

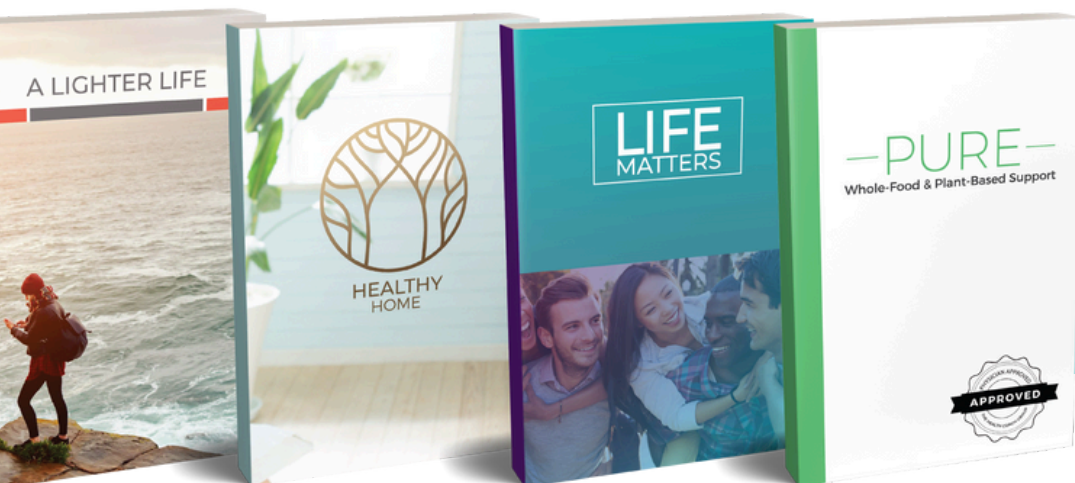


The
HEALTH
COACH
GROUP



CATALOG

ONLINE DONE-FOR-YOU
COACHING COURSES
LICENSED TO WHITE
LABEL AND USE WITH
PATIENTS AND CLIENTS



1-772-888-0320

www.thehealthcoachgroup.com

support@thehealthcoachgroup.com

Stuart, FL 34997



CREATE EFFORTLESS INCOME.

INSIDE:

Instead of one-on-one, create a business model of one-to-many

Our proven model to provide multiple offers at multiple levels:

Move customers from a low-priced commitment moving up to
habit changing commitment in larger courses

Simple steps to fill your courses

Get paid up-front for courses you can provide over and over

WELCOME



our mission

Our mission is to help coaches to build strong practices, by offering market proven, turn-key business solutions so they can make a difference in the health and lives of others.
We continue to create products based on the needs of the growing Health Coaching Community.

Jobs	Building Abundance	DSD Starter-Sites	Platinum Package
DFY Programs	Physician - Health Coach Partnering	Business Coaching	Mastery Annual Summit
Inner Circle	Online Marketing Mastery	Membership Mastery	Tech Support, Graphic Design
Workshops	Certifications	Partnerships	Health Coach Conversations Podcast



How are DFY Programs Valuable to My Business?

- **Save Time and Reduce Workload:** Pre-made materials let you focus on client engagement rather than content creation.
- **Boost Professional Credibility:** Use beautifully designed, high-quality content to build trust and authority with clients.
- **Scale Quickly and Efficiently:** Launch new services and expand offerings without significant time or resource investment.
- **Enhance Client Results:** Offer evidence-based, results-driven programs that improve client satisfaction and retention.
- **Simplify Marketing and Sales:** Ready-to-use promotional tools streamline your marketing efforts and attract more clients.
- **Stay Competitive and Adaptable:** Quickly respond to market trends and client needs with minimal effort.

who uses our done-for-you programs?

The Health Coach Group



Home
Wellness
Businesses



Offices and
Clinics



Hospitals



Med Spas



Gyms



Insurance
Companies



Worship
Centers



Online
Businesses



Schools



Corporations

who uses our done-for-you programs?

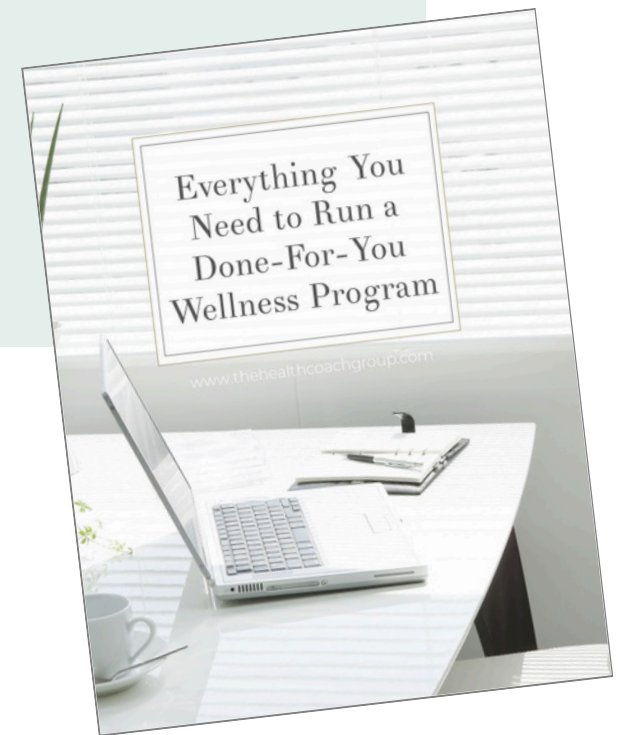
Anyone who is in physical, mental, or spiritual health and wellness industry can benefit from online programs.

Medical Doctors
Nurses
Naturopaths
Functional Practitioners
Registered Dietitians
Nutritionists
Health Coaches
Weight Loss Specialist
Stress Management Practitioners
Self-Care Practitioners
Longevity Wellness Specialists
Acupuncturists
Chinese Medicine Practitioners
Toxicity Practitioners
Product Marketers

Massage Therapist
Herbalist
Physical Therapist
Pharmacist
Clergy
Life Coach
Personal Trainers
Sports Conditioning Specialists
Holistic Mental Health Professionals
Retail Businesses:
Red Light Therapy,
Cryotherapy
Gyms
Spa Owners
Insurance Agencies

why coaches come to us

1. not enough clients/money
2. not enough time
3. lack of motivation/follow through
4. perception of being bad at business or
unable to “boss” self or others
5. technology challenged
6. uncomfortable with sales
7. you'd like to have your online
programs up and changing lives as
quickly as possible



Doctors Agree

For the past six years, I've had the privilege of interviewing some of the world's leading medical authorities on my **podcast, Health Coach Conversations**. Time and time again, top doctors have echoed a common message: **lifestyle management is the cornerstone of lasting health—and health coaches are the catalysts for this transformation.**



DR. TERRY WAHLS
DR. JOEL FUHRMAN
DR. BARRY KRAKOW
DR. NORMAN ROSENTHAL
DR. MARY O'CONNOR
DR. NEIL NATHAN

DR. SARAH MYHILL
DR. FRANK LIPMAN
DR. DAVID KATZ
DR. NICHOLA GATES
DR. RICHARD SAFEER
DR. DOMINIC BRANDY

and many more

MAYO CLINIC, HARVARD, YALE, JOHNS HOPKINS,
CLEVELAND CLINIC, PRINCETON, UNIVERSITY OF IOWA,
INSTITUTE OF FUNCTIONAL MEDICINE, DUKE, UNIVERSITY OF
OXFORD, COLUMBIA UNIVERSITY, BOSTON, AND MORE



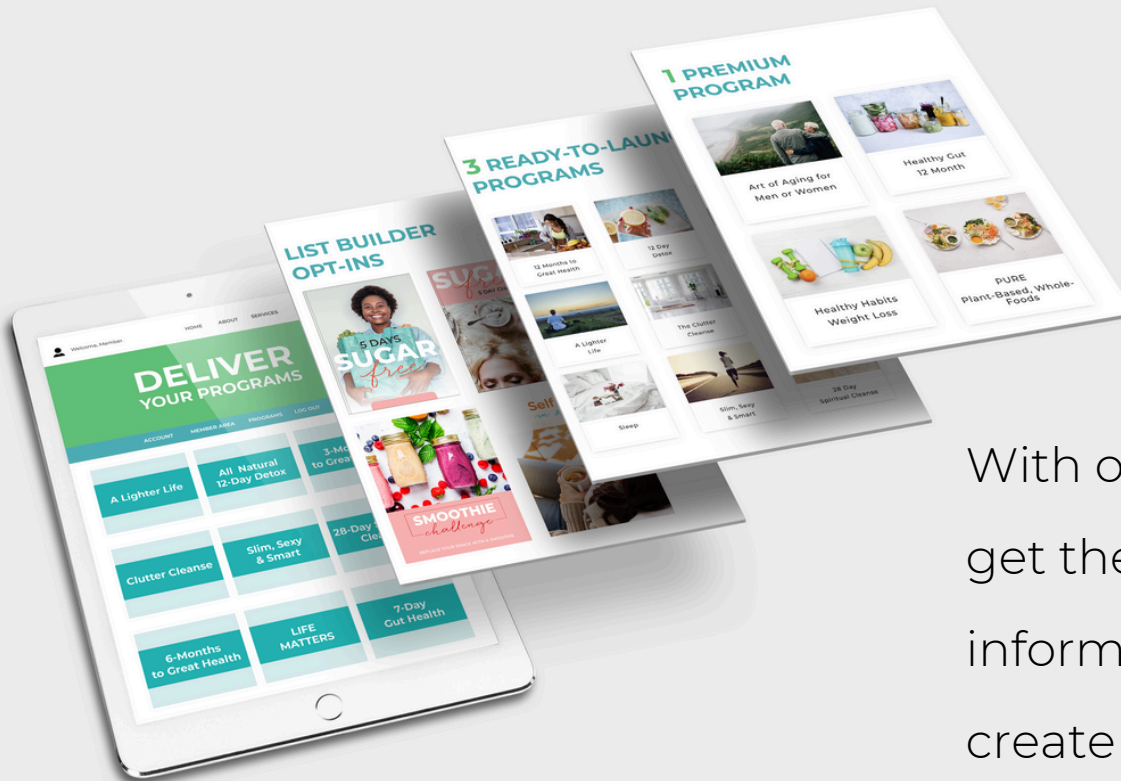
DFY Programs

LIFESTYLE MANAGEMENT



Be successful with your courses

The Health Coach Group



With our programs, you'll get the tools, resources, and information you need to create a successful practice and guide your clients to healthier lives.

