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PACKAGING YOUR HEALTH COACHING OFFER

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You've done the legwork, handed out business cards, defined your niche and sub-niche, and you're ready for your first day with clients. People have signed up for your services and things are looking great!

The only problem?

There's no clear approach to how you should be packaging your health coach offer. Clients are booked but what kind of plan is going to work best for each one of them? And how do you create a sustainable, scalable package that benefits them and you in the long run?

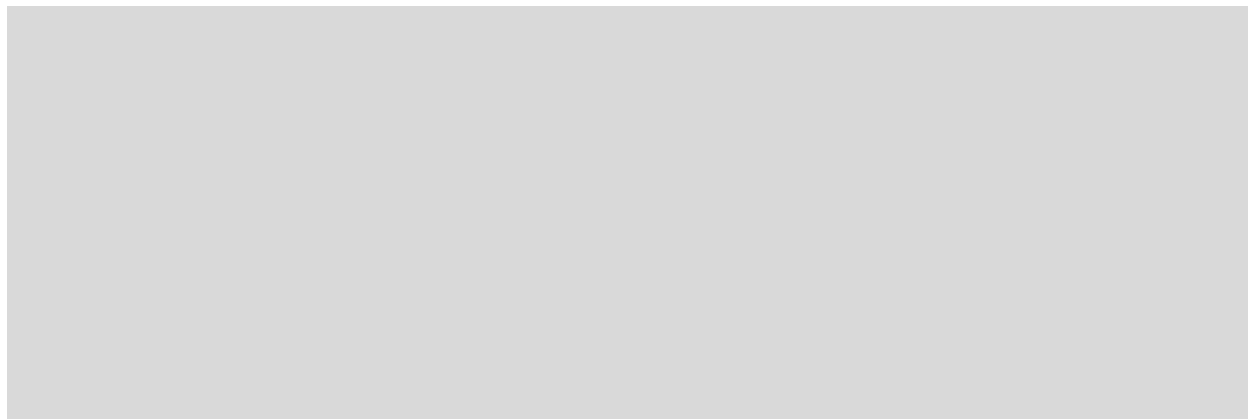
Creating the perfect package doesn't mean you have to reinvent the wheel every time you have a client come on board. With a few simple tips and tricks and a little introspection, you can create a package that reflects your unique style and cares for your clients.

This guide is all about setting yourself and your coaching package up for success! It's time to dig in deep and find out what will help you succeed!

What's In a Package?

There are several things that you can include in your health coaching offer but before you start slapping things together and hoping for the best, you'll want to ask yourself a few questions! Keep your niche, sub-niche, and interests in mind when you're contemplating what you want to include.

What are my strengths?



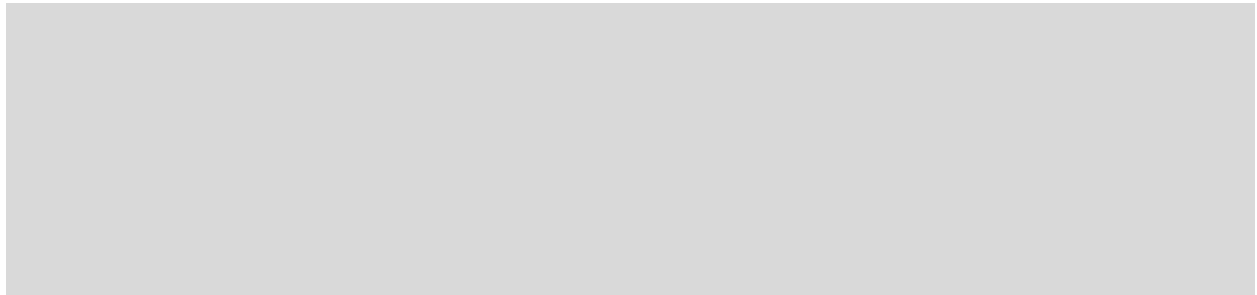
What are my weaknesses?

How do they relate to what I want to offer to my clients and customers?

What support system or facilities are available to me and my client?

How can I best utilize them in the package as a whole?

Are group or one-on-one sessions better for my clients?



Take the time to write out the answers to these questions. This is going to act as a guide for the rest of the options you can offer and how you want to structure the package as a whole.

