


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



INE | INSTITUTE OF
NUTRITIONAL
ENDOCRINOLOGY

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

Dr. Ritamarie Loscalzo


www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

Your Unique Health Coaching System



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

5 Steps to Balance



- 1. Evaluate** – analysis of personal health story and biochemistry
- 2. Educate** – results-driven training inspires health-producing lifestyle changes
- 3. Empower** – tools to activate body's innate ability to heal
- 4. Encourage** – compassionate coaching and community
- 5. Energize** – ignite passion and fuel action

www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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

Creating VIBRANT Health


- Vital Organ and Gland Balance
- Inside and Outside Environment Detox
- Bioenergetics and Acupuncture Meridian Balance
- Rest and Movement Synchronization
- Alignment and Structural Balance
- Nutrient Balance and Energizing Nourishment
- Thoughts and Emotions in Perfect Harmony



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

Package Type #1: Monthly Retainer

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




www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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

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



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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

Assessment

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



CAT | CLIENT ASSESSMENT
TOOLS
FOR HOLISTIC PRACTITIONERS



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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




www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

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

Coaching Program Template Components

- ✓ 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

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:

www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

Action Steps to Complete Your Program Design and By When:

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

www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)