Our programs are

- 1.evidence based
- 2.physician approved
- 3.health coach approved
- 4.results driven
- 5.beautifully designed
- 6.pre-made
- 7.customizable content
- 8.with tools for:
 - a.quick launch
 - b.easy setup
 - c.ongoing facilitation



Purpose:
Save time and reduce workload while offering a proven framework to launch and scale your business.

In our programs

Marketing/Sales Funnel

- marketing plan/local and online
 - newsletter emails
 - sales page
 - customizable poster, flyer, leaflets
 - lead magnets
 - blog posts
 - social media content
 - workshop
 - sales sequence
 - physician presentation

DONE
FOR
YOU



Program Set-Up Manual/Procedures

- multiple material delivery methods and a step-by-step guide for each method
- email content dripping set-up guide
- automation creation
- creating a Facebook group

STEP
BY
STEP



Program Administration

- program administration checklist
- call topics and call facilitator's guide
- thread topics
- intake/outtake guide checklist
- liability information and resources
- scope of practice

GUIDES
& CHECK
LISTS



Program Materials

- written modules (Canva/Pptx)
- videos
- audios
- workbooks
- recipes, trackers, journals, grocery list, dietary theory, instructions
- lifetime updates
- customization instruction

FLEXIBLE
& CUSTOM



MARKETING MATERIALS

Marketing/Sales Funnel

- marketing plan/local and online
 - newsletter emails
 - sales page
 - customizable poster, flyer, leaflets
 - lead magnets
 - blog posts
 - social media content
 - workshop
 - sales sequence
 - physician presentation



SETUP MATERIALS

Program Set-Up Manual/Procedures

- multiple material delivery methods
- a step-by-step guide for each method
- email content dripping set-up guide
- automation creation
- creating a Facebook group



ADMINISTRATION MATERIALS

Program Administration

- program administration checklist
- call topics and call facilitator's guide
- thread topics
- intake/outtake guide checklist
- liability information and resources
- scope of practice



PROGRAM MATERIALS

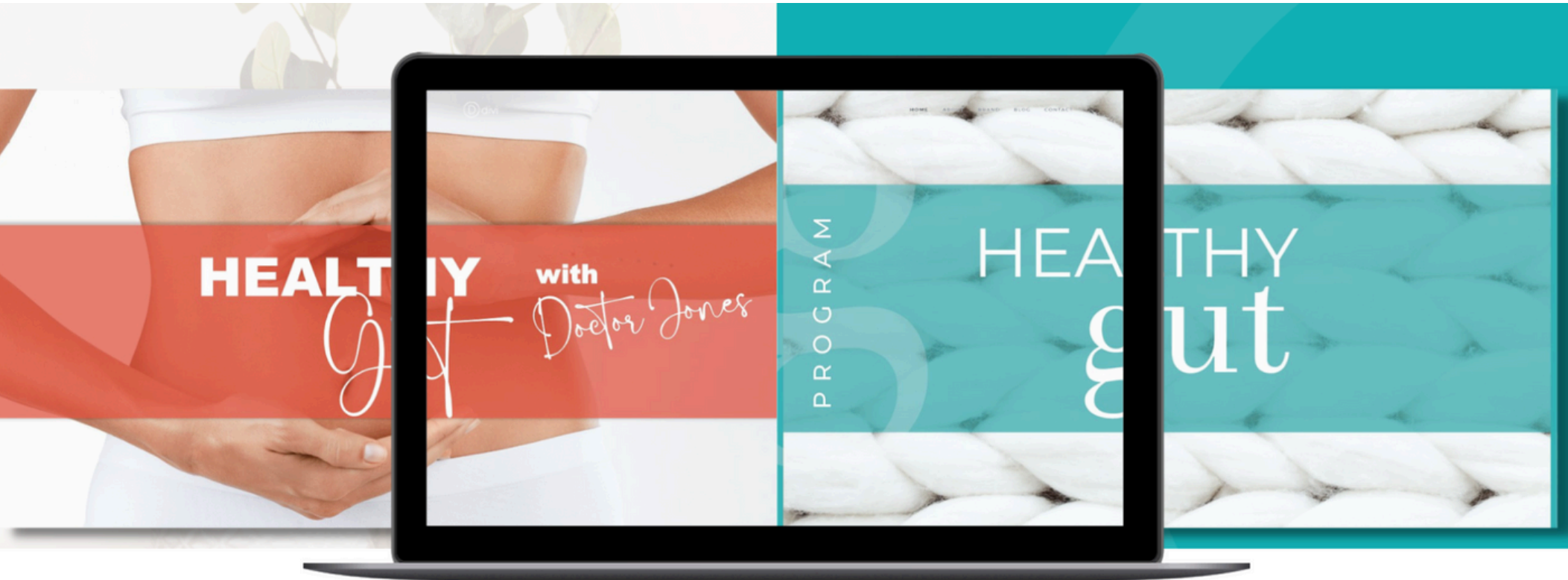
Program Materials

- written modules (Canva/Pptx)
- videos
- audios
- workbooks
- recipes, trackers, journals, grocery list, dietary theory, instructions
- lifetime updates
- customization instruction



CUSTOMIZATION

TAKE YOUR HEALTH COACHING BUSINESS TO THE NEXT LEVEL BY CUSTOMIZING OUR PROGRAMS TO REFLECT YOUR UNIQUE BRAND AND STYLE!

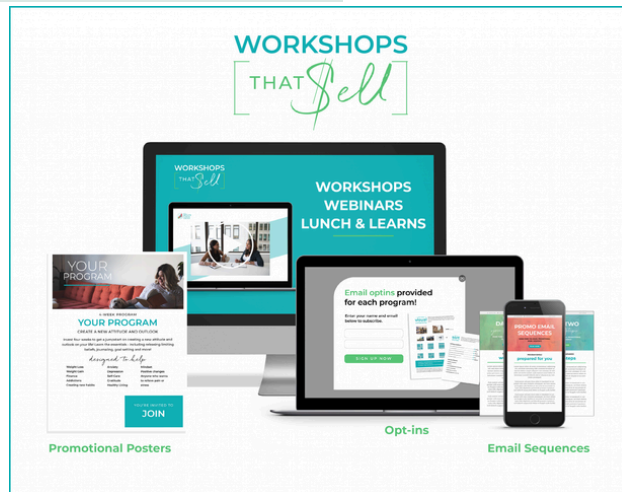


Our programs are designed with flexibility in mind, allowing you to edit them using **PowerPoint, Canva, or Adobe Professional.**

Make them truly your own by adding your logo, colors, and personal touch. Need help with customization? We offer step-by-step guidance, or you can choose to have us do the work for an additional fee.

Stand out from the crowd with a branded program that resonates with your clients and showcases your professional identity!

BONUSES INCLUDED



We're invested in your success—and your clients' too! That's why every program purchase comes with valuable bonuses designed to help you maximize results and grow your practice.

- **Workshops that Sell:** Our expertly crafted workshops are ready to launch alongside your program, helping you start generating revenue and making an impact right away.
- **Supplement Protocol:** Access our exclusive partnership with Fullscript to offer a complete supplement protocol, providing your clients with vitamin and mineral support while creating an additional revenue stream for your business.
- **Inner Circle Membership:** Unlock a wealth of business tools, resources, and strategies with our Inner Circle Membership. Plus, join our weekly Office Hours sessions for free administrative, technical, marketing, and coaching support to keep your business running smoothly.

Membership Bonus Access:

- *Standard Programs: 1-Month Free Membership*
- *Premium Programs: 1-Year Free Membership*

BONUSES INCLUDED



Participation

Experience the Transformation First-Hand! As a special bonus, you'll have the opportunity to participate in our programs as a client before launching them. This immersive experience allows you to gain a deeper understanding of the content, see the impact through your own results, and confidently guide your clients through the journey. By experiencing the transformation yourself, you'll be able to deliver your programs with authenticity, insight, and genuine enthusiasm.

FAQ'S

What will I receive?

THCG programs are digital products. It will be ready for download immediately. You will **not** receive a printed, hard copy book in the mail.

It can be printed at your local printer or by you on your printer or, you may purchase a hard copy from us after you have purchased the digital copy. It is beautiful when printed.

How Can I Use This Product?

This program must be used for one on one or group health coaching – **it is not for resale to other health coaches.**

You should use this program with your clients and send out worksheets and handouts in advance of your meetings. You can send it digitally or have it printed out and hand or mail it to your clients. You can change things, add things in and take things out. These are specifically designed to be flexible to each coach and client's needs.

Do I have to be a certified health coach to use this program?

Our programs are meant to be used by all qualified health professionals, including but not limited to health coaches, nutritionists, dietitians, qualified personal trainers, psychologists, nurses, physicians and chiropractors, and life coaches.

FAQ'S

How much should I charge my customers for this program?

There are many considerations in pricing your done-for-you coaching programs. Consider the following: RATES. <https://thehealthcoachgroup.com/blog/health-coach-rates-2/>

Is customization included with the program purchase?

We do offer customization! The pricing is provided on the website. Check out this link: <https://thehealthcoachgroup.com/store/store-get-help/customization/>

Can I give the digital books to my clients?

Yes

Can I edit this program?

Yes. We have a FREE tutorial on the program access page that teaches you how to edit a PowerPoint.

How do I edit the program myself?

- Windows Users: Use PowerPoint, Word, Canva, or the latest Adobe Acrobat.
- Mac Users: Use Office for Mac or Canva.

