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SOME QUESTIONS.....

Business Name	Business Address	Business Phone	Business Email
Business Website	Business Hours	Business Description	Business Services
Business Products	Business Competitors	Business Marketing	Business Budget
Business Goals	Business Objectives	Business Strategy	Business Plan
Business Mission	Business Vision	Business Values	Business Culture
Business Team	Business Roles	Business Responsibilities	Business Performance
Business Metrics	Business KPIs	Business Analytics	Business Reporting
Business Tools	Business Software	Business Hardware	Business Services
Business Partners	Business Suppliers	Business Vendors	Business Customers
Business Investors	Business Lenders	Business Insurers	Business Regulators
Business Advisors	Business Consultants	Business Attorneys	Business Accountants
Business Tax	Business Insurance	Business Legal	Business Finance
Business HR	Business Payroll	Business Benefits	Business Compliance
Business Safety	Business Security	Business Privacy	Business Ethics
Business Sustainability	Business Social Responsibility	Business Environmental	Business Governance
Business Innovation	Business Research	Business Development	Business Expansion
Business Growth	Business Scaling	Business Exit	Business Success

1. BEFORE WE BEGIN, WHO HAS A WEBSITE?

2. WHO KNOWS WHAT LAUNCHING IS?

3. WHO THINKS LAUNCHING IS ONLY AN ONLINE GIG?

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BUILDING YOUR BUSINESS FROM THE GROUND UP

YOU NEED THE FOLLOWING:

- BASIC WEBSITE
- FACEBOOK BUSINESS PAGE
- PROGRAMS OR OFFERINGS
- EMAIL NEWSLETTER SERVICE
- ONLINE AND OFFLINE PRESENCE
- MINDSET
- CLARITY ON YOUR WHY.



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SYSTEMS TO HAVE IN PLACE

- Google Drive – Keep your business organized
- YouTube – Increase your visibility
- Social Media: Twitter, Facebook, Instagram, Pinterest – Are you exposed?
- Website – Is your message CLEAR? Who are you as a coach?
- Blogging – Are you telling your story? Offering useful tips?
- Events – free events, tele classes, webinars – Create a BUZZ
- Newsletters with social share– Spread the word
- Marketing – flyers, brochures, business cards
- Opt-in (freebie) to capture emails of potential clients

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5 QUESTIONS TO ASK YOURSELF

1. WHAT DO YOU WANT?

2. WHAT ARE YOU SCARED OF?

3. IF THERE IS ONE AREA YOU COULD FIX OR HELP YOUR CLIENT WITH, WHAT WOULD THAT BE?

4. WHAT ARE YOU WILLING TO DO TO GET THERE?

5. WHAT DO YOUR POTENTIAL CLIENTS WANT?

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WEBSITE 101

BASIC WEBSITE

HOME PAGE

ABOUT ME

BLOG

PROGRAMS/SERVICES

EVENTS (OPTIONAL)

PRODUCTS

PRAISE

CONTACT ME

Create a sustainable business with purpose and profit



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WHAT ARE YOU OFFERING?  
KEEP IT CLEAR.

•SERVICES – What are you offering in your business?

•WORKSHOP/CLASSES – Green Smoothies, How to Juice, Non-GMO class, Dangers of Sugar, How to Sprout...

•PRICING - Are you pricing yourself for what you are truly worth?

•PRODUCTS – supplements, oils etc. Are you offering products in your programs, and how are you doing that?

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DETERMINE YOUR OFFERING

✓ Identify what you're going to offer. Are you offering an online program, a do-it- yourself program, or both?

✓ Getting clear on your offer is the core foundation for the success of your entire launch. You have to make sure that your offer is clear so that your sales page and marketing can also be clear.

✓ When you know what you are offering, then you can directly speak to your people and speak directly to their pain points, and in turn offer the benefits, features, and results they need.

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TAKE A DEEP BREATH

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PRICE YOUR PROGRAMS

Are you confused about how much to charge for your signature program? Don't be! The best advice I have is to find a price that makes you comfortable, keeping in mind industry averages.

When you price your programs, I want you to think about what it is you actually need to make. Don't rate yourself solely because it feels comfortable, make sure you are charging what you're worth.

