

# INE: Translating What You Do With People Into a System You Can Deliver as a Program



## Translating What You Do With People Into a System You Can Deliver as a Program

Dr. Ritamarie Loscalzo

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# Creating VIBRANT Health

- V**ital Organ and Gland Balance
- I**nside and Outside Environment Detox
- B**ioenergetics and Acupuncture Meridian Balance
- R**est and Movement Synchronization
- A**lignment and Structural Balance
- N**utrient Balance and Energizing Nourishment
- T**houghts and Emotions in Perfect Harmony

## 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 signup bonuses
- ✓ Catchy names help – i.e. **Jumpstart Your Health** package

## Package Type #1: Monthly Retainer

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## Package Type #2: Time Period Package

- ✓ Multi-month commitment
- ✓ Substantial savings over retainer
- ✓ Walk them through your system
- ✓ Accountability (forms, status, diet diaries)
- ✓ Include bonus materials
  - Assessments
  - Handouts
  - E-books
  - Checklists



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## 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

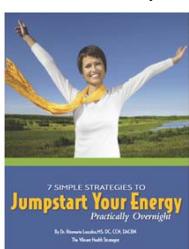


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## My First Package

## 30-Day Jumpstart Your Energy

- ✓ Initial consultation and comprehensive history (90 minutes)
- ✓ 3 follow-up calls
- ✓ Green Cleanse Program
- ✓ E-books and recipes



Price: \$497

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## Assessment

- ✓ Health History – use module 1 of CAT as a guideline
- ✓ Lab Testing
- ✓ Other



Handwriting practice lines consisting of seven horizontal lines for letter formation.

## Coaching

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



## Training

- ✓ How to track symptoms, habits, diet, pH and glucose
- ✓ What to eat and what to avoid
- ✓ How to transition to whole fresh foods
- ✓ How to make delicious healthy meals
- ✓ How to go gluten free
- ✓ How to exercise for optimal balance
- ✓ How to manage stress and optimize sleep
- ✓ How to assess their progress



# INE: Translating What You Do With People Into a System You Can Deliver as a Program

## Coaching Program Components

- ✓ Initial assessment
- ✓ Follow up sessions
- ✓ Training sessions or written materials
- ✓ Tracking forms
- ✓ Menus
- ✓ Recipes
- ✓ Progress evaluations
- ✓ E-mail questions
- ✓ Extras



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## Decisions

- ✓ Duration of coaching program
- ✓ Number of sessions
- ✓ Length of each session
- ✓ In-person  
or on the phone
- ✓ Individual  
or small group
- ✓ Extra materials
- ✓ SOS access
- ✓ Other



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## Process

These are the building blocks of your program. What steps will you take your client through? Ideally each step is clear and reflects a benefit your client wants.

### Example:

- ✓ **Step 1:** Discover what's getting in your way so you can get what you want
- ✓ **Step 2:** Create a vision that inspires you to make the right choices
- ✓ **Step 3:** Eat energizing foods and enjoy what you eat
- ✓ **Step 4:** Design a short burst fitness routine that melts away fat
- ✓ **Step 5:** Deepen your sleep so you wake up refreshed (and burn fat while you sleep)
- ✓ **Step 6:** Time your meals, exercise and sleep to optimize fat burning
- ✓ **Step 7:** Conquer stress and think clearly in just minutes a day



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# Coaching Program Template Components



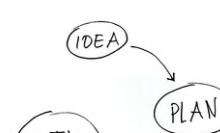
INE: Business - Design Your Own Health Coaching Program

**Coaching Program Design Template**

Title of Program:
Problem Solved:
Target Audience (Niche):
Benefits and Results:
Format of Delivery (one on one, small group, phone or in-person):
Time Frame of Delivery:
# Sessions, Length, How Delivered:
Additional Elements (recordings, recipe guides, menu plans, charts, documents):
Process:
Pricing:

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# Action Steps to Complete Your Program Design and By When:



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graph TD; IDEA((IDEA)) --> ACTION((ACTION)); ACTION --> PLAN((PLAN))
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