

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
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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

- ✓ Invite everyone you know
- ✓ Ask friends to invite friends
- ✓ Approach local support groups
 - Celiac
 - Fibromyalgia
 - Chronic fatigue
 - Autoimmune
- ✓ Approach groups you belong to
 - Churches
 - PTA
 - Community groups
- ✓ Rent a space and host a 2-hour talk
 - Library
 - Community center
 - Church



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Pricing Your Classes

- ✓ FREE
- ✓ Bonus ticket
- ✓ Low price – irresistible offer
 - Objective is exposing as many people as possible to offer
 - Loss leader
 - Backend profit driven
- ✓ Moderate price
 - Break even or small profit
 - Backend profit driven
- ✓ Full price – profit desired
 - Can still offer a backend – easiest is FREE strategy session



Always anticipate your expenses – food classes have lots!

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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
 - Loan from a church or other non-profit
 - An organization
- ✓ Setup
- ✓ Supplies
- ✓ Handouts
- ✓ Product sales



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content

✓ 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

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Livestream & Recordings



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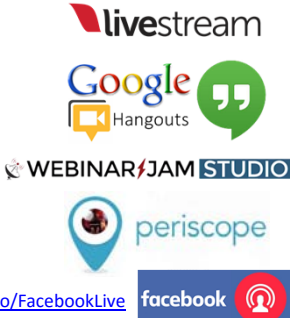
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Equipment

- ✓ **Webcam**
 - Selection of those that mount to tripod
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 - Dr. Ritamarie's
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VITAL HEALING KITCHEN



Behind The Scenes

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