



Education and Marketing Transcript

Welcome to the Education and Marketing module of the Insulin Resistance Solution Practitioner Training. I'm Dr. Ritamarie Loscalzo. I love teaching this piece because for me, it helps to cement all the cool stuff that you've learned in the program and make it real and help you to be able to use it in an organized fashion with your clients. As you go through a program, and there's lots of information, a lot of which is new, it could feel overwhelming to you to be doing something like teaching it to a client or putting somebody through a program or even designing a program. We're going to talk about education and marketing. What do you have to do to create some educational and some buzz in your community for where people are going to say, "Yeah, I want you to work with me," and be able to design a program that has some structure to it and some framework to it, but the flexibility to tailor it to their individual needs.

Disclaimer: whenever you're doing an educational piece on insulin resistance or any other health topic for your community or online, you want to make sure that people are aware that this is not intended to replace a one-on-one relationship with a qualified healthcare professional. It's not intended as medical advice. It's intended as coaching and education. You're teaching them to learn how to test their blood sugar, how to take the actions that it takes to change their diet and lifestyle, but if they are on insulin or any other medications, they're under the care of a doctor, you have to make sure that they are working in conjunction with that doctor.

That said, many of the doctors that people are working with are not really well-versed in what they need to be well-versed in in order to adequately take people through a process of reversing insulin resistance and balancing blood sugar. You need to just be really judicious in how you word it with people and you may even be suggesting that maybe if you know of a better functionally oriented MD in the area that could manage their medication needs that you can gently let them know that if their relationship with their doctor isn't working, that there are others that would be more open to this.



The work with this is phenomenal. I mean, we had several people who were diabetic, who had numbers in the 2s and 300s as fasting, even some of them while on medication, and have gotten their numbers down into the 80s and 90s and low hundreds, just over the course of the 30 days. Those are the folks that are going to continue to work on this and not really start testing yet because they've been diabetic for a long time, and those are the judgments that you'll make with individuals to say, "No, this reset needs to go a little longer than 30 days," but like Tony had said in a comment, we can do it in seven day increments, "Okay, let's do this for seven days. Okay, let's do this for another seven days." Keep rewarding them and coaching them, and championing them through the process.

I want to talk about how you educate the public about insulin resistance and the importance of blood sugar balance. There's a number of ways that you can do it. One of the ways that you can do that is to just talk to people when you meet them. When you see people eating certain foods or if you see somebody testing their blood sugar or if you see somebody questioning food or they mentioned to you in a conversation, "Yeah, I'm diabetic," or "I've insulin resistance," that you can start to just gently put that stuff into the conversation. If they feel like, "Oh god, I wish I didn't have to be on insulin for the rest of my life," and you check with them and if they're Type 1 diabetic, they may have to be, but if they're Type 2 diabetic, there's possibility that you can help them with the diet and lifestyle. You gently can insert it into casual conversation.

You can present stuff in community centers and educational centers and in businesses nearby. You can go in and talk to people and say, "Hey, I have this great presentation I would love to share with your people." You can either charge a nominal fee for it or not charge. I'd love to educate people because what I'm seeing is, the statistics about diabetes and insulin resistance are really scary. You can use some of the stuff you have in my presentation and then you can take that presentation, which is in the done-for-you part of this education and marketing module. You got my presentation in PowerPoint. You've got a PDF of it. You've got an MP3 of it. You've got the MP4 video of it, and you've got a transcript. You got five ways that you can utilize this information.

You can use the transcript to help you create a script for your own talk. You can use the PowerPoint presentations to pick and choose amongst the slides I use to take some out, add some in, and you can just make it your own. You don't have to put my logo at the bottom. You don't have to put my copyright on the bottom. When I've given it to you in the done-for-you section, in this particular case, in this presentation, you don't have to do that. You can just make it your own. That's my gift to you is to be able to really make it your own. Add to it. Take away from it. Add to the slides. Add to the pictures. Personalize it, but make it something that you feel really comfortable sharing.



Right now, what you might be comfortable sharing may not be as expansive as what you might be comfortable with in six months. Share the information now and you can always add more later. If I've got slides in there that are like, "I'm not comfortable with this section yet. I don't know it well enough." Take them out. Put a simplified version in that you feel comfortable with because I'd like you to be able to get started as soon as you make it through the whole program, and start educating people. When you educate people in the community, you're able to then draw those people in as potential clients, and that would be a big part of doing those educational talks is to be able to say, "Here, I have this expertise and by the way, here's how you can work with me." We'll talk more about that as we go through.

What do you need to become successful as a holistic health practitioner? There's a lot of people being trained. There's a lot of health coaches getting degrees from various schools, and they may not have what it takes to be successful. A lot of people jump in, "I'm in this career and I don't like it. I'm going to try being a health coach." A lot of the people that go through the programs and get out of the programs and get their certifications don't end up actually practicing. I want this to be different for you. A lot of you are already practicing and some of you are new to practicing. I want you to be able to take this and take this show out on the road. You need to have confidence in your skills, which means you need to have skills, which means taking program, this program and other programs like it on different topics is super important for you to feel like you have the background information you need to be able to help these people.

If you want to stick with teaching people about food, about eating healthy foods, et cetera, and don't want to help with specific diets for specific challenges, then you don't need to have as deep a skillset as you need to, to do something like this, but because you're here and because this is something you want to do, I'm assuming that you want this level of depth of knowledge. You don't need to be able to have everything in this program memorized, but you do need to have a level of confidence around explaining why it's dangerous to have blood sugars all over the place, and how people can get those back and resolved. To have that understanding and also to know where to look.