Our new programs are being created in Canva. If you are more comfortable with PPTX, for best results, we recommend converting the Canva file to PDF and then to PPTX for easier editing. Programs originally created in PowerPoint offer more flexibility and are generally the easiest to modify. Keep in mind that different software applications are continually adapting to work together, but using the original software will ensure the smoothest experience.

MEMBERSHIP

DONE-FOR-YOU SUBSCRIPTION/ LONG-TERM MEMBERSHIP PROGRAMS

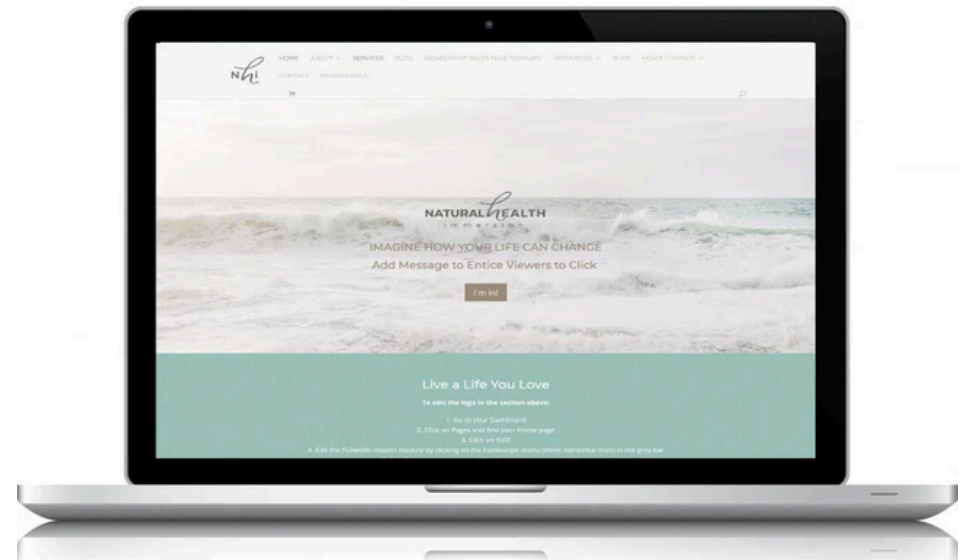
Presenting a Membership Business Model Exclusively Designed for Coaches.

Invest just once in our “Natural Health Immersion” program, and reap the benefits over time by offering it as a subscription service to your clients.

This way, you can generate a steady stream of recurring revenue.

Our signature program, Natural Health Immersion (NHI), is more than just a product—a turnkey subscription model designed to attract and retain clients. Make NHI your own, and transform your business with a robust, recurring revenue stream.

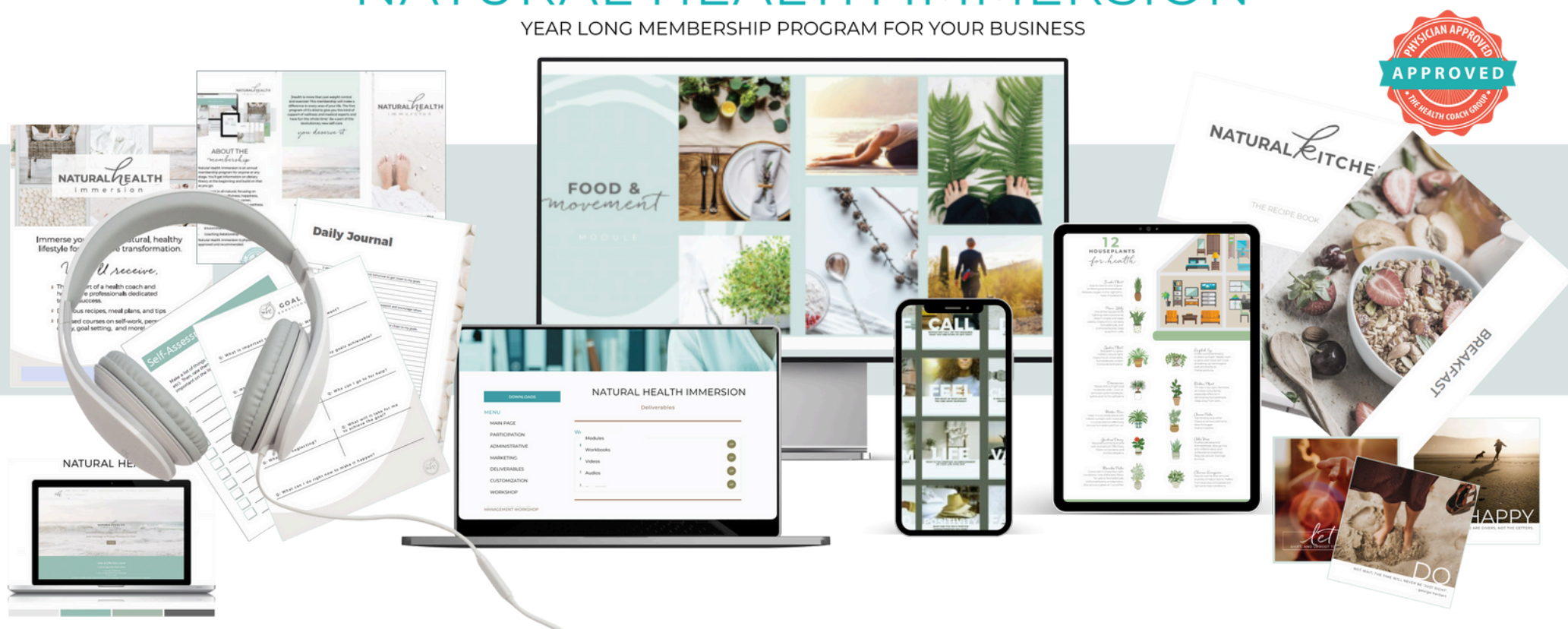
NATURAL HEALTH



MEMBERSHIP

NATURAL HEALTH IMMERSION

YEAR LONG MEMBERSHIP PROGRAM FOR YOUR BUSINESS

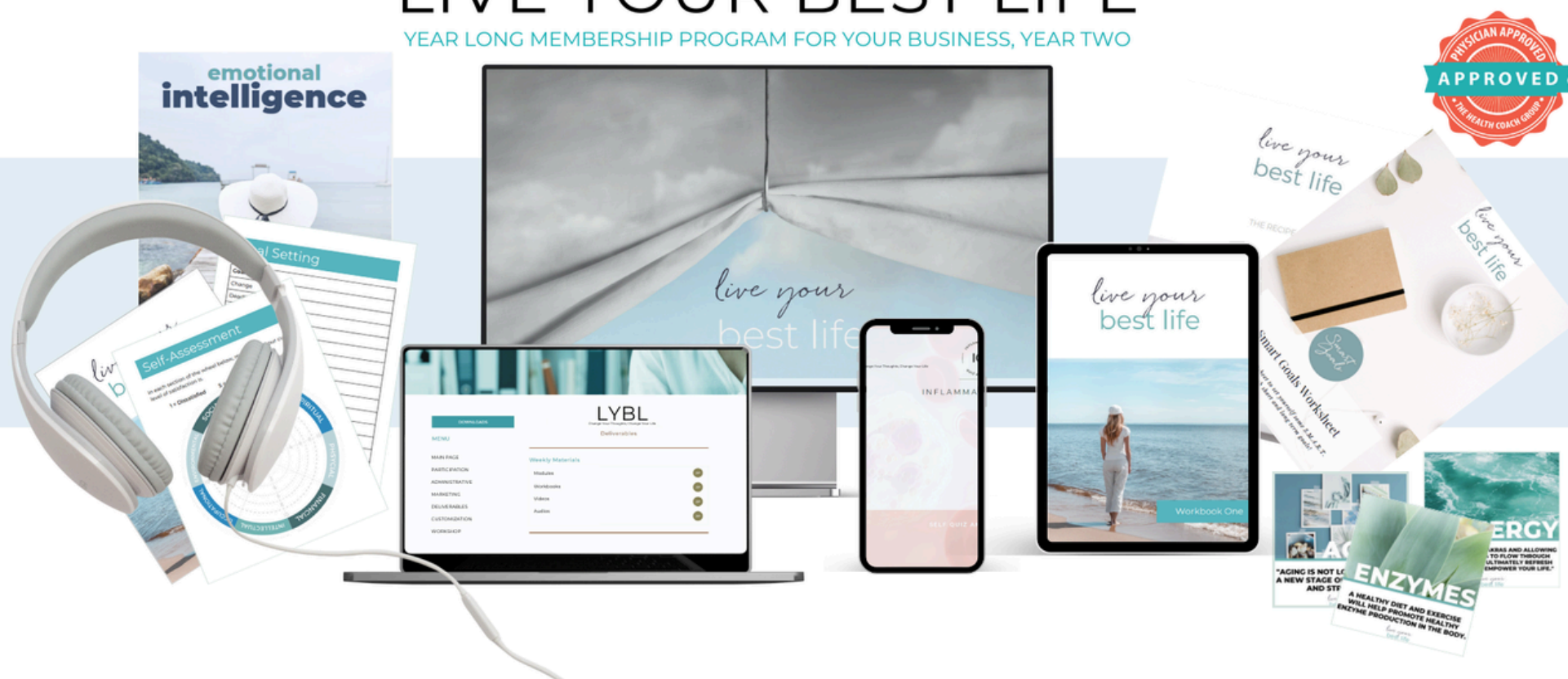


LEARN MORE

MEMBERSHIP

LIVE YOUR BEST LIFE

YEAR LONG MEMBERSHIP PROGRAM FOR YOUR BUSINESS, YEAR TWO



[LEARN MORE](#)

