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What You Need to Become a Holistic Health Superstar

- ✓ Confidence in your skills
- ✓ A proven system
- ✓ A step-by-step program
- ✓ Tools and resources to empower success
- ✓ Raving fan clients



Steps to Becoming a Holistic Health Superstar

Your Blood Sugar Balancing Coaching Program

Clarify Your Process

Outline the Steps

Name the Steps

Identify Your Delivery System

Add Juicy Resources

Enroll Clients

Eliminate Belly Fat, Brain Fog, Burnout, and Blood Sugar Imbalance

Package Your System

- ✓ Identify what's needed to support diet and lifestyle changes
- ✓ Avoid "pay as you go" model
- ✓ Bundle visits with tools – e-books, recordings, recipes, etc.
- ✓ Determine "easy to say yes to" fees and package prices
- ✓ Offer quick sign-up bonuses
- ✓ Catchy names help – i.e. *Eradicate Belly Fat; Jumpstart Your Energy; Bye-Bye Belly Fat, Brain Fog and Burnout (my name)*



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Components of Programs

- ✓ Assessments
- ✓ Follow-up sessions
- ✓ Training sessions or written materials
- ✓ Tracking forms
- ✓ Menus
- ✓ Recipes
- ✓ Progress evaluations
- ✓ E-mail questions
- ✓ Extras – Handouts, checklists, videos, audios, etc.



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Package Type #1: Monthly Retainer

- ✓ Clients work with you on a month-to-month basis
- ✓ Can cancel on either end with 30-day notice
- ✓ Automatically billed unless cancelled
- ✓ Set number of sessions of particular duration each month
- ✓ Great way to get started



For more information, contact the Office of the Vice President for Research and Economic Development at 319-273-2500 or research@uiowa.edu.

Package Type #2: Time Period Package

- ✓ Multi-month commitment
- ✓ Substantial savings over retainer
- ✓ Walk them through your system
- ✓ Include bonus materials
 - Assessments
 - Handouts
 - E-books
 - Checklists



Accountability (forms, status, diet diaries) 

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Examples of Time Period Packages

- ✓ 30-Day **Jumpstart**
- ✓ 90-Day **Intensive**
- ✓ 6-Month **Immersion**
- ✓ 1-Year **Transformation**
- ✓ VIP Day

September					October									
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3					1	2	3	4	5	6	7	8
4	5	6	7	8	9	10	9	10	11	12	13	14	15	
11	12	13	14	15	16	17	16	17	18	19	20	21	22	
18	19	20	21	22	23	24	23	24	25	26	27	28	29	
25	26	27	28	29	30	31	30	31						

November					December								
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5			1	2	3				
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

Package Type #3: Package of Sessions

- ✓ Clients commit to a certain number of sessions
- ✓ Clients can use sessions whenever they want
- ✓ Savings compared to individual sessions
- ✓ Put a time limit on it so they don't come back years later to use their sessions



Example: Package of 5 Sessions

Hot Package Naming Tips

- ✓ Language
 - Makeover
 - Transformation
 - Intensive
 - Jumpstart
 - Skyrocket
 - Immersion
 - Accelerator
- ✓ Results Oriented

HOT TITLES

Group Coaching

- ✓ Webinars or teleseminars – content
- ✓ Coaching
- ✓ Handouts
 - Recipes
 - Checklists
 - Menu plans
 - Assessments
- ✓ Videos and Audios
 - Demonstrations



REVIEW QUESTIONS • 293

Session Examples



1. Health Assessment and Goal Setting
2. Hydration and Beverage Swap
3. Alkaline Balance and Greens for Vibrant Health
4. Stress Transformation
5. Fitness
6. Proper Protein
7. Oil Change: healthy fats
8. Digestive Aids:
chewing, enzymes, probiotics
9. Blood Sugar Balance
10. Gluten Free and Allergen Avoidance
11. Sleep
12. Environment Cleanup: home and personal care



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Session Flow

- ✓ Celebrate success
- ✓ Explore follow-through
 - If successful, identify what helped that
 - If not, what prevented you and what needs to be in place for success
- ✓ Educate: new information
- ✓ Experiential exercise
- ✓ Action steps
- ✓ Session insights (“ah-ha” moments)



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Coaching Tips

- ✓ Connect with who clients are and what they envision for themselves once they solve their health challenges
- ✓ Explain your system and views: the role of habits and nutrition on their overall state of health and well-being
- ✓ Give clients hope and something to look forward to
- ✓ Guide them through the lifestyle changes at a pace they can follow
- ✓ Follow-up regularly and adjust their program as needed
- ✓ Request clients track their diet, habits, and symptoms
- ✓ Offer support, guidance, and accountability



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How to Motivate and Inspire Your Clients

- ✓ The power of connection
- ✓ Begin with the end in mind
- ✓ Encouragement
- ✓ Frequent touches
- ✓ Focus on successes first
- ✓ Understanding their needs
- ✓ Provide helpful tools
- ✓ Tell stories
- ✓ Brainstorm



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Coaching Program Blueprint



- ✓ **Title:**
- ✓ **Problem Solved:**
- ✓ **Target Audience:** (niche)
- ✓ **Benefits and Results:**
- ✓ **Format of Delivery:** (one on one, small group, phone or in-person)
- ✓ **Time Frame of Delivery:**
- ✓ **How Delivered:** (sessions, length)
- ✓ **Additional Elements:** (recordings, recipe guides, menu plans, charts, documents)
- ✓ **Process:**

VIP Day Options

- ✓ 4-5 simple modules
- ✓ 30-45 minutes long
- ✓ 1-2 activities to get your client into action
i.e. pantry cleanout, worksheets, exercises, food prep
- ✓ Bonuses: checklists, templates, recipes, videos, menu plans, exercises, e-books