People might ask you questions and you don't know the answer to. That's okay. As long as you respond with, "I'm going to get back to you on that. I want to do a little bit more research." You also need a proven system, something that works. It can't be something that has just come off the shelf somewhere that somebody decided works. It has to be proven. It has to be something that lots of people have been through, that makes sense with the science. You also need to have a step by step program. How are you going to take people through this? Are you going to first have the supplements and then get a blood sugar meter? Are you going to have them do diet changes first? Are you going to educate them about fats before you talk about changing their fats? You need to create your own step by step program. I can give you my outline and what works for me, but that doesn't mean that that's going to work for you. You need to take people through in your way.



You also need tools and resources to empower you to success. That's why I've included in each module something that's in a done-for-you fashion, that you can take and use with your clients, that you can take ... An assessment, for example. You don't have to go create your own assessment. You can use that. That you can create some recipes, and we've given you recipes. Now, you're not allowed to give before the recipe guide. You're not allowed to do that. They have to pay for that. That's my bread and butter. That's what helps us to be able to do these programs is selling programs. We can't have you do that. You can, though, sign up as an affiliate and have them purchase that, and we will give you the super affiliate rates as practitioners who've graduated this program. You got a higher rate of commission than others.

I need to make a note to make sure that that happens. You can do that. You can do that as well as you want. Now, we had discussed, at one point, having recipes that you can actually like, to have you be able to licence the book. Meaning that, you could pay a fee for it, that allows you to use it with your clients in a way that you can give them ... you can pick and choose recipes. You couldn't give them the whole book, but you could pick and choose recipes and use them in your own books. That's in the works, as far as doing something like that. To have you have that, so you don't have to create your whole set of resources, at least initially. Down the road, you may want to.

You need people who have gotten results. They need to be raving fans. Not just people who say, "Oh yeah, that was nice," but that said, "Oh my god. My blood sugar used to be 190, now it's 110. My waistline used to be 47 inches and now it's down to 30. I'm excited about this." The way you get those raving fans is to provide a connection and the tools that they need to get the results that they need.

What are the steps for you becoming successful? How do you do this when you're working with people? Well, you identify with your clients and gain their trust. That's critical right up front is that the first time you talk to them, you're connecting with them. You're noticing things, you're listening to them, and they have trust in you. You also need to be able to do thorough assessments. We've given you examples of assessments. In our NETP, Nutritional Endocrinology Practitioner Training, we have assessments for everything, in addition to the insulin resistance.

You also need to be able to deliver it at the client's pace, like we've have people who have said, "People can't do this on a 30-day basis. They can't do a 30-day metabolic reset. What if I start with a 21-day or 10-day or a 14-day?" You do what they will do and then you let them know that they won't get the same results, but let's do this, let's get some success, and then let's do another segment and another segment until they've gotten to the point where they're comfortable.

It's really important that they know when you know to work at your own pace and also that you related to this program as well because the same as I put with this program, some people



are just starting some of the modules. Some people are half-way through. It's just an issue of being aware of what they need.

You want to be able to reassess at appropriate intervals and this is really important, and things that I think a lot of practitioners overlook. They go and they do some testing and they don't come back and reassess. If you have somebody do an insulin resistance assessment or if you have them do some blood work, and you're looking and you're seeing that their hemoglobin A1c is high and their fasting glucose is high, and you put them through a program, if you don't go back and have them re-test, you don't know and they don't know the value of the program. You also don't know what to do next. I think that reassessment in appropriate intervals is critical to the success of you and your clients having the results that they want.

You also need to be able to provide tools and resources that empower them to action. You need to be able to give them recipes because they're not going to know. You need to be able to create or customize menu plans for them because they're not going to know how to do this. This is new to them. You need to be able to sometimes provide checklist or write up the action steps you want them to take. It's really important. You need to be able to get results with challenging cases. It's one thing to get results with the guy who comes in, smoking cigarettes, eating at McDonald's and eating Cheetos, and he's concerned about his weight and some other issues, nothing big, and just you say, "Well, what if we get you to quit smoking and we get you to do this," and they do the basic things and they're really compliant and they do it, that's easy. Those are the easy cases.

The challenging ones are people who have been to other practitioners or tried other things and that's where you need to have the skillset to ask the right questions, so you see what's not been done, what's been overlooked. You need to be able to get referrals from these raving fans, not just to say, "Oh, well, thank you. I'm glad you liked what I did for you," to say, "Wow. Thank you so much for that, and would you be willing to write a little testimonial, a story, so that I could share with others? Would you be willing to let me share your story? I'll write it for you. I'll send it to you. If it sounds right, I can share it." Most of them are going to say yes. Very of them won't.

You need to be able to grow your practice into a lucrative business because if you don't, then you're going to be put out of business because you're going to need a day job to put food on the table. You're not going to be able to help anybody. Then, earning the reputation as a superstar involves all of these things. Having a process that takes people through, that gets them a result, and that provides them with the tools they need to make it happen.

Let's chat a little bit about creating a blood sugar balancing program. What I did with this chart is to put in the middle, in the orange box in the middle, is basically what the results are of the program that you're putting together. You can come up with your own words. This is how I put



it. The result that people are going to see, that they're going to eliminate belly fat, brain fog, burn-out, and blood sugar imbalance. You may say it differently. You may have different things that you're targeting people for. By the way, this process of creating a program works not just for this blood sugar balancing, but for just about anything.

The starting point is, clarify your process. What is it that you're going to do? One of the modules that you've learned about, are you doing to incorporate? What order are you going to incorporate? You've got the sleep things. You've got timing things. You've got nutrition. You've got fitness. You've got stress level stuff. What order do you feel most comfortable taking people through? It doesn't have to be the same order I take people through. That's when you come up with your own process.

