



INE | INSTITUTE OF  
NUTRITIONAL  
ENDOCRINOLOGY

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

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# Your Unique Health Coaching System



# 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



# 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

- ✓ 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



# 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



# 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

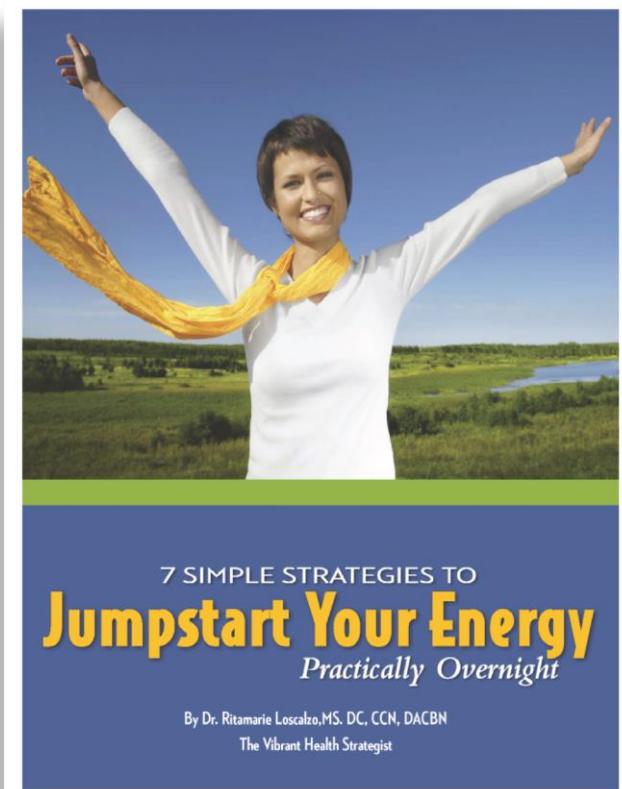


# My First Package

## 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**



# Assessment

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



CAT | CLIENT ASSESSMENT  
TOOLS  
FOR HOLISTIC PRACTITIONERS



# 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



# Coaching Program Components

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



# 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



# 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



# 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	
<b>Title of Program:</b>	
<b>Problem Solved:</b>	
<b>Target Audience (Niche):</b>	
<b>Benefits and Results:</b>	
<b>Format of Delivery (one on one, small group, phone or in-person):</b>	
<b>Time Frame of Delivery:</b>	
<b># Sessions, Length, How Delivered:</b>	



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

