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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



✓ Google Hangout

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



✓ Webinar Jam

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