The next thing you're going to do is to name ... outline the steps. What is it going to take? In terms of helping somebody to balance their blood sugar, maybe you're starting with getting them on some of the nutrients to help their receptors reset. Then, you're going to and get them on the stress management program. Then maybe you're going to start to get them moving. You're going to work on their sleep. Finally, you're going to work on their nutrition. That's an order that you could do this in. It's totally up to you. Outline the steps. It may differ from person to person. That's where doing personalized programs is so valuable.

You name the steps. This is just so that when you're writing it up on a page that describes the program, you can name the steps not just describe them. Short, succinct, catchy names for the steps. It could be something like, let's see, test your blood sugar or assess your blood sugar, evaluate your blood sugar. It could be just simply evaluate. It could have a test that says, "Nourish your insulin receptors." These aren't very good, but I'm making them up. If you want to outline your steps, you give a name to each one of them. It doesn't have to be cute. It doesn't have to be creative. It just has to be descriptive enough for people to know, "Oh, she's going to first do this. She's going to look at my ... assess me. She's going to look at my blood chemistry and just going to look at some symptoms, and oh, the next thing she's going to do after that is talk to me about getting my stress managed." They read it, they know.

The next thing is, identify how you want to deliver this program. The delivery can be ... It's just you're going to create a one-on-one, which I recommend you do at the beginning. A one-on-one program that guides people through the steps you've learned in restoring insulin resistance. How are you going to deliver it? Are they going to be in person or sitting across from you? Are they going to be in a teleseminar? Are you going to be talking to them on the phone? Are you going to be sharing your screen and doing a webinar share? How do you want to deliver it? There's no right or wrong way to do it. The way to do it is what feels right for you and what you're most passionate about.

Next, you want to add some good resources. If your program is just 12 coaching sessions with Mary. That's nice. But if your program happens to be step by step and each of the



sessions has a name, that's a little bit more interesting and intriguing. What if you add some extra stuff like, "Oh, and you're going to get a new recipe guide every week," or "Every other week, I'll evaluate your food and I'll give you one new recipe," or "I'll give you this checklist that will help you to stay on target, that you could put on your refrigerator, and laminate." Nice resources that you put in and add to your program.

Once you've got it all laid out and clarified, it's time to enroll people. Not when you're still thinking, "I don't know what I'm going to do if I get somebody." No. You want to think it through before you do it. It doesn't mean you have to have this program that's perfectly dreamed up and put down out there and it's got all these material yet. No, but it has to be outlined, so you can talk to people about it. You can tell them what to do. That's what it is.

Then you need to be able to package your system. You need to be able to put it in a bundle, right? You need to be able to identify what they need to support them in going through some of these major diet and lifestyle changes. I highly recommend that in packaging your system, you avoid the pay-as-you-go model. It's the traditional model that health people get into. It's like somebody comes in and wants a consultation and they want to know what to do, you go in and you charge them whatever you charge them, and they have this consultation and then there's basically, "Well, we need to set our next appointment," and you just keep doing that.

It's not as good because first of all, they're going to try to save money. They're not going to come in as often as they would like, for the most part, as you would like, as you need, and they're going to gap between their visits so that there's a lot of work on your end to get you caught up again. I avoid the pay-as-you-go model. Instead, what I'd like to do is offer several different kinds of packages of services. We'll go through what those packages can look like, on separate slides.

Then, bundle your visits with tools. Do you have an eBook? Bundle it. Do you not have an eBook? Create one. And eBook can be as simple as creating a Word file and then copying it and making it a PDF. The next think you can add in there are recordings. Say you have some really good recordings that you made of some meditations, and you want to add that to the program, you add that to the program as a bonus. It's very easy to do. Then, you determine an easy-to-say-yes-to set of fees and package prices. What does that mean, easy-to-say-yes-to? All right. If somebody comes along and they want to do this program and you say, "It's going to take three months, and I think we should meet once a week, and the price is a hundred dollars."

How many do you think would say no to that? Very few, because they're like, "Holy cow. That's awesome. Even if I just get a couple little things, it's a hundred dollars for three months of meeting them every week." That's easy to say yes to.



That's also easy to go broke on. You can't do it that way, but you have to find that sweet spot where it's like, "Wow, that's a good deal. I really want to do that," versus, "Wow, that's super cheap, here's my credit card." Because when it's super cheap, they don't do the work as much and you don't get paid what you're worth. Easy-to-say-yes-to fees and package prices. We'll talk a little bit more about that.

Offer quick sign-up bonuses. If a person's on the phone, if you're on the phone with somebody and you're having a conversation or you're face to face with them, and they say, "Yeah, I really want to do this, but I have to think about it." Offer them a good incentive to not think about it. Say, "You know, I understand you want to think about it, but here's the thing. What I find is, when people go away and think about it, they find all these reasons to talk themselves out of it and you agree that you deserve this, right? You deserve to get your energy back." "Yes." "You want this more than anything." "Yes." "Okay, so what can I do to make it an easy yes right now?"

What if, I throw in today ... If you sign-up today, I'm going to throw in whatever it might be. It might be an extra consultation. It might be a printed copy of some recipes that you have. It might be another program that you have. I do that a fair amount of time. I say, "Oh, I'm selling this program but I have this other one sitting on the shelf, I can give them that one, too." Offer them quick sign-up bonuses and either it's a material or digital type thing, preferably digital because that doesn't cost you anything, or you could do a discount. You can say that, "Okay, I have a sign-up bonus today. I'm going to give you a \$500 scholarship if you sign-up today." That'll take \$500 off the price. That takes some doing and practice because otherwise, you start to feel like a used cars salesman. You have to really, really be in integrity with that.