MEMBERSHIP

up LIFE

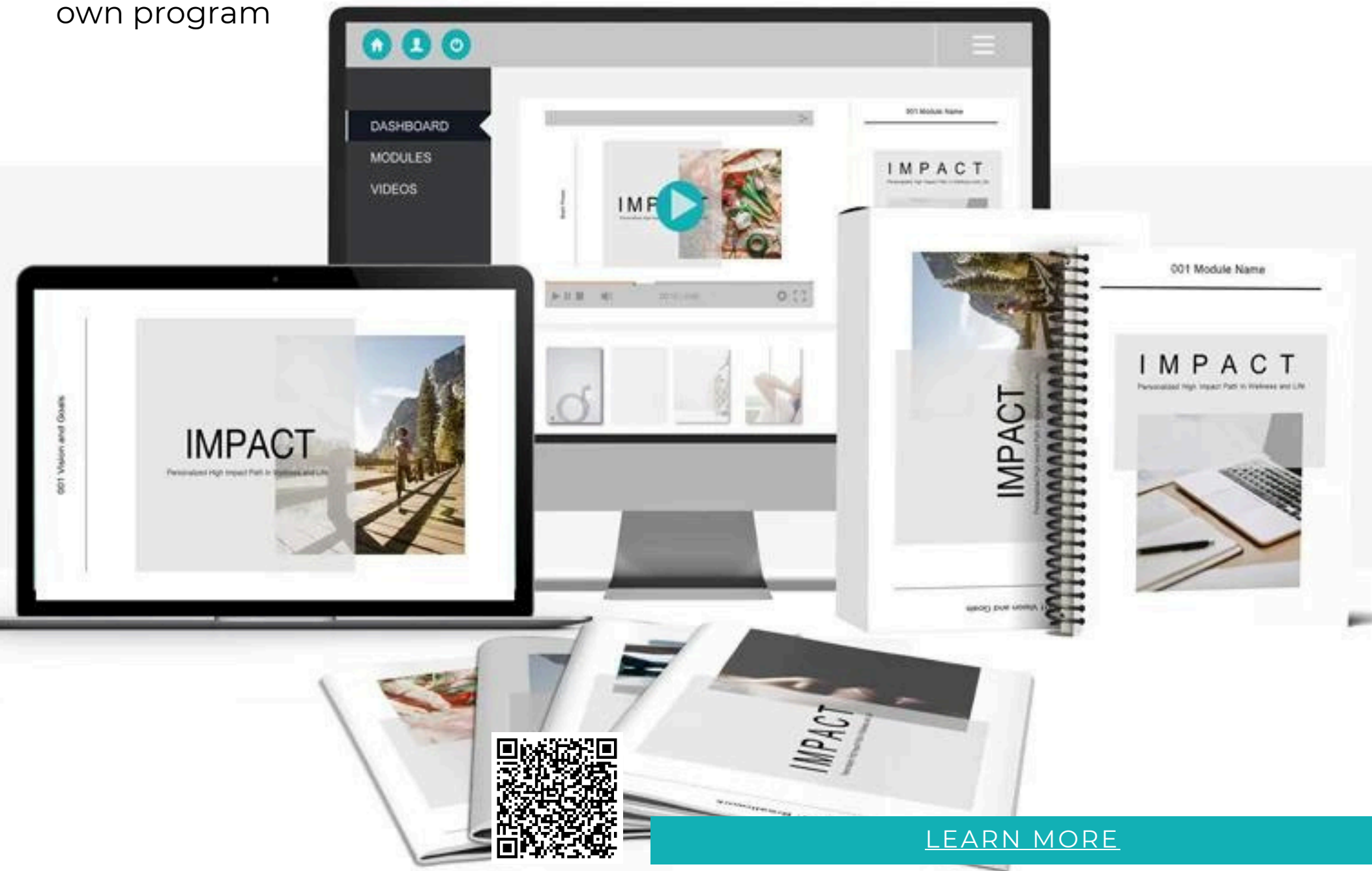


[LEARN MORE](#)

Build your
own program

IMPACT

MEMBERSHIP



[LEARN MORE](#)

PREMIUM

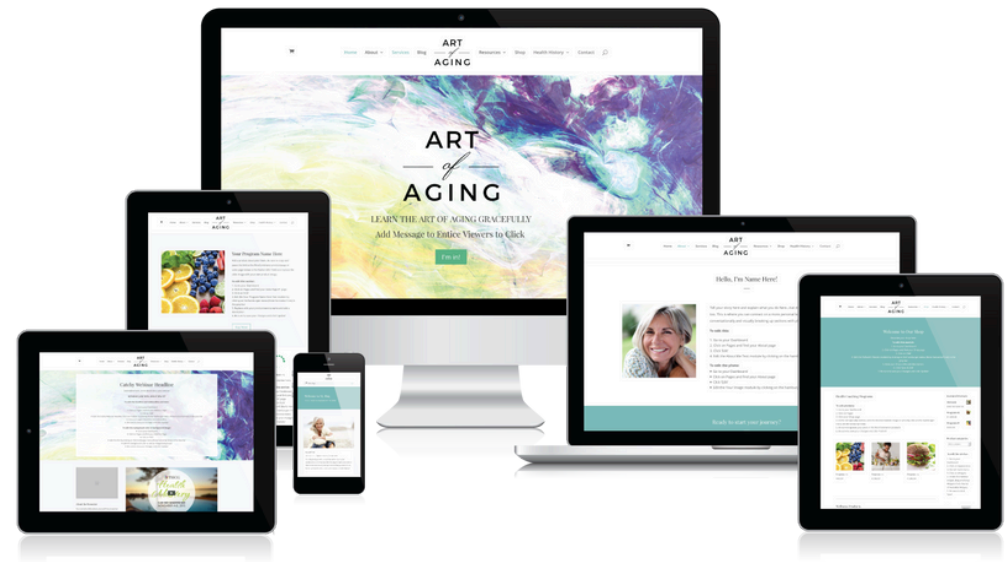
DONE FOR YOU COACHING PROGRAMS THAT SAVE YOU TIME SO YOU CAN FOCUS ON WHAT TRULY MATTERS

Our premium programs provide the essential health coaching templates for your success.

We are not just creators; we are a team of experienced health coaches who understand what it takes to succeed.

We've crafted these programs with the intent of allowing you to replicate our proven success strategies effortlessly.

Through our premium programs, we're offering you more than just templates; we're sharing the blueprint to our own success. Let us help you accelerate your journey to becoming a successful health coach.



PREMIUM

12- Week Life Coaching Program

A LIGHTER LIFE

12 WEEK LIFE COACHING PROGRAM



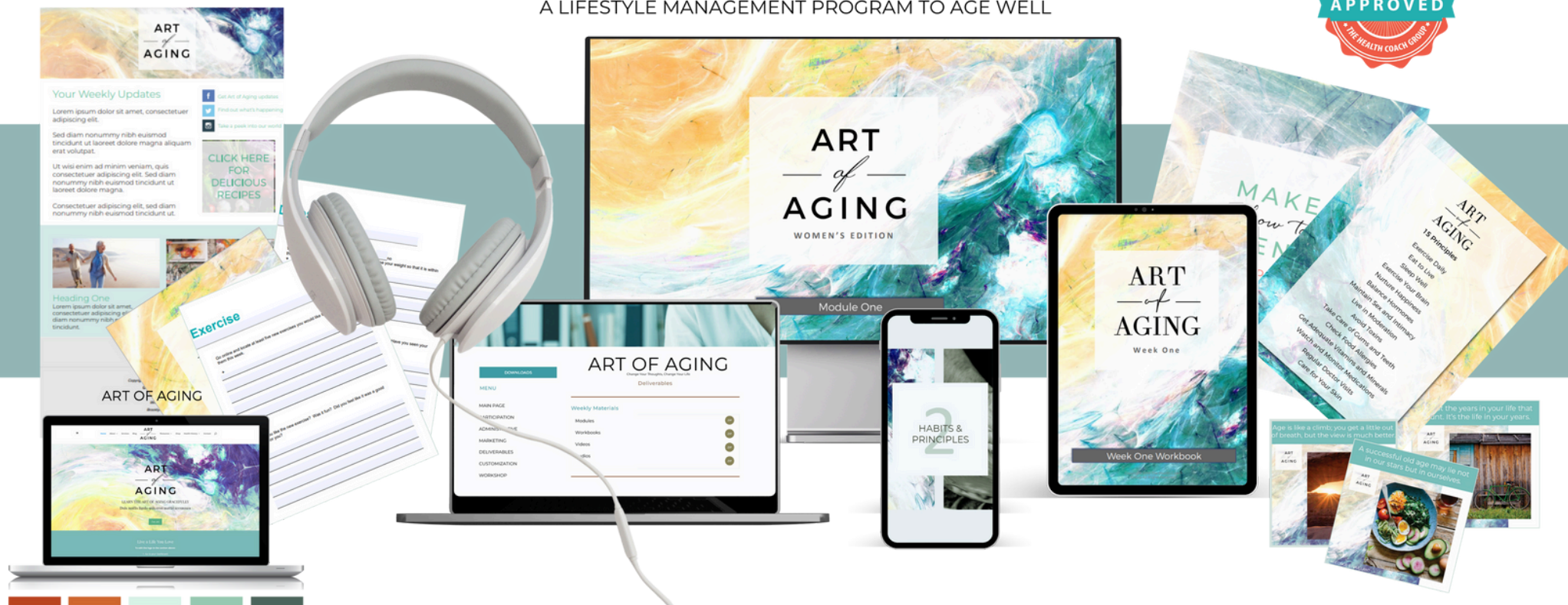
[LEARN MORE](#)