When you know your value, you'll stop discounting yourself.

**RULE OF THUMB ON WHAT TO CHARGE:**  
Figure out what price makes you comfortable and what price will pay the bills.  
Example: You need to make \$2000/month to pay for your living expenses. How many clients will you need if you price your program at \$47? \$67? \$87? \$97? \$147? \$247? \$647...

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### IMPORTANCE OF EARLY BIRD OR COUPONS

- ✓ Early-bird specials typically last about 2-weeks.
- ✓ Coupons and early Bird Prices Create urgency
- ✓ Coupons can be a 2 for 1 or bring a best friend

**CHOOSING TO INCREASE YOUR PRICE SHOULD DEPEND ON THE FOLLOWING FACTORS:**

- How strong are your marketing efforts?
- How engaged is your list? (You must be able to convert your list to paying clients.)
- What is your coaching experience?
- Do you have any other credentials? (i.e. fitness or yoga)
- Are you adding bonus value, calls, gifts?

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### LEVERAGE YOUR PROGRAM

**HERE ARE SOME IDEAS FOR LEVERAGING YOUR PROGRAM:**

- Offer a Facebook group
- Include additional recipes
- Include a bonus offering, such as a private 1:1 session with me for X amount of time
- Include HANDOUTS galore – add the value to your sales page and break down what is in the guide to make your program even more sellable
- Ask some people in your industry to create bonuses you can offer as part of your program (make sure to highlight how it will benefit them to do so!)

**\*HINT:** Bonuses can also be videos you create on how to cook, extra smoothie recipes, or extra goodies/handouts you already have on your computer.

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### PRICES FOR PROGRAMS (AVERAGE)

**HERE ARE BALLPARK AVERAGES FOR THE HEALTH COACHING INDUSTRY:**

- For a 7-14-day online program, the cost is about \$97 for an early bird and \$147-167 for a late bird.
- On average, a 28-day program costs \$197 to \$297 for early bird.

**ON AVERAGE, HOURLY RATES ARE \$150 TO \$300+.**

- Your price will range depending on what you are offering and your bonuses

**WHAT IS THE DIFFERENCE BETWEEN A DO-IT-YOURSELF AND AN ONLINE PROGRAM?**

- An online program is typically guided by the health coach while a do-it-yourself program is digital without guided support.

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STEPS FOR DETERMINING OFFER

FOLLOW THESE STEPS TO DETERMINE YOUR OFFER:

- Name your program
- Set a launch/start date: This will help you determine your early bird special.
- Determine your price: Implement the pricing guide we just went over.
- Determine your bonuses: bonus interviews, bonus 1 on 1 sessions, free samples

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MARKETING STRATEGY

- Will you use free classes, webinars, or opt-in freebies to attract your potential clients?
- Run a challenge or host a raffle to build excitement and get emails. Lead from a free challenge to paid program.
- If you are hosting a webinar, then YouTube Google hangout is a great free option, and gotowebinar.com is a great paid option.
- If you have a free opt in to attract people then make sure you have sent out this freebie to get people excited about your soon-to-be-launched program.

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TRUTH.....

I launched my first program on Eventbrite and made my first 6 figures with a shitty website.

Yes, you heard me. Crappy website and Eventbrite.

**IF I CAN DO IT. YOU CAN DO IT.**  
**Who believes they can do it?**  
**RAISE YOUR HAND.**

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### EMAIL MARKETING TO BOOST SALES

- Create pre marketing emails and if a 0 list then use Facebook to market and capture emails via a free webinar.
- Make a two-week calendar for your email campaign. Make sure you have pre marketing, marketing and post launch emails.
- MAKE SURE YOU PRE MARKET AND DRIP OUT THE EXCITEMENT OF YOUR LAUNCH.
- If you have decided to do a 2-week early bird special, then you can begin to send the emails out earlier. Promote your program and get into launch mode.