Then, catchy names help. Not cutesy names that nobody really knows that the program is, but eradicate belly fat, jump start your energy, bye-bye belly fat, brain fog, and burn-out. That was more to my names. Balancing blood sugar, the balancing act. Something like that, that people will remember, "Oh, blood sugar, the balancing act." That's cool. I like that. At least name them and if not something very catchy, make it at least something very descriptive, but catchy and descriptive are good.

What are all the things you can put in to your programs? Each of these things should be outlined and laid out and named individually. When you're listing out what's in the program, it looks like, "Whoa. I'm getting such great value." We have at that picture that you see on the screen, is basically all the different components of our program. We laid it out. Then people look at that and go, "Whoa, that's a lot of stuff I'm going to be getting." Now, that could backfire on you because some people can say, "Oh my god, that's a lot of stuff," and say, "I don't have time for a lot of stuff." On the other hand, it could feel, "Wow," for some of these overachievers that are coming in the door and going, "Whoa, I really want that."



Assessments. You can do paper assessments. You can do digital assessments. I've given you a number of examples of those things that you can use and I think that there's some in the section on the done-for-you in Word format where you can copy/paste from mine, put it into yours and then just see which ones work, which ones don't, what do you want to add, what do you want to take away. Follow-up sessions. They'll have that initial assessment visit, but then you have to have follow-up sessions to go through that with them, how can they overcome the challenges that then arose in that first one? Then, training sessions are written materials, so you can either give them a PDF whenever you're wanting them to read something new or you can create a membership site.

Tracking forms are critical. I've given you the glucose tracking form. It keeps track of what all say they're eating or what their pulse is, what their blood pressure is, and what their ... Sorry. I'm blacked out. I think I'm back. Sometimes we get these little blips in our internet. I'm just going to write down the time so that I know, 51:50. All right. I think the last thing I said was, tracking forms. Yes. We're talking about tracking form, and the tracking form that I've given you keeps track of what they've eaten, what they've drunk, what their stress level is, how they've exercised and other exposures and things.

Keeping track of things. It could be a very simple tracking form that you just give them. Really pretty looking diet diary. You just have some pretty graphics on it and they want to do their diet diary. You can give them something as elaborate as an Excel spreadsheet that marks things in practically for you. You could give them menus and recipes. Those are really critical when we're talking about a food based program. Then progress evaluations. How often are you going to do them? If you're doing a six-month program, I recommend at least two progress evaluations. One in three months and one at six months. Then extras, so anything you can give them that makes sense and makes it easier for them to follow through. Checklists, videos, audios, et cetera. That's the components of the program.

Let's look at how to package it. Let's assume we're starting with a one-to-one type package because until you get some practice under your belt with doing them one to one, it's hard to do it in a group because you're not able to anticipate all the needs. Number one, a package would be a monthly retainer. A lot of coaches do this. A lot of life coaches do this. A lot of business coaches do this. A lot of VAs do this, virtual assistants. They work with you on a month to month basis. They pay you at the beginning of the month for that month's services.

Say they pay you \$500 a month and they get some number of visits that you've told them, a set number of sessions of a particular duration for every month. You set it up so they're automatically billed unless they cancel. That's the best way to do it. Otherwise, you're getting into a sales conversation with them every month to help them be convinced to continue.



This way, if you make it an automatic bill, they're just on a retainer. Every month they get billed. That way, when it comes to the end of the month, if they feel like they don't need it anymore, they want to cut down on the number of sessions, whatever, the onus is on them to contact you.

That's really important because if you have to be contacting them to get your payment every month, it just starts to feel icky. They get a set number of sessions of a particular duration and that's really important for you to identify up front. How much of your time is going in to this? How much do I want to get per hour? I hate the dollars-per-hour model, but the truth of the matter is, that's how you have to use it as a basis. This way is a good way to get started. I know people that continue to do it many years after they have been in practice, but it's not the best way.

A better way are time period package. You have a multi amount of commitment. Say we have a three-month blood sugar balancing program. They have substantial savings over what they would have paid in the retainer. You have to charging top dollar per hour on the retainer system. You walk them through your system, step by step, and you include bonus materials, too, so that way, they're not calculating, "Oh, she makes this much per hour." No. You're adding some extra stuff into it that help to support it.

Maybe you do this with blood sugar. Maybe you also do one with gut stuff. Maybe you do one with adrenals, but since they're one on one, you can be doing multiples of those at the same time, although I highly recommend you get one up and running first. Then there's accountability, forms such as diet diary. You can include some of that in here. You can say, "Once a month, I want you to submit a diet diary," or "I want you to submit some updated labs," or whatever that might be so that then you can have your check-ins.

Let's look at examples of some of the time period packages. I've done things called the 3-day jumpstart, just 30 days and they get a certain number of appointments and they get a certain number of eBooks and programs and all the other stuff. That's one name. You call it a 90-day intensive. Some people like to call it the word "intensive" because it's "ah", but for the average person, the intensive might be a little overwhelming and intense. Feel that out, what feels right for you in terms of naming them. You name for a jumpstart program. You need a name for a 90-day intensive. You need a six-month immersion, a one-year transformation, and a VIP Day. You don't have to have all of these things. You can pick one. You can pick one.