PREMIUM

Six Weeks - Men's or Women's

ART OF AGING

A LIFESTYLE MANAGEMENT PROGRAM TO AGE WELL



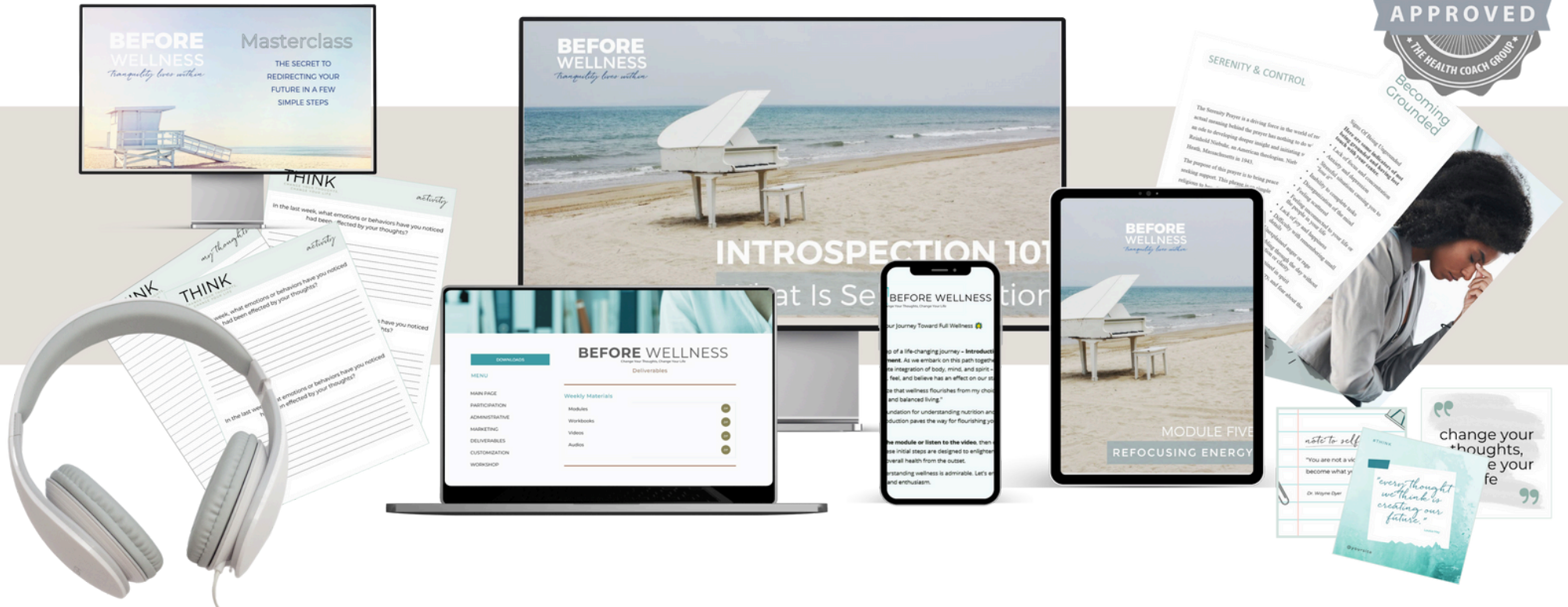
[LEARN MORE](#)

PREMIUM

SEVEN WEEK - LIFE COACHING/STRESS

BEFORE WELLNESS

Tranquility Lives Within, A Calm New Approach to Stress and Lifestyle Management



[LEARN MORE](#)

PREMIUM

TWELVE WEEK - NUTRITION AND FOOD PREP COACHING

CULINARY ARTS



MY PROGRAM PLANS

1:1 VIDEO COACHING	GROUP COACHING	1:1 COACHING
12 weeks of coaching, 12 sessions, 12 support emails, 12 recipes, 12 meal plans, 12 grocery lists, 12 shopping lists, 12 recipes, 12 meal plans, 12 grocery lists, 12 shopping lists	12 weeks of coaching, 12 sessions, 12 support emails, 12 recipes, 12 meal plans, 12 grocery lists, 12 shopping lists, 12 recipes, 12 meal plans, 12 grocery lists, 12 shopping lists	12 weeks of coaching, 12 sessions, 12 support emails, 12 recipes, 12 meal plans, 12 grocery lists, 12 shopping lists, 12 recipes, 12 meal plans, 12 grocery lists, 12 shopping lists
\$197	\$197	\$997

MODULES

PHYSICIAN APPROVED

WORKBOOKS

PARTICIPATION

VIDEO

MARKETING

AUDIO

ADMINISTRATIVE

SUPPORT EMAILS

ADMINISTRATIVE



[LEARN MORE](#)

PREMIUM TWELVE MONTH - GUT HEALTH

HEALTHY GUT

COMPLETE GUT HEALTH IN A COURSE



[LEARN MORE](#)

PREMIUM

TWELVE WEEK - LIFESTYLE MANAGEMENT FOR HEART HEALTH



The image displays the 'HEART HEALTH' program materials, which include a desktop monitor, a laptop, a spiral-bound notebook, and several workbooks. All items feature a consistent design with a blue background, a heart icon, and the text 'HEART HEALTH' and '60 DAYS TO HEART HEALTHY LIFESTYLE'. The desktop monitor shows a dashboard with 'MODULES' and 'VIDEOS' sections. The laptop and notebook also display the program title and subtitle. The workbooks are stacked in front of the other items.

HEART HEALTH

60 DAYS TO HEART HEALTHY LIFESTYLE

Modules Workbooks Audio Video Emails

Schedule Support Materials Marketing Sequence



[LEARN MORE](#)

PREMIUM

TWELVE WEEK - DESIGN TO NURTURE MIND, BODY, AND SPIRIT



[LEARN MORE](#)

PREMIUM

NINE WEEKS AND FOREVER - EVERYTHING YOU DIDN'T LEARN IN SCHOOL



[LEARN MORE](#)

PREMIUM

EIGHT WEEKS - NUTRITION AND LIFESTYLE

NUTRITION *and lifestyle management*

PHYSICIAN APPROVED
APPROVED
THE HEALTH COACH GROUP

MY PROGRAM PLANS

2-WEEK CLEANSE	GROUP COACHING	1:1 COACHING
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donec	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donec	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donec
\$197	\$397	\$997

MODULES
PHYSICIAN APPROVED

WORKBOOKS
PARTICIPATION

VIDEO
MARKETING

AUDIO
ADMINISTRATIVE

SUPPORT EMAILS
ADMINISTRATIVE



[LEARN MORE](#)

PREMIUM TWELVE WEEKS - HEALTHY HABITS FOR WEIGHT LOSS

PHYSICIAN WEIGHT LOSS HEALTHY HABITS



[LEARN MORE](#)

PREMIUM

TWELVE WEEKS - EAT MORE OR ALL PLANT-BASED, WHOLE-FOOD

-PURE-

Whole-Food, Plant-Based Support



[LEARN MORE](#)

PREMIUM

SELF-CARE



LEARN MORE

SLEEP

12 WEEK PROGRAM TO IMPROVE YOUR SLEEP



[LEARN MORE](#)

PREMIUM TWELVE WEEKS - STRESS MANAGEMENT COACHING

STRESS

STRESS MANAGEMENT PROGRAM



[LEARN MORE](#)

PREMIUM

EIGHT WEEKS - THINK, CHANGE YOUR THOUGHTS, CHANGE YOUR LIFE



[LEARN MORE](#)

STANDARD

PROPEL YOUR WELLNESS BUSINESS
AND EMPOWER YOUR CLIENTS WITH
COMPREHENSIVE WELLNESS
EDUCATION AND SUPPORT

Our standard wellness coaching programs are designed to serve as the launchpad for your business, irrespective of your professional background.

Whether you're a doctor, functional practitioner, naturopath, chiropractor, registered dietitian, personal trainer, or general health coach, our programs can significantly boost your venture while reinforcing your credibility among clients.

We offer you the tools and resources you need to impart robust wellness education and support to your clients. By leveraging our standard programs, you can create a meaningful impact on your client's health journeys and concurrently elevate the reputation of your business. Embrace the potential of our standard programs and watch your wellness enterprise soar.



STANDARD

12 MONTHS - LIFESTYLE MANAGEMENT TO SUPPORT COACHING

3, 6, 9, & 12 MONTHS TO GREAT HEALTH



MODULES **BONUS MODULES** **100% CUSTOMIZABLE** **SUPPORT EMAILS**
PHYSICIAN APPROVED **PARTICIPATION** **MARKETING** **ADMINISTRATIVE**



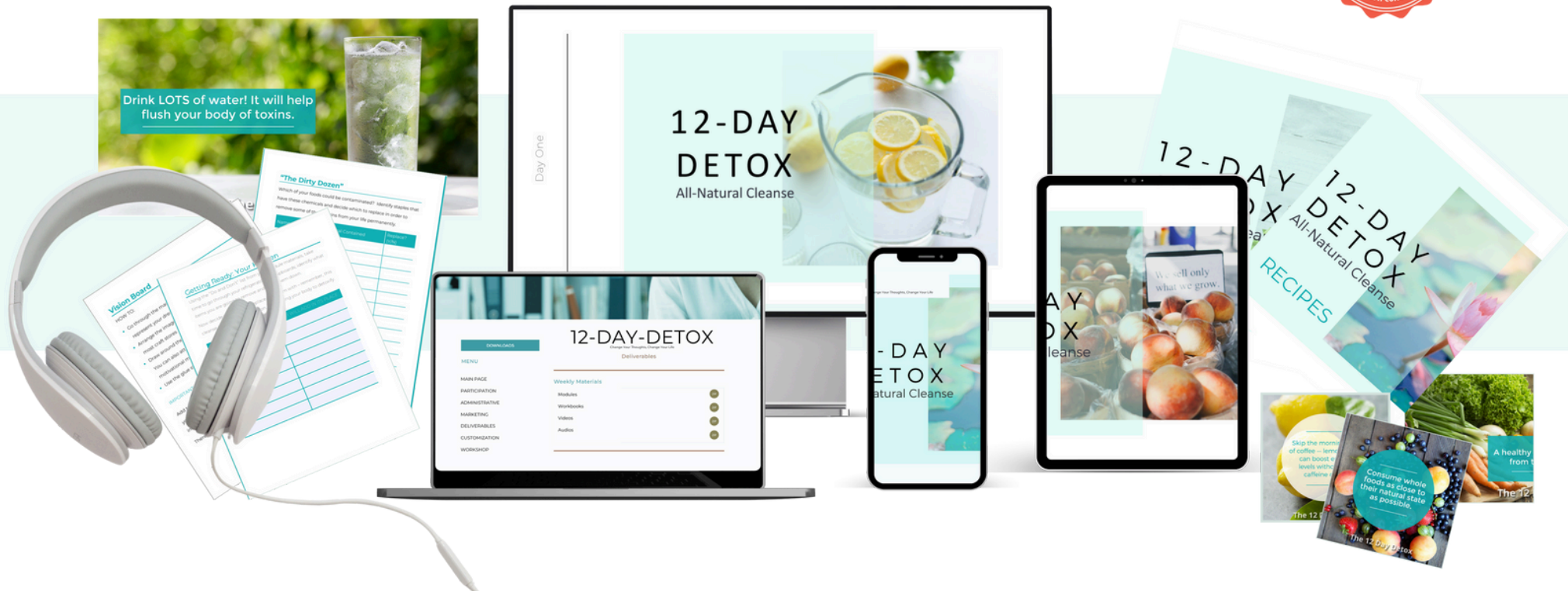
[LEARN MORE](#)

