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ENDOCRINOLOGY

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

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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



# 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



# Classes Break the Ice

**Warm and comfortable initial contact**



# 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



# 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



# 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



# 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

**HOT TITLES**

\*\*\*\*\* *Results Oriented* \*\*\*\*\*



# 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



# 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!*



# 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



# 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**



# Livestream & Recordings



# Services

## ✓ Livestream

[www.Livestream.com](http://www.Livestream.com)

## ✓ Google Hangout

<https://hangouts.google.com/>

## ✓ Webinar Jam

[www.WebinarJam.com](http://www.WebinarJam.com)

## ✓ Periscope

<https://www.periscope.tv/>

## ✓ Facebook Live

<http://www.drritamarie.com/go/FacebookLive>



# 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>



# VITAL HEALING KITCHEN



## Behind The Scenes