You can choose them on the fly because when you get good at this, you'll hone in on what people need and you'll make an offer based on what they need. A 30-day jumpstart is usually a ... It's exactly that. Just the word is implying that this is going to get me started, and then at 30 days, we're going to be talking about what else to do. I just took a se- ..., My clocked beeped and I have a picture just came through from my son in Florida of a picture of him and his dad and his brother, and they're at the beach and I'm jealous. Damn.



Sorry about that. That was a distraction. Anyway, 30-day jumpstart, you're basically, you get them going, right? It's a jumpstart to healthier eating. That's a healthy way. A jumpstart to blood sugar balance and maybe you teach them the basics. Maybe you teach them about waiting refined sugar isn't, what they can use instead. Maybe you teach them about how they can get off of the white flour stuff and get on to more whole grain or how they can get off of grains or get off of gluten. A 30-day jumpstart would be getting their feet wet.

A 90-day intensive can take them through a whole process of getting their blood sugar balance, and you'd incorporate maybe doing the blood sugar testing. The 90-day jumpstart, you're not likely to be doing the testing, but can lead them from the jumpstart into the intensive and it's a very nice flow. You can set this up, so whichever of these you offer, you have a flow from one to the other. If they've gotten 90 days and they've made a lot of strides, and their blood sugars are really nice and steady, but you see that they also have some thyroid issues and some gut issues and some other things, you can make a flow from that 90-day intensive and say, "Well, can do a whole year. We can just work on you for a year," and you can get them into a package that were a six-month or you could just send them into another 30-day jumpstart, "It's worked well, why don't we do a 30-day jumpstart for your thyroid?"

Generally, you don't do that. Generally, you want to get them either into another 90-day intensive and say, "This one is going to be devoted to ... Let's get your thyroid and adrenal working," or "Let's get your digestion working," or "Let's just establish really good habits and let's do some cleansing," whatever that might be. Then a VIP Day is an intense day where you either have them come together with you or you do it over the phone where you spend a lot of time together and I'm going to show you how to structure those. Those are examples of time period packages. That's the way it's really awesome to do. That's my favorite way to go.

The package type number three is a package of sessions. A lot of people who've come from like a traditional, you know, the dentist model, the chiropractor model, the massage therapist model. It's like, "Oh well, I'll give you one session for \$75 and we can get three sessions for only 200 and you save \$25." They commit to a certain number of sessions. These are great for gift certificates, by the way. If you have these available, you can offer your clients and say, "You know, I have this thing. If you're looking for a good gift for your father for Father's Day, why don't you get him a package of three sessions with me and it cost this much, and it'll help him with whatever it is that he does." It works really well.

It works better for things that are more therapy like physical hands-on, energy work, massage, chiropractic adjustments, but it can also be three sessions of nutrition coaching and you work with them on whatever it is that they need at that time. They can use the sessions whenever they want and they have a savings, but always put a time limit. I've had that done where you sell somebody a package of stuff and then they come back three or four years later and they go, "Well, I think I still have one visit left on that package that I bought." Ugh.



Keeping track of it and say, "You have to use them within a year," or "You have to use them within six months." An example would be a package of five sessions, a package of three sessions. Even a package of two sessions. Not advice, I'd like to see you go for three or more. It's a way, it's a step up from the pay-as-you-go model. This is much more likely for you to allow yourself to have more consistent cash flow in addition to having more consistent scheduling.

Let's take a turn from going and naming your package because when you have a really cool name, then people are attracted to it if that name satisfies what they need. Somebody was saying, "Fit into your skinny jeans coaching program." For somebody who's right there, guys gained an extra 15 pounds and doesn't fit in to those skinny jeans anymore, it's an appealing program. For somebody who has a hundred pounds to lose, fitting into your skinny jeans is not something they've thought about for a really long time. But for them, it might be jumpstart your fat loss or ... I can't think of one off the top of my head, but the things like that that actually reflect what they want, or get your energy back, jumpstart your energy, hightail your energy.

I had one I called the gut something. Darn. I can't remember the name of it. We had a strategy session, a gut stabilization, a gut ... I can't remember. Anyway, we make it related to the problem that you're going to solve. It can be either a makeover, a transformation, an intensive, a jumpstart, skyrocket, emerge, and accelerator. These are all great words to use in your titles that generate emotion. What you want is that your title and your process generates an emotion, a connection with the outcome. Then, it's hot title that people will buy. Absolutely.

You can do it as group coaching. Now, this is not a place to start unless you have good skills with this. If you've been a psychotherapist and you're used to doing groups and managing groups or you're in a situation where you've done this before, then sure, you can start with this, but it's good to get your process going and comfortable in a one on one setting. Then you can move out to group coaching in an online basis or in an offline basis. You can have people that you all meet at the public library three times a month and you have a specific agenda or you meet at somebody's house or a restaurant, or you could do it online.

You can do webinars, teleseminars, Google Hangouts, Skype. I would recommend it if you want effective groups that at least at the beginning, you limit it to about six people. With this group coaching, they can get handouts, they can get recipes, checklist, menu plans, assessments. They can get some videos and audios. You can record the calls so that people who have to miss can get access to them. You can get them exercises and various things that they could do. That's what you would do with group coaching.

Now, group coaching doesn't have to be a group coaching where there's a curriculum that's already developed like in my CAFE program. Quite frankly, when I started, I had nothing developed. People are shocked when they hear this.



I've been doing blood sugar balancing with people for a long time and getting them to test their own glucose and I decided I was tired of doing this one on one and explaining the stuff over and over. I was going to create this blood sugar program.