STANDARD

12 DAYS - ALL NATURAL CLEANSE

12-DAY DETOX

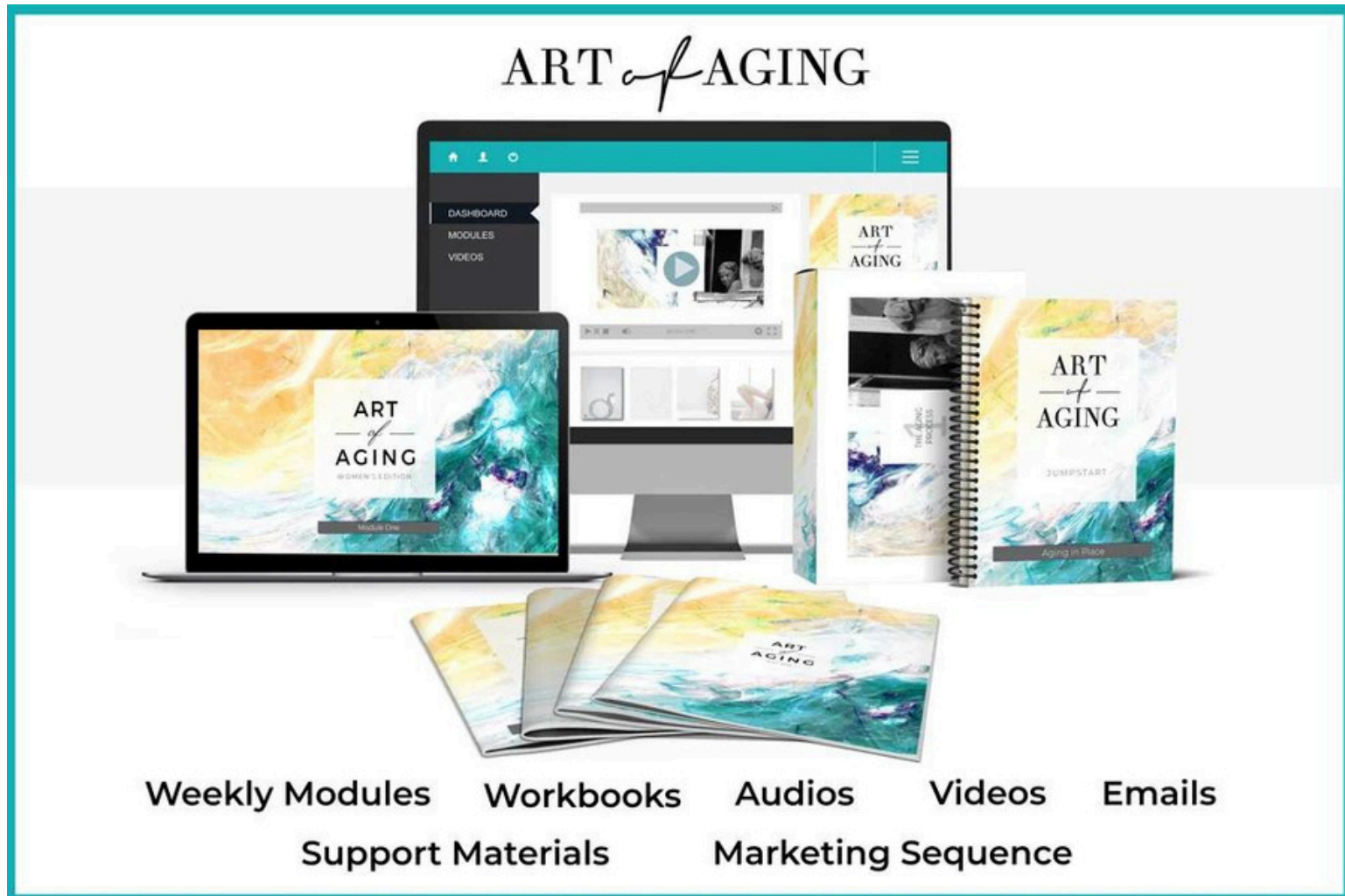
ALL NATURAL CLEANSE



[LEARN MORE](#)

STANDARD

THREE WEEK - JUMPSTART

The image displays the 'ART of AGING' program materials. At the top, the logo 'ART of AGING' is written in a black serif font. Below it, a desktop monitor shows a website with a teal header and a sidebar menu containing 'DASHBOARD', 'MODULES', and 'VIDEOS'. The main content area of the website features a video player and a grid of images. To the left of the monitor is a laptop displaying the 'ART of AGING WOMEN'S EDITION' cover with 'Module One' highlighted. In front of the monitor are several spiral-bound workbooks with colorful abstract covers; one is titled 'ART of AGING JUMPSTART' and 'Aging in Place'. Below the workbooks are five text labels: 'Weekly Modules', 'Workbooks', 'Audios', 'Videos', and 'Emails'. At the bottom of this section are two more labels: 'Support Materials' and 'Marketing Sequence'.

[LEARN MORE](#)

STANDARD

TWENTY ONE DAY - SELF-CARE AND CLEANSE



[LEARN MORE](#)

STANDARD

SEVEN DAY - GUT HEALTH COACHING

TRANSFORM YOUR GUT

7 DAYS TO GUT HEALTH



communications



modules



video



audio



recipes



social media graphics



[LEARN MORE](#)

STANDARD

SEVEN DAY - IMMUNITY HEALTH COACHING

BUILD YOUR IMMUNITY

7 DAY IMMUNITY CHALLENGE



 communications  modules  workbooks  social media graphics



[LEARN MORE](#)

STANDARD

MEDITATE

A COMPLETE COURSE IN MEDITATION

A COMPLETE COURSE IN MEDITATION



[LEARN MORE](#)

STANDARD

FOUR WEEK - COACH A NEW LIFE PERSPECTIVE

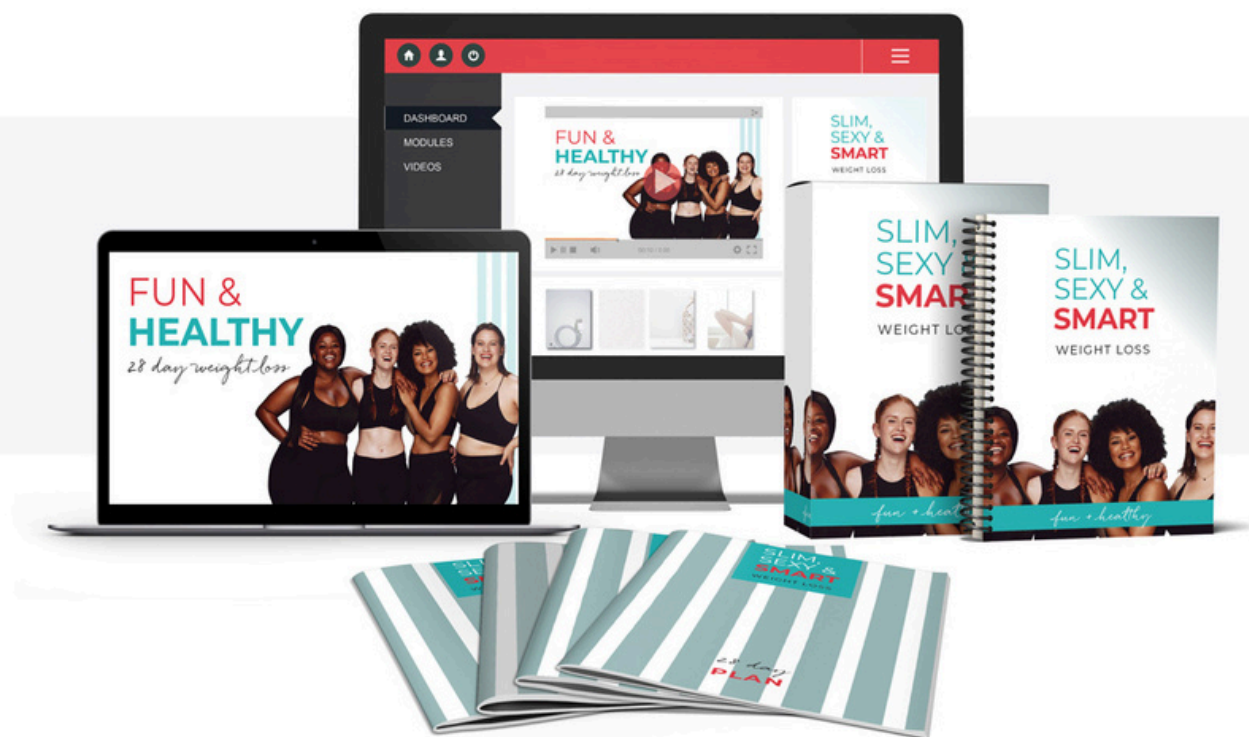


[LEARN MORE](#)

STANDARD

28 DAY - FUN WEIGHT LOSS

SLIM, SEXY & SMART



[LEARN MORE](#)

STANDARD

28 DAY - COACH MEDITATION



[LEARN MORE](#)

COMMUNITY

HANDS-ON HEALTH COACHING PROGRAMS WITH A COMMUNITY-CENTRIC APPROACH

Offer your clients more than just health advice; provide them with the invaluable benefits of community support, guidance, and motivation. Our Standard Community Programs are designed to enable you to deliver top-tier health coaching content while fostering a sense of community amongst your clients.

