

PROGRAMS



Programs

- Best way to get a bigger commitment and easier to make money
- You create the content once and then use it over and over again
- Works for both live in-person programs and online
- Can be structure for individuals or groups



In-person

- Social media and website is still needed for promotion
- Also can use print (flyer, newsletters)
- Design the program so it can be re-purposed or re-targeted
- Target specific groups with specific needs,
- Create templates and toolkits
 - could be exercises, surveys quizzes
- The more interactive, the better



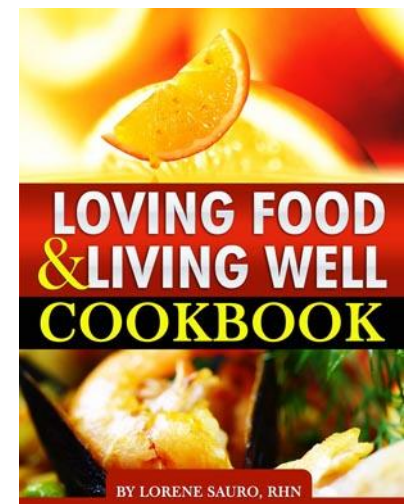
Be Specific

- Plan your program and create the content
- The more you show people what they get – give specific examples of things you do in the your programs or how specific people have benefited –mini case study
- Offer one class for free: Class one – Why the Brain Loses Function or What Happened to My Brain?
- Or create a webinar or a free seminar that uses some of the information from the course: 10 Reasons Your Brains Feels Like Mush
- 10 Solutions for Mommy Brain



Structure

- Programs should be 4-6 weeks
- Weight loss can be 12 weeks (can sign up more than once)
- Pregnancy can be 6 months before conception, 9 months for pregnancy – 3 months after birth
- Should include a recipe book and menu plan
- Handouts as needed
- If an recorded online program
 - some interactivity is needed



Gut Health

- Now that you have this information
- Work it into every program
- In more details than you have previously
- You have more tools
- You also have the information you need to connect it to other health conditions
- Don't be afraid to make the connection for them – just keep it simple



Pricing

- Price per session goes down the more sessions there are
- 4 sessions $\$147 - 197 \times 10 = \$1470 - 1970$
- 6 sessions $\$197 - 247 \times 10 = \$1970 - 2470$
- 12 sessions $\$297 - \$397 \times 10 = \$2970 - 3970$
- Location: Somewhere is free is best
- If paying for a location – then divide the cost between the numbers of participants and add it to the price
- Printing costs – always black and white – plus can send electronic version

In Person vs Online

- In person is easier to organize –
- Start small and build some results and testimonials
- Keep your costs down – keep it simple
- Don't set high expectations
- Set a minimum/maximum number of people
- Spend time finding the best place to advertise
- Work towards online
- You can online marketing strategies for in person programs



Feeding Clients

- Contact favourite food suppliers and them for samples
- Give them sponsorship credit - electronically like them
- Handouts are great – make sure you can adapt them for other topics and programs
- Have a standard recipe book that can be used over and over



Programs

- Can design a program with both group component and one-on-one
- Design materials so group program could be used for one-on-one (price per session goes up)
- If topic is specific enough, clients can continue to sign up for other programs
- Do not put pressure on yourself to think of it all now
- Let it evolve organically