I created the program, I created some videos to lead people into the program and I didn't have the materials ready. I didn't. I just knew vaguely what I wanted to do. Every week, I would develop the content for that week. It's an awesome way to do it because you don't have to have all the content created. On the other hand, if you're this kind of person that stresses a lot, it can be quite stressful, so you may want to get a couple of weeks ahead of the game before you start announcing it.

This is really cool because you can incorporate lots of things and you can create a lot of content that's evergreen like this program. The first time we did the IRSPT program, we made it up as we went along. The second time, we didn't make it up as we went along but we enhanced it as we went along. This time, we're taking videos that we've made before and then enhancing them with extra step and putting it into this new website. The next time we do this program, it's going to be really easy for me in terms of the amount of materials development that I need to do. It gets better and better every time.

Again, like I've mentioned before, you can incorporate handouts, checklist, menu plans, assessments, videos and audios, demonstrations if you're making food, and get over the fact that you have to look great and be all dressed up and have a camera crew with the right lights to make videos. These phones these days, they make awesome videos and you can just get a little mini tripod, put your phone on it and sit it on the table and have you photoed or videoed doing a food prep. You're making a particular food that you like that you want to teach people. Same thing with exercises. You'll see demonstrations of all of this inside of my programs.

Let's look, so we've talked about the general way that you can put together programs and the kinds of sessions you can have and the kind of programs you can have, but you need to look at what's it going to say? What's it going to take? I put together this program and this is more generic, although it can be used for blood sugar balance. If you were doing a generic program with somebody, you might start with a health assessment and goal setting, talk about hydration and beverage swap, talk about alcohol imbalance and greens for health. This is actually very similar to my year-long program.

Talk about stress transformation, talk about fitness, talk about protein, give the body an oil change, talk about healthy fats, digestive ages, talking about chewing in enzymes and probiotics. Talking to them about blood sugar balance, including gluten-free analogy avoidance, sleep, and environmental clean-up. That could be a program that you're going to put up. That's an intensive program because there's a lot that goes into each of these.



You can do this as an overview three-month program with one of these a week or you can do this as an in-depth program, one a year, or you can take one of these specific topics and turn that into a program in itself. That's what I did. I looked at this as being my guideline for year-long program. I took the blood sugar piece out and turn that into a program.

You get the idea. I would recommend that for session examples, you take what you've learned and be ... in the insulin resistance program, and you create sessions. What do I want to do on that first session? Probably get to know them and get some assessments done. What do I want to do on the second? The third? In fact, I would make a list of all the things you want to take them through, all the individual learning pieces and action plan pieces. Don't worry about the order at first. You can always re-arrange the order.

Then, what's it like on each session? I like to do celebrate success. If you're working one on one with somebody, say, "Hey Mary, it's great to see you again. Tell me one thing that you feel really successful out that you want to share and we can celebrate to start off our day. Great. Wow. You made it a whole week without gluten. That is so amazing. You're doing a great job. Congratulations. Let's see what the next step is going to be." Explore their follow-through. How did they on an action plan that you left them with last time? Say the action plan was to try gluten-free and the success was actually the follow-through. She says, "Oh yeah, I did it. I'm great." If they weren't successful though, she came in and said, "Well, my success is that I made it three days without gluten." "That's an awesome success, so what is it that we need to do to help make this more? How to let you go longer?"

If it's successful, you identify what helped. She had said, "I am completely gluten-free." "Okay, why do you think that was working for you? How do you think it was so easy?" Then they explain it to you. If you do not, if they weren't successful like they said they only did three days instead of seven, you celebrate what they did, and then you say, "What do we need to have in place for you to be successful, more successful with this next week?" Then there's the next piece, which would be the education. That would be where you go to new stuff. You went through celebrating where they've been, you went through exploring anything that they had, whether they followed through or didn't, now you say, "Okay, let's give you some new pieces of information, new things to follow through." Now, if they were completely unsuccessful the week before, you don't really want to add new stuff to them. What you want to do is figure out how you can get them through the process.

The next thing ... I had to take a drink. The next thing would be ... Let me just go back. An example of new information might be, "Great. You did great on the gluten. What I really want you to focus on this week is, let's look at all the different fats that you're eating, that are causing inflammation on your body. Now that you got the gluten out, you're going to see some decrease in inflammation. Let's this a step further and we'll help to heal some of the things that the gluten might have gotten rid of. Here's what I'd like you to do." Then you tell them about it, like, "Fats do this and fats do that. Here are some fats.



For next week, here's an action plan." You can also have an experiential exercise. I'll do that with HeartMath. I guide people through. You can do it with tapping. There's a number of ways that you can have experiential.

Next thing, give them the action steps or summarize the action steps you've talked about through the call, "Okay, so we're going to continue to do with the gluten-free for another week, right? Is that working?" "Yes." "Okay, great. Now, what I want you to do is go and read all the labels of all the oil you have in your house and if it's not in a dark bottle ..." and you explain all the stuff about oils. "I want you to throw them away. Here's the ones that you can do instead." At the very end, if there's time, I like to ask people, "What are some session insights? What are some "aha" moments? What are some things that you're learning that you're taking away that may not be related to particular action steps?"

Tips for coaching. Some of you may already know this but I'm going to reiterate. It's so important to make a good connection at the beginning of a call and to get in to rapport with them. Ask them what they envision for themselves. If you will have somebody that comes in to see you, when you see that they are this really, they used to be an executive over here, they used to be doing all these work and now, they tell you that they're working at McDonald's. Whoa. You want to be able to help them to see that their health has a lot to do with why they're working at McDonald's. At the end of your sessions together, you may want them to go back to their boss or to whatever system they have in place and start to ask for better work, more work, and take some action.