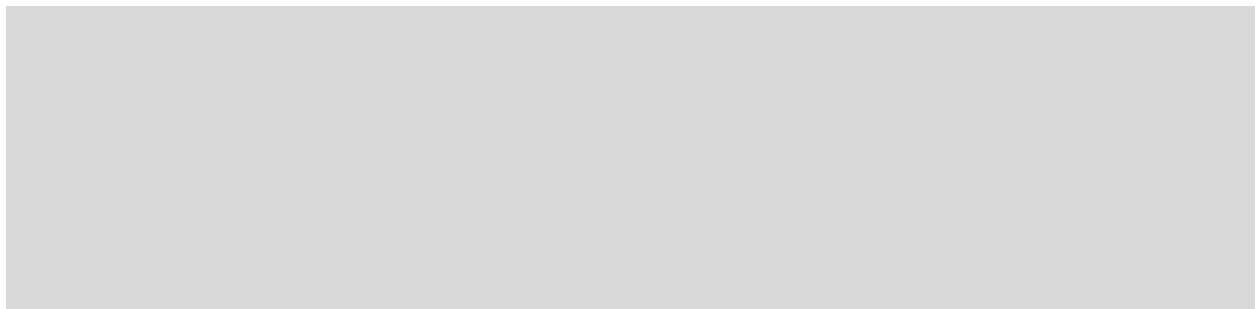
CREATING YOUR SIGNATURE PROGRAM

Taking all the elements of a program and making them your own forms the basis of your signature program or package. This is the essence of what you'll be known for as a coach and the thing that will bring clients into you.

The key to this program is creating something that revolves around your passions! When you're passionate about something, it's easy to pass that enthusiasm onto your clients and customers as you strive to help them reach their health goals.

To create your signature program, you'll need to ask yourself some questions that will guide the creation of your program.

What do sessions look like? How long are they?



What is the best time frame and length of sessions?

What type of follow-up will there be after a session?

What elements are included in this package? Example: Recipe guide, program guide, handouts, etc.

The answers to these questions can be a bit overwhelming as you get started but they form a baseline for your business that can grow and expand with your health coaching business.

CREATE CONTENT FOR YOUR PROGRAM

A book is meaningless without any pages just like your program is worthless without some real transformational content!

You'll need to do some serious thinking to determine the perfect type of content for your program. Start by asking the hard questions:

What will be the most helpful for your clients?

What goals are you trying to help them achieve?

Set aside time to answer these questions and take stock of what your focus will be within the signature program. Once you know what your focus will be, it's much simpler to determine the types of sessions you'll need and how your program will be laid out.

1:1 COACHING

One-on-one coaching has amazing benefits for both the coach and the clients within the program. But it may not be right for every situation or every niche area you're coaching.

This type of coaching session gives both the client and coach a new avenue for effective communication and clear feedback along with an atmosphere of trust. You can clearly set goals, devise a unique plan for each client, and mark off goals as they reach them.

On the flip side, 1:1 coaching takes up a lot of time for the coach. You have to invest that time and space in each client and create a plan that fits their goals and mission. Including 1:1 coaching in your signature program can also make it harder to upscale over time since the process itself consumes so much energy.

Determine whether you want to include 1:1 coaching by asking:

Do I have the time to commit to multiple people in a 1:1 setup?

Will I be able to handle the time commitment?

Am I able to charge my clients the price necessary to support the 1:1 setup?

GROUP COACHING

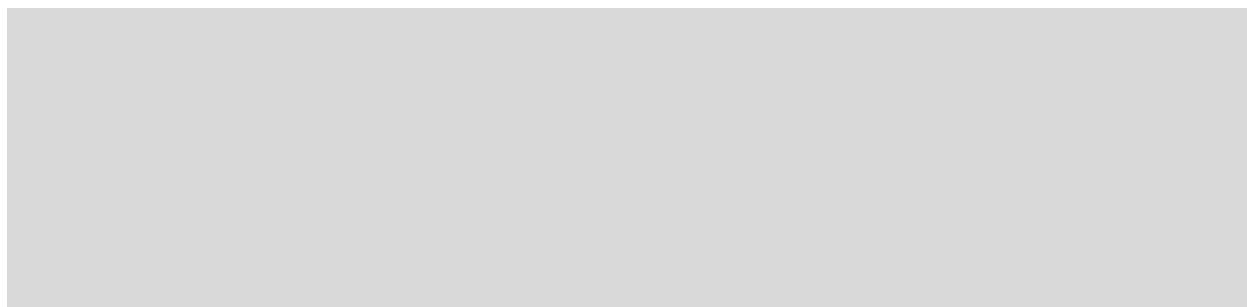
Another type of coaching that can be an effective way to reach more clients and customers without expending tons of time is group coaching. This not only lets you spend your time wisely and work with more customers and clients in a shorter period of time, it can give your clients a whole other set of accountability partners!

The shared experiences your clients receive when involved in a group coaching session are priceless! Keeping group coaching as a key component of your signature program also allows the sessions to be affordable for all your clients and customers.