These programs are not just beneficial for your clients; they also serve as a catalyst for your business's growth.

By integrating community-oriented health coaching into your practice, you'll enhance the services you offer and strengthen the bond between your clients, fostering an environment of shared growth and collective success. Embrace our Standard Community Programs, and witness your business flourish.

**Community programs are released manually into groups or through emails for increased engagement and to build community. They are not loaded into the DSD All-in-One or Membership sites like the other programs.*



COMMUNITY

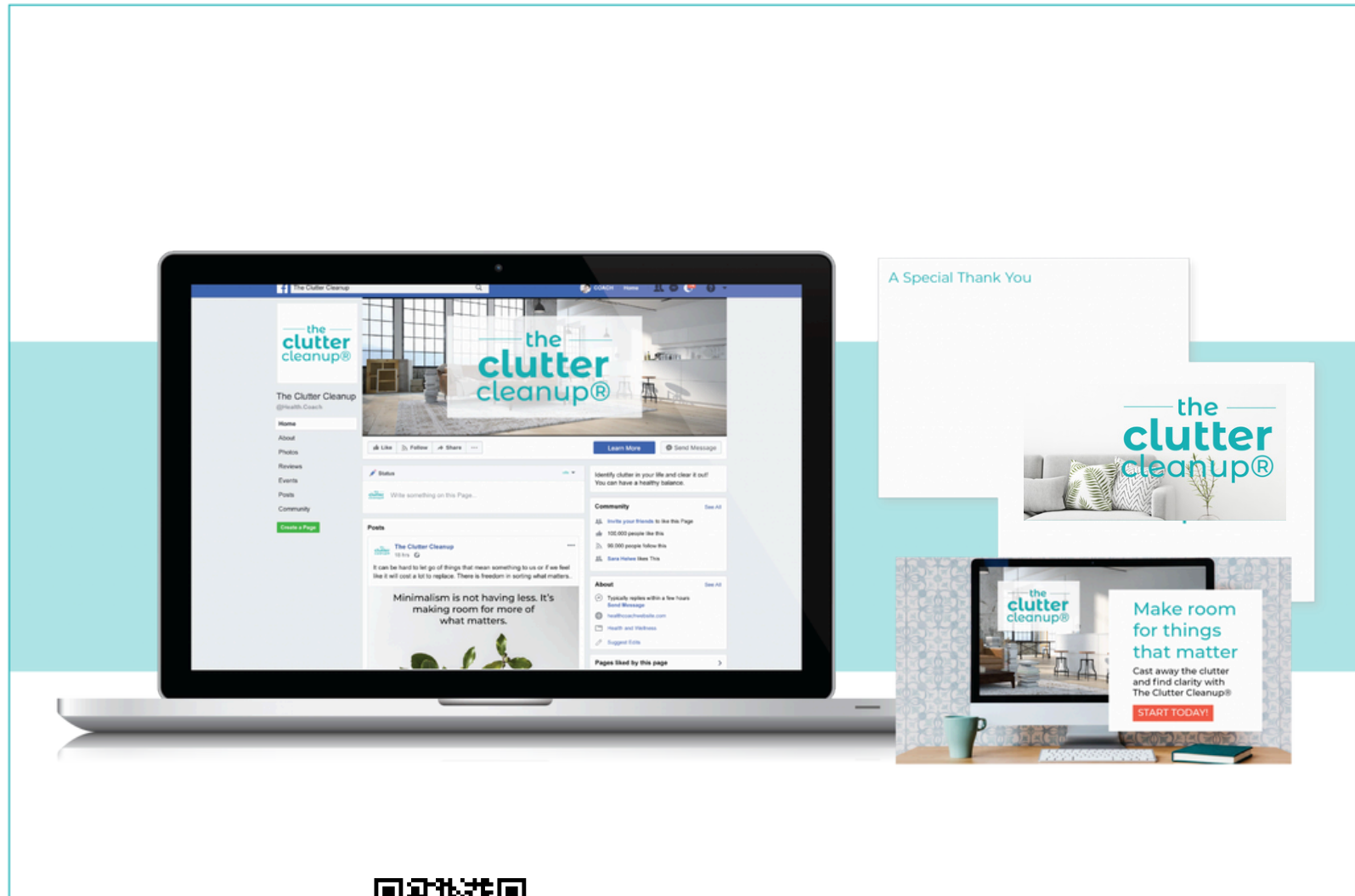
30 DAY - FITNESS CHALLENGE



[LEARN MORE](#)

COMMUNITY

FIFTEEN DAY ONLINE OR OFFLINE COMMUNITY PROGRAM



[LEARN MORE](#)

COMMUNITY

OCTOBER-DECEMBER COMMUNITY HOLIDAY SUPPORT


HEALTHY HOLIDAYS



[LEARN MORE](#)

COMMUNITY

FOUR WEEK GUIDE TO RESET YOUR PERSPECTIVE



MINDSET RESET

WEEK 1 WEEK 2 WEEK 3 WEEK 4

MINDSET RESET

daily affirmation

Welcome

Congratulations! You have committed to making a change that has the potential to impact the rest of your life - starting with the next 4 weeks! During your 4 weeks, you may at times feel a bit uncomfortable. This is normal. That said, the purpose of the program is to move toward a healthier lifestyle, not necessarily to turn your whole life upside down. Be kind to yourself!

In the next 4 weeks, you will be participating in simple mindset exercises that include your body, mind, and soul. Give it all you have, and you will experience a sense of lightness you never thought possible. You are not alone - I am here for you every step of the way.

Let's talk about the basics of what you'll need to do to get ready.

MODULES **WORKBOOKS BUILT IN**

PHYSICIAN APPROVED **PARTICIPATION** **MARKETING** **ADMINISTRATIVE**



[LEARN MORE](#)

COMMUNITY

365 DAYS OF ACTION STEPS THAT WILL IMPROVE QUALITY OF LIFE



[LEARN MORE](#)

SINGLE MODULE

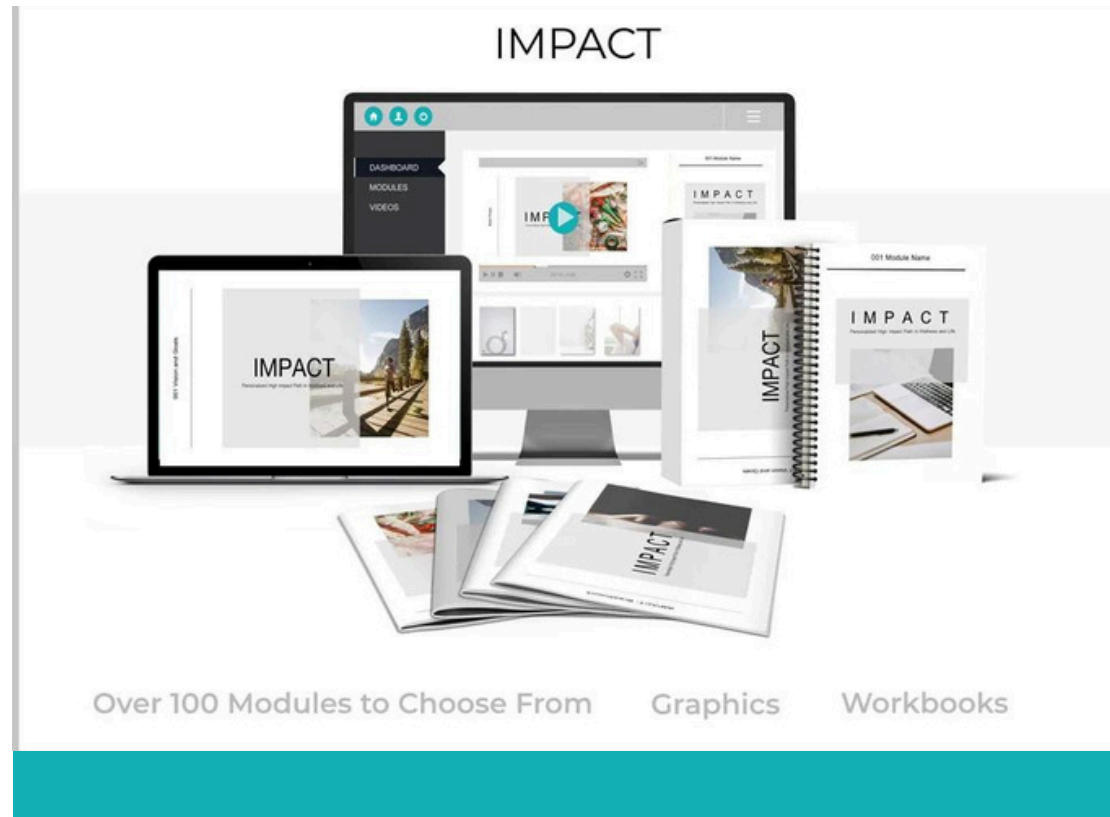
ASSEMBLE YOUR OWN UNIQUE ONLINE COURSE FROM OVER 100 MODULES

Each module includes a comprehensive workbook and 3-6 social media graphics, ensuring that you have all the resources you need to create an engaging and impactful learning experience for your clients and patients.

With IMPACT, you have complete control over the length and composition of your program. You can choose from over 100 modules to assemble a course that perfectly aligns with your expertise and your audience's needs. Whether you're aiming for a short and focused course or a comprehensive program, IMPACT has you covered.