It's important that you explain the system that you're following and your views, like their habits and nutrition are so important to the overall health. Give them hope and something to look forward to. This is really critical. A lot of them have lost hope. A lot of them say, "Well, every year at this time, I get headaches," or "Every year at this time, my sinuses go bad," and they're resigned to it, and it's helping them to have hope that something can be changed. You can say that there's false hope, but I really don't think there something called false hope. I think that hope is something that we all need to have and that when doctors give out death sentences to people and say, "Oh, this is irreversible," they're creating a problem for that person. They are losing hope and they're losing some of their healing motivation.

There's nothing that's impossible. You just want to be realistic and say it's going to take some work, if it is. If it's not, if it's like, "Wow, this looks pretty straightforward, I think that we can have you down 10 pounds in 30 days, if you just follow the system that we've laid out." They're like, "Wow, really? I've been struggling with that for 30 years." "Well yeah, because you haven't looked at the insulin resistance piece. You haven't looked at the fact that reading late at night and you're not burning fat while you're sleeping. We can get you burning fat while you sleep, it's going to fall off." They go, "Wow." You say that if you believe it.



You're going to guide them through the lifestyle changes at the pace they can follow. We said this already, super important. You're going to follow up regularly with them and adjust their program as needed. You don't give somebody something to do and say, "Come back in six months." We see that a lot in medicine, "Okay, here's your thyroid prescription, come back in six months. Here's your antidepressants, come back and we'll check it in six months. I think that that's irresponsible. We need to be following up regularly, especially in our field where we're giving them lifestyle and diet changes. They may be struggling with making even the simplest changes. If you don't check in regularly, it's not going to work for them.

Then, you request that clients track their diet, habits, and symptoms as best they can. Don't overwhelm them. You take what you can get, but you request that they track so that when they come and they say, "Well, I was doing well until and now my blood sugars are all over the map. They can show you their tracking and you can go, "Oh, you know what, I bet there was something in this when you went out to this restaurant and you said you ate the salad dressing and you had some of the bread. That's what did it and it's throwing you off ever since. Let's help you get back on track." Then, constantly offering support guidance and accountability. Let them know that you're there for them but that you're also going to hold them accountable. You're not just there to be their friend, you're there to be their coach and their mentor and to hold them accountable. That's how they're going to get results.

Then, how do you motivate and inspire your clients? It's really, really good stuff, like the power of connection, like looking them in the eye, having a very supportive look on your face, not looking at them with judgement, like, "I can't believe you ate that cookie. What were you thinking?" No, begin with the end in mind. Have them begin with the end in mind, but you begin with the end in mind. See them as healthy, happy, whole, and you're just encouraging those steps along the way.

Frequent touches. That could be physical touches when you're with them. A lot of people really thrive on that because their oxytocin's starved, they need some touch to generate healing, but really, frequent touches meaning also frequent encounters. Whether it be that you see them once a month but you have a check-in once a week with a form or with a quick email or a call. You're going to figure this out as you go along. Based on the needs of your client and their budgets and how effective you think you can be, what length of time you need to see them.

Really understanding their needs, because a lot of times, these people have been through the mill and they've been told that there's nothing they can do. They just have to live with it. When you understand them and you provide help and you give them tools they can use, and you tell them stories, it really helps. Telling them stories about other people's similar or "Oh yeah, I understand. When I first tried to go gluten-free, that first week was horrendous for me and here's what I did." You can laugh together and they say, "Oh, I'm not so bad."



Then brainstorm when there's an issue. Brainstorm it. Don't come off like you're the one with the answers. You have a strategy and a structure for them, but know that when things aren't going as you think they should, that you're going to brainstorm it with them and try to understand and see if what course correction you can take.

So, what? We've got coaching program blueprint. This is what you got. On the site, in the module, you've got a worksheet that looks just like this and it says title, so what's the title of your program? What's the problem you solved? The title might be the last thing you fill in. You might be going down and go, "Okay, who's my target audience? What problem do I solve? What benefits and results are they going to get?" Then you think, "Well, how do I want to deliver this? Is it going to be one on one? Is it going to be small group? Is it going to be in person? Is it on the phone?" You make those decisions.

How long do you want this to be? Now, when you're working one on one and offering the program one on one, you can just create it on the fly. If you feel like this person is definitely not going to go for three months so they already said they want results quickly or they want to test you out before they go for a longer commitment, then you're going to maybe put together a six-week program to get them through that. What's the time frame? How is it going to be delivered? Is it in person? Is it on the phone? Is it via video Skype? How long are the sessions? Are you going to record it for them? People love it when you can record it for them.

I had a session with someone earlier that we had forgotten to turn on the video recorder last time and we had gone through ... It wasn't about strategy. It was about some emotional stuff came up and some transformations came up and we've forgotten to start the video, and it was quite upsetting to both of us that we didn't have that for her to go back to. People love it when you can do recordings, when you can ... they can hear back, not so much for what you said to them, because they can take notes on that. It's what they said and the insights that they had. A lot of people will go back and listen to the recordings over and over. Even the one-on-ones, I record those.

Recipe guides, super important. Menu plans, charts and documents, so what are you going to include? If you don't have recipes, maybe you can make an arrangement with somebody who does. Maybe you can buy a book that's licensed that you can buy rights to that you can edit and modify. Menu plans, people love, but most of them don't follow. It's very interesting. I hate making menu plans because they're tedious. Lot of people ask for them but then they don't follow them, so it's a matter of, do you want to include it? If you don't like making them, don't include them. Then any other charts and documents and what's the process that you're going to take them through. This how you lay it out. You got a worksheet to do this with.

