals Your Kids Will Love
- ✓ Pantry and Kitchen Makeover
- ✓ Transform Your Life with **XXX**
- ✓ Change Your Diet, Transform Your Life





***** *Results Oriented* *****

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Filling Your Classes

Pricing Your Classes

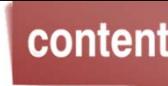
Logistics of Classes

- ✓ Announcements
 - E-mail
 - Flyers
 - Word of mouth
 - Facebook
 - Paid advertising
- ✓ Venue
 - Your home or a friend's home
 - Client's home
 - Rental
 - Load from a church or other non-profit
 - An organization
- ✓ Setup
- ✓ Supplies
- ✓ Handouts
- ✓ Product sales



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- ✓ **Introduction**
 - Do a GREAT personal intro and mention your services
 - Introduce materials in a compelling way
 - Establish ground rules
 - Logistics
- ✓ **Body**
 - Consider timing
 - Practice timing
 - Recipes, strategies, etc.
- ✓ **Seeding your offer**
 - Client experiences
 - References to health coaching or a program
- ✓ **Offer relevant to learning**

YOUR OFFER

Livestream & Recordings

Services

- ✓ **Livestream**
www.Livestream.com
- ✓ **Google Hangout**
<https://hangouts.google.com/>
- ✓ **Webinar Jam**
www.WebinarJam.com
- ✓ **Periscope**
<https://www.periscope.tv/>
- ✓ **Facebook Live**
<http://www.drritamarie.com/go/FacebookLive>



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Equipment

- ✓ **Webcam**
 - Selection of those that mount to tripod
<http://www.drritamarie.com/go/WebcamSelection>
 - Dr. Ritamarie's
<http://www.drritamarie.com/go/WebcamDrRitamarie>

- ✓ **Camcorder**
 - Dr. Ritamarie's:
<http://www.drritamarie.com/go/CamcorderDrRitamarie>

- ✓ **Lights**
 - <http://www.drritamarie.com/go/PhotoLighting>

- ✓ **Tripod**
 - Selection
<http://www.drritamarie.com/go/TripodSelection>
 - Dr. Ritamarie's
<http://www.drritamarie.com/go/TripodDrRitamarie>
 - Mini for phone
<http://www.drritamarie.com/go/TripodMini>

- ✓ **Microphone**
 - Yeti blue
<http://www.drritamarie.com/go/MicrophoneDrRitamarie>



The image features the 'VITAL HEALING KITCHEN' logo. At the top, the words 'VITAL' and 'HEALING' are in a purple, blocky font, while 'KITCHEN' is in a larger, black, sans-serif font. Below the text is a photograph of a woman in a white chef's hat and a red apron, smiling and with her arms outstretched. In front of her is a colorful arrangement of various fruits and vegetables, including apples, oranges, a watermelon, a head of lettuce, and a red bell pepper. To the right of the chef is a stylized graphic of orange and blue paint splatters or liquid droplets in a fan-like shape.