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### KILLING IT ON SOCIAL MEDIA

- Continue with your marketing campaign using: Facebook, Pinterest, flyers, Tweets, and social media galore.
- Resources you can use for social media marketing: [Sendible.com](http://Sendible.com), Tweet Deck (install on your mobile or desktop), [SproutSocial.com](http://SproutSocial.com) (free for 30 days), [BufferApp.com](http://BufferApp.com), [www.hootsuite.com](http://www.hootsuite.com), or [www.meetedgar.com](http://www.meetedgar.com).
- Create social media images to promote program, early bird or discounts

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LAUNCH TIPS

- Be your first client. When you know the system, you can sell with ease.
- You don't need to wait until all of your documents are finalized before you market your program.
- You want to have 2-4 weeks of promotion and premarketing before you actually start selling your program.
- While you edit behind closed doors, put your program out there as a "Coming Soon".
- Start to share blog posts.
- You can think outside the box and use a handout on a blog, in a newsletter, or as an opt-in freebie.

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THE LAUNCH PROCESS & A HEALTHY SALES FUNNEL

FREE OFFER  
(opt-in freebie, free webinar)

DISCOVERY SESSION  
(health history, 15-30 mins)

1:1 COACHING SESSION

ONLINE OR OFFLINE PROGRAMS  
(Detox, Cleanse, Paleo)

GROUP COACHING/ ONLINE COACHING/ RETREATS

VIP DAYS  
(1/2 day or full day with your clients)

THE ULTIMATE PACKAGE  
(3, 6, 12 months with your clients)

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YOUR NICHE

**FOUNDATIONS:** Niche & Pitch – Who you work with and how you talk about what you do.

**OFFERING:** What are you offering to your clients to make yourself different? Think about your lessons here and what you have learned.

**Learning:** What part of what you have learned here at HED will you take away from here and apply to your niche?

**PROGRAMS AND PACKAGES** – What do you offer? How much do you charge?

Teach the HED lifestyle.

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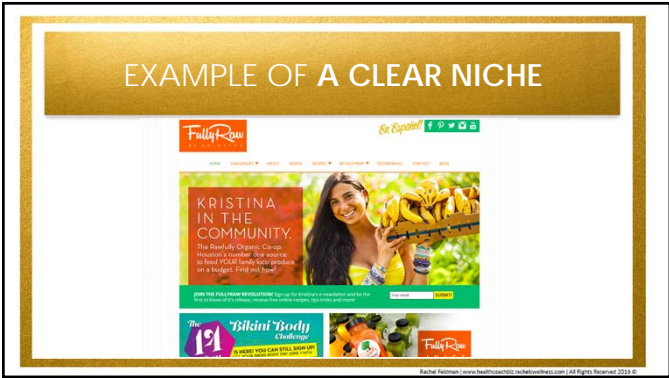
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### THE PITCH – FROM THE HEART

**WHO DO YOU HELP AND WHAT PROBLEM DO YOU SOLVE?**  
I help XYZ who are struggling with ABC. (ABC is the wake-up in the morning problem) to create DEF (a solution)

**WHO DO YOU HELP AND WHAT RESOLUTION ARE YOU HELPING THEM TO FIND?**  
I help XYZ who are would like to create/do/become ABC. (ABC is the resolution of the wake-up in the morning problem)

**EXAMPLE PITCH:**  
I help professional women who are struggling with extra weight because they just can't find the time to be healthy without sacrificing something else in their lives. I help them release the pounds to find their ideal body weight.

**WHO DO YOU HELP AND WHAT DREAM/ASPIRATION ARE YOU HELPING THEM CREATE?**  
I help women lose weight so that they can wear all the clothes in their closets including the "skinny ones". OR I help professional women create their ideal bodies.

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### MARKET LIKE A BOSS

- Share your experiences with your niche.
- Share your wake up problem.
- Make your problem be your product and your solution.
- How can your own issue be related to your niche or sub niche?
- Remember people don't buy just the program, the product – they buy your solution.
- Narrow down your niche even more – I help X in X age Group D X.
- Get even more narrow to clarify for your niche and try it out.

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ARE YOU VISIBLE?

- INSTAGRAM
- FACEBOOK
- PINTEREST
- GOOGLE +
- LINKED IN
- TWITTER
- YOUTUBE



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RACHEL FELDMAN

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RAW DONE FOR YOU PROGRAMS AT

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OF YOUR DREAMS

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