We've got programs, we've talked about doing one-on-ones, we've talked about you could do small groups with this job, what about a VIP Day? Because it's something that most people don't do, but can be very effective.



First of all, you want to look at the different kinds of formats and then the topics that you're going to work on. You don't want to cover everything. You don't want to try to cram six months of coaching into one day. With this course, with insulin resistance and blood sugar balance, how do you do that? You got to take them through a process.

That beginning can be that jumpstart, where they learn and they grow and they start to track and you teach them how to measure their glucose. The format can be either a virtual private, so you're one on one with them on Skype or on the phone, a live private where it's one on one, you and the, either at your home, their home or a neutral place, virtual workshop where you've got a group of people and you're sharing this information with. Somewhat like this, but a little bit different. Then a lot of small groups.

When we're looking VIP Days, we're looking at something where I do these virtual workshops with my year-long program and we have one coming up on Saturday. We have different themes for them. One year, we had one that was called the pantry makeover. This is a nice idea for you because a lot of you can do this right away is ... and you can do this with your long distance people with their insulin resistance, too. You can do a pantry and kitchen makeover. What we did was, I went through some slides and I showed them some of the things and some on things on labels and things that may not be desirable.

Then we had this 15, 20, 30 minutes segment. I think it was about a 30-minute segment. I said, "Okay, now, here's your homework," and I give them a worksheet and they took that to the kitchen and I said, "Find all the foods that do not fit this criteria. Find the foods that are ..." We had thing called toss it or donate it or keep it, "I want you to label all these things, toss, donate, or keep." It was amazing. They had fun with it. They came back. They said, "I had not idea my salsa had all these preservatives in it," and it was awesome for them.

You can do stuff that like with a nice size small group. If fitness is your thing, you could do a little fitness class online where you're demonstrating some new activities that they do, and it's anything alt all. Mostly, the VIPs, when I think of them, are private but they don't have to be. It's a small where everybody's getting attention. Then, the topic, what is it? Well, it could be a how to get started. You can have maybe a three-hour half VIP Day where you teach people about blood sugar and you teach them about how to use their meter and you do it in person, you show it to them or you do it online, or it's a full day. When you do full day things, you have to give them breaks, every hour preferably, and you have to have things that they're doing.

You may have a day as part of your VIP Day where they actually do their goals setting and they're visions because a lot of people won't take the time to do it but it's so important. You may have a day or part of the day that's devoted to teaching them the HeartMath and some of those skills. You may have part of the day devoted to actually teaching them the blood sugar and how to use the tracker.



There's so many options with this topic of how to do VIP Days. It should be something like four to five simple modules. You don't just say, "Okay, we're going to sit down for six hours and this is what we're going to do." The modules should be 30 to 45 minutes long so you don't lose their attention span.

You need at least one to two activities to get them in to action, like I talked about pantry clean-up, doing some worksheet, doing some exercises, or even food prep. I mean, you can actually, with all the great tools there are, once you really master some of these tools, you don't even have to master them, you just have to try them out, is you can actually do over Skype or over like a Google Hangout. You can actually do food prep and you can show them, and they can show you, and you can make food together.

In person, that works way better. I've almost exclusively, I think we've done that with almost everybody where we've done a food prep segment in a VIP Day. I just go in and one person was about to go on a trip where she was going to be away from home and she was afraid she was going to give in and cave and do a lot of candy. We taught her how to make these healthy raw chocolate candies with coconut and cordyceps and things like that, and she was thrilled. She actually got to take them home with her, too.

Then, anything you think they need, some menu plans, bonuses, you can customize recipes. You can have recipes that you've printed out and you can go through them with people and say, "Well, you're allergic to this, let's cross it out, let's use this instead." You can make the menu plans on the fly with them and that's easier to do than making a menu plan without the person there. You're, "Okay, what do you like for breakfast? What's your typical breakfast? Okay, let's see how we can fit that into this new way of doing it," and it can be awesome. Then of course, if it's in-person, doing exercise is so easy.

That's all we have to talk about for the programs. You've got the educational piece that I talked about at the beginning where you can go out in your community and you can do that. I know a couple of you have already done that. I'm going to give you an accountability action. I want all of you to create a presentation and either do it in your community or do it as a teleseminar. You know what, you can do it as a teleseminar and nobody has to be there. You can just do it and practice it. I would encourage you to try, put the presentation together. Do it for your family members. Do it for your friends. Do it on a teleseminar line where you don't get to watch it but you can hear the recording back.

Then, once you got that program in place, one of the things you can do is you can go out there and teach people about it and then you can offer, "I have room for five people to have a free strategy session on blood sugar or on getting your belly flatter," or something like that, and then you can have a strategy session with them where you can offer them your program. You can create your program, start with something small. Start with a jumpstart. It's very easy and simple and then you can see how that feels.



My very first private program was a jumpstart. I was doing one-on-ones forever for many, many years, then I decided, "This isn't working. I need to do a program."

Somebody asked and I write on the fly, I made it up. I said, "Oh yeah, we'll have this many of this and this many of that, and you get this eBook and you get my GREEN Cleanse." I priced it at \$397. The first person I offered it to bought it. The second person I offered it to bought it. The third person I offered it to bought it. It was one of those irresistible offers and after a while I said, "Hmm, nobody is saying on to this, and that's unusual. Maybe it's priced too low." Sure enough, I looked it up and went, "Hmmm." They were getting an awful lot for that price, so I raised it a little bit. I don't do those anymore, but those are a great place to start. Once you've got your program together, then you got your presentation, then it's just a matter of doing it and feeling confident enough to go out there and do it.