Doing too many group coaching sessions can leave you without much money to back your venture. The prices are set lower and it can leave you missing out on crucial revenue funds.

Decide how much group coaching you want to do by asking:

How many people do I want at each specific session?



DIY COACHING

You've got the expertise but you don't always have the time. That's where DIY coaching comes in!

This is a simple and cost-effective way to get your coaching methods into the hands of your clients and keep them up to date with new lessons. Simply provide them the outlines and plans for each lesson whether that's through a digital download format or a hard-copy one. They can complete the lessons and training session on their own.

While this is a cost-effective method for the clients, it doesn't make you as much money as the coach. You may also notice a lack of full goals being reached as clients might struggle with motivating themselves in each area of the lesson.

Before introducing DIY Coaching into your package, ask yourself:

Do I have the time to develop the lessons necessary to deliver to clients?

Can I afford to include more of these sessions in my signature package?

What is the best method to get them into clients' hands?

COOKING CLASSES

Health and wellness have several components but one of them is nutrition. Cooking classes can be a unique way to get your clients engaged in the entire process!

You'll be able to engage with your clients in a whole new realm and connect two different areas of their wellness. Cooking can also be a bonding experience and a great way to engage with those in your program who might not be as vocal in group coaching or even 1:1.

You might think outside of the box and opt for cooking classes that are live-streamed or put onto video so clients can partake as they have time!

When adding cooking classes to your signature program ask yourself:

Do I have enough recipes to keep clients engaged?

What type of kitchen equipment will I need?

Are the prices for the classes offered able to cover the costs?

MASTERCLASSES

Getting all the information you need on a topic at once is the key to a masterclass. Hosting one is simple and can be streamed or held live!

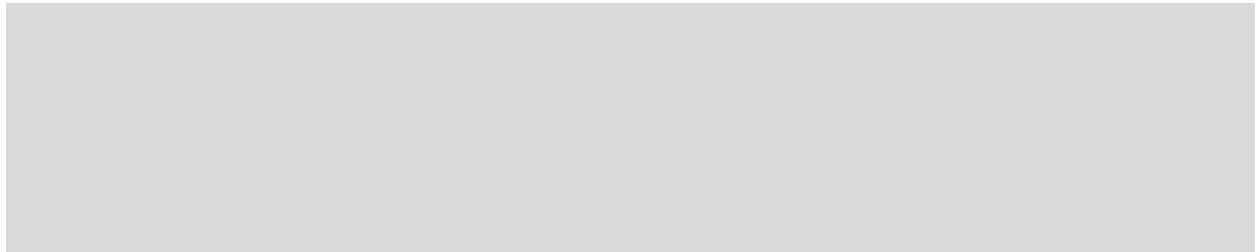
This masterclass condenses the most important information they'd learn in one-on-one or group coaching, into one big class that can span the entire day or even several hours (like a virtual event). You can dig in deep on topics and let people learn from each other during this same session.

Before choosing to add a masterclass to your signature program:

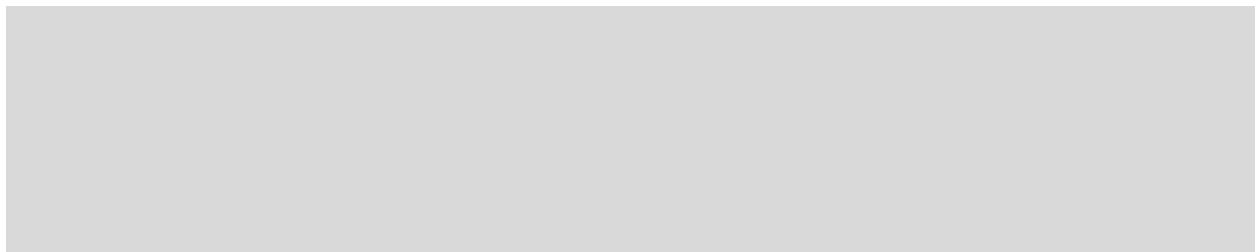
What is your area of expertise?



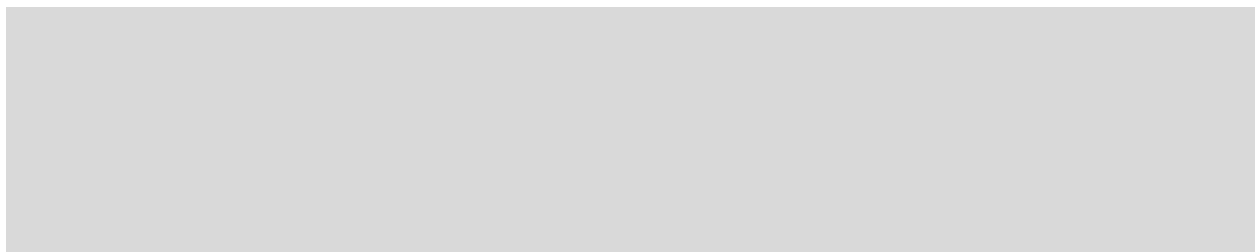
Are you prepared to share this with the world?



What will the goal of the masterclass be?



Would you like to include any bonus material for them to add more value?



SHOPPING TOURS

One of the biggest snares in anyone's health journey isn't the lack of routine or missing a few days at the gym. The pitfalls come when you're out and about trying to get groceries and prep for the week.

Shopping tours offer the perfect solution! You as the coach go with clients and customers out to shop for groceries and other necessities, helping encourage them to make good decisions and informing them as you go. This puts you squarely at the start of their health and wellness journey and in a place where you can make a significant contribution.

Pause before adding shopping tours to your offerings and ask yourself:

Do I have the time to commit to this type of in-person offer?

Is this a key component of what my clients need?

MONTHLY MEMBERSHIP

Many different aspects of your coaching business might be paid out per session with clients opting for different types of features each month. Monthly memberships open up an entirely different avenue for you and your clients.

Instead of paying per session, monthly memberships give you a retainer fee to engage with your clients as often as they need to reach their goals! Instead of constantly being on the sales path trying to upsell to the next big thing you've got happening, you can continue giving clients the best benefits under a consistent pricing umbrella.

The downside to this type of monthly membership is that you may have some clients who take advantage and put an unfair burden on your time. You can build in different types of barriers that keep you safe and your investment working within the specified conditions but be cautious when writing them.

When adding a membership to your signature offers, ask yourself:

What features will make the most impact on my clients?

What will be the most profitable for me?

Should I create boundaries to ensure it's beneficial for everyone? If so, how should they be structured?

VIP DAYS

Everyone loves to be spoiled every now and then and creating a VIP day for your clients can be a great way to keep them connected and engaged with new areas of your business.

VIP or Very Important Person days within your signature program lets you reach out to clients and customers and invite them to engage with you on a whole new level. You'll be able to work with them on reaching their goals individually or on a higher level than with other types of coaching.

Scaling and creating hype for this VIP day is one of the biggest challenges. If you go through all the biggest surprises early, your clients won't want to stay around for anything later on. This is meant to be an exclusive type of program so pricing it appropriately requires some skill.

Ask yourself before incorporating this into your signature program:

Would my clients enjoy this type of day?

What can I include that would set it apart?

How long should the session or day last?

Do they get any support after the VIP day and for what time period?

A FEW FINISHING TOUCHES

You've gotten this far and there are only a few details left to finalize before you have a completed and well-developed signature offer!

Number of Sessions

Choose the number of sessions you'll offer in each area before putting the program on the market. Keeping your scope in mind can help you price it effectively and target your audience appropriately.

Recipes

Choose any recipes you want to include in the program and make them easily available to everyone involved. Share short videos or pictures that show you making and partaking in the cooking too!

Break It Down

Take time to break down each session and module so you can have a consistent, solid delivery each time.

- Have a clear focus with each session
- Create subtopics that support the main focus
- Develop a lesson or activity related to each subtopic
- Find a way to measure progress or success
- Create a system for accountability, support, and follow-up.

Don't Forget to Follow-Up

People are the core of your business and following up during or after a session can mean a world of difference to them. Check-in, remind them to set their alarms, get to the session, and engage with it all throughout!

Give Next Steps

The journey doesn't end here! There's always another step in front of you and the same goes for your clients' wellness journey. As a coach, it's your prerogative to continually offer those next steps in a customer's journey. That might be a membership, a new feature within the program, or just a friendly face offering some advice as they head out on their own!

Ask for Testimonials

Clients who've worked with you and loved their sessions are an excellent resource for building up your client base in the future. Reading through testimonials from real people who've gone through the program speaks volumes for your work as a coach.

Create Competitive Prices

This is one of the hardest steps you'll have to do as a coach: setting your prices. Take time to do your market research and determine what the best price will be for a coach with your experience and offering. Set your prices accordingly and adjust them as needed. After all, you're running a business! But we'll cover more about that on day 3!

NEXT STEPS

Sit down and write out your answers to the questions throughout this guide. The simple act of writing helps you determine what types of packaging you want inside your signature program. You may have a strong desire to do it all and while a combination of several different methods might work best, you're better off keeping things within your area of expertise.

You're not alone in this! Follow along with us as we navigate this health coaching world together and work on building your biz!