This is how you get started on your online course journey:

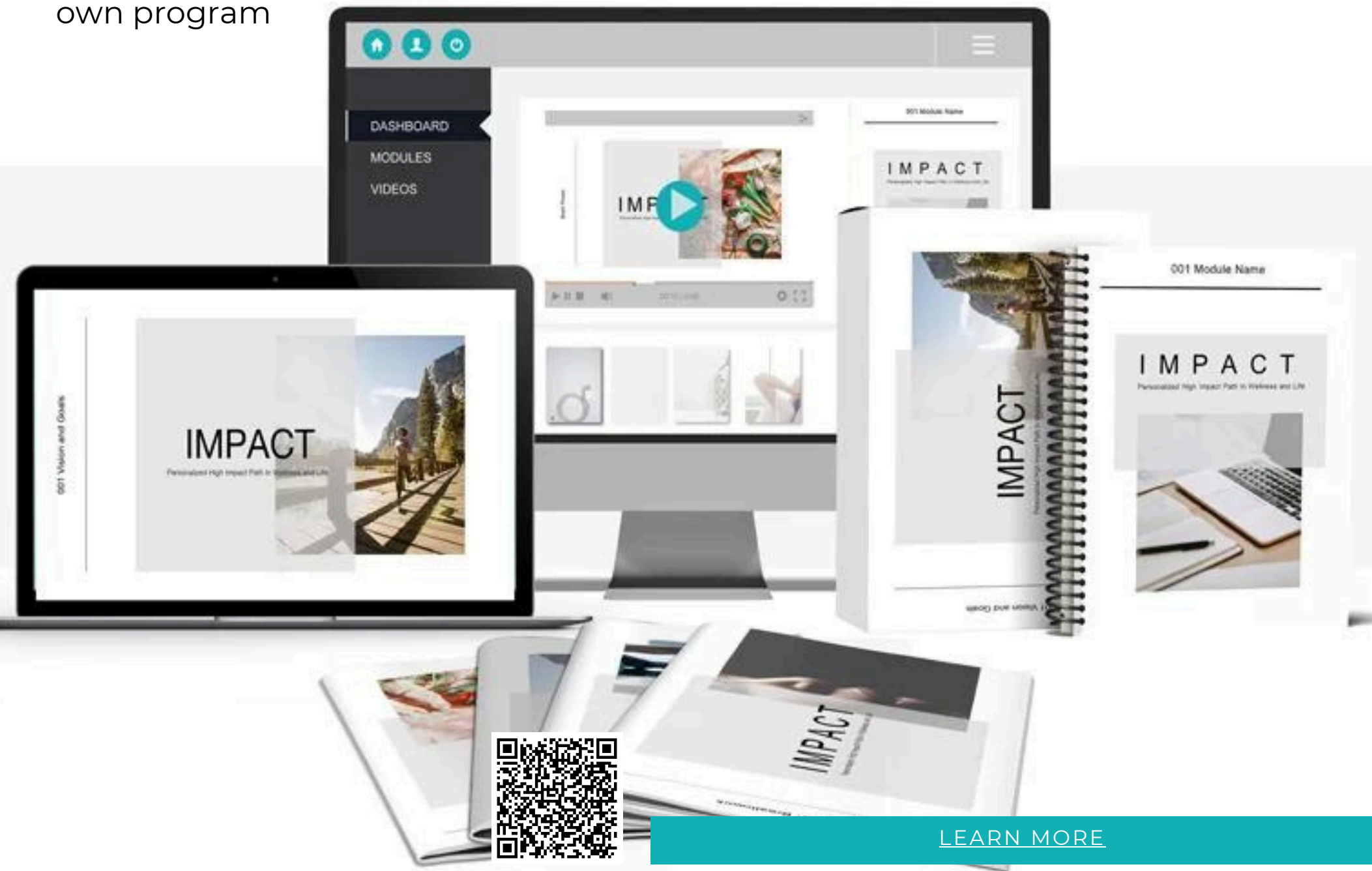
- *Choose one: Starter Pack – Values and Goals, Keeping Track, and Introspection, Assessment and Next Steps*
- *Choose as many: Single Modules of Your Choice*



Build your
own program

IMPACT

MEMBERSHIP



[LEARN MORE](#)

MEMBERSHIP



NHI

52 Weeks - Membership
Naturopathic

LIVE YOUR BEST LIFE

52 Weeks - Membership
Cognitive/ Emotional
Wellness

UPLIFE

365 Days - MEMBERSHIP
Action Steps

IMPACT

Build Your Own Program
From Over
100 Modules/Workbooks



PREMIUM



A LIGHTER LIFE
12 Weeks - PREMIUM
Life coaching.

ART OF AGING
6 Weeks - PREMIUM
Men's or Women's

BEFORE WELLNESS
7 Weeks - PREMIUM
Life Coaching, Stress

CULINARY ARTS
12 Weeks - PREMIUM
Beauty in Every Bite,
Nourishing Wellness

HEALTHY GUT
12 Months - PREMIUM
Complete Gut Health

HEART HEALTH
12 Weeks - PREMIUM
Cardiovascular Health with
Lifestyle Changes

HEALTHY HOME
12 Weeks - PREMIUM
Create an Environment
Supporting Holistic Wellness

LIFE MATTERS
9 Weeks/Months - PREMIUM
For Young Adults, Everything
You Didn't Learn in School

NUTRITION & LIFESTYLE
8 Weeks/Months - PREMIUM
Lifestyle Management to
Establish Lifelong Habits

PHYSICIAN WEIGHT LOSS
12 Weeks - PREMIUM
Healthy Habits for Weight
Loss

PURE
12 Weeks-1 Year - PREMIUM
Plant-Based, Whole-Food
Dietary Theory

SELF-CARE
8 Weeks - PREMIUM
Show Customers New Ways
to Show Themselves Love

SLEEP
12 Weeks - PREMIUM
Sleep Coaching

STRESS
12 Weeks - PREMIUM
Stress Management
Coaching

THINK
8 Weeks - PREMIUM
Change Your Thoughts,
Change Your Life

METABOLIC RESET
3 Months + 3 Months
- PREMIUM
Reset the metabolism.

STANDARD



3-6-9-12 MONTH
12 Months - STANDARD
Supports Coaching Lifestyle
Management

12 DAY DETOX
12 Days - STANDARD
All Natural Cleanse, Fun and
Productive

ART OF AGING JUMPSTART
3 Weeks - STANDARD
Jumpstart

CLEANSE
21 Day - STANDARD
All Natural Cleanse for Body,
Mind, and Soul

GUT HEALTH
7 Day - STANDARD
Improve Your Clients'
GI Issues Now

IMMUNITY
7 Day - STANDARD
The Four Pillars, Activity,
Nutrition, Sleep, & Mindset

MEDITATE
13 Weeks - STANDARD
Meditation for Mind/Body

MINDSET RESET
4 Weeks - STANDARD
Coach a New Life Perspective

SLIM, SEXY, & SMART
28 Days - STANDARD
Fun & Healthy Weight Loss
Perfect to Integrate Product

SPIRITUAL CLEANSE
28 Days - STANDARD
Clients Create Positive
Change Focus - Inner Self



COMMUNITY



30-DAY CHALLENGE
30 Days - COMMUNITY
Bootcamp Style Fitness
Challenge

CLUTTER CLEANUP
15 Days - COMMUNITY
De-Clutter Home, Work,
and Relationships

HEALTHY HOLIDAYS
2 MONTH - COMMUNITY
Focus on Gratitude & Giving
Through the Holidays

MINDSET RESET
4 Week - STANDARD
A Guide to Cultivating a
New Perspective

UPLIFE
365 Days - MEMBERSHIP
Action Steps

**COMMUNITY PROGRAMS ARE
RELEASED IN FORUMS**



Selling Programs

old numbers

Over
\$165,000,000,000.00
worth of **GENERAL**
online courses were
purchased in 2015.

new numbers

Over
\$946,000,000,000.00
worth of online courses in
**HEALTHY EATING, NUTRITION, &
WEIGHT LOSS** were
purchased in 2020.

gmininsights

global wellness institute

Selling Programs

Selling programs online is a powerful move in today's digital world, bringing numerous benefits that can transform your business. First, it opens up your services to a global audience—no longer bound by location. Second, it gives your customers 24/7 access, making it easier for them to engage with you at their convenience. Third, scaling becomes simpler—you can reach more people without needing to expand physical resources or hire additional staff.

When we look at the growth in the wellness economy and the boom in online learning, it's clear: going digital, especially by selling programs online, is the smart, strategic path forward. Not only does it meet the growing demand for accessible wellness solutions, but it also positions your business for long-term growth and greater customer satisfaction.

Put simply, the numbers don't lie—there's real potential for profit with wellness courses. Consider creating memberships to generate consistent cash flow alongside your main practice.

Standard Program



$\$99 \times 120 \text{ people} = \$11,880.00$

Think about this: it's potential revenue that you could be earning but aren't yet tapping into in your practice. The best part? Once you make the initial investment of time and money, there's virtually no ongoing cost of goods sold—unless you count your time, and even then, it's completely up to you how much to invest.

For example, running a detox program can be a year-round, profitable venture. Imagine offering it 12 times a year, each session lasting just 12 days, with 120 members enrolled. That would generate a whopping annual income of \$142,560—working only 144 days out of the entire year. Now, that's a smart way to build consistent revenue while keeping your schedule flexible!

Community Program



The holidays are a time when many individuals feel overwhelmed by indulgence and stress, creating a natural desire to start fresh in the new year. By offering a tight-knit, supportive environment, you engage customers at a moment when they're seeking balance and well-being.

\$0- 99x 100 people = \$0 - 9,900.00

Running a community-focused wellness program during the holidays at an affordable price point (\$0-\$99 per person) can serve as a powerful entry point for clients into your more targeted New Year's programs.

This connection builds trust and rapport, nurturing a community that is more likely to continue their wellness journey with you into more intensive New Year's programs.

Additionally, the lower upfront cost reduces barriers to entry, while the ongoing support and value provided will highlight the benefits of staying with your offerings long-term.

The same is equally true for programs like clutter cleanups, boot camps, and detoxes

Premium Program

PHYSICIAN WEIGHT LOSS HEALTHY HABITS



$\$300 \times 200 \text{ people} = \$60,000.00 \text{ to } \$360,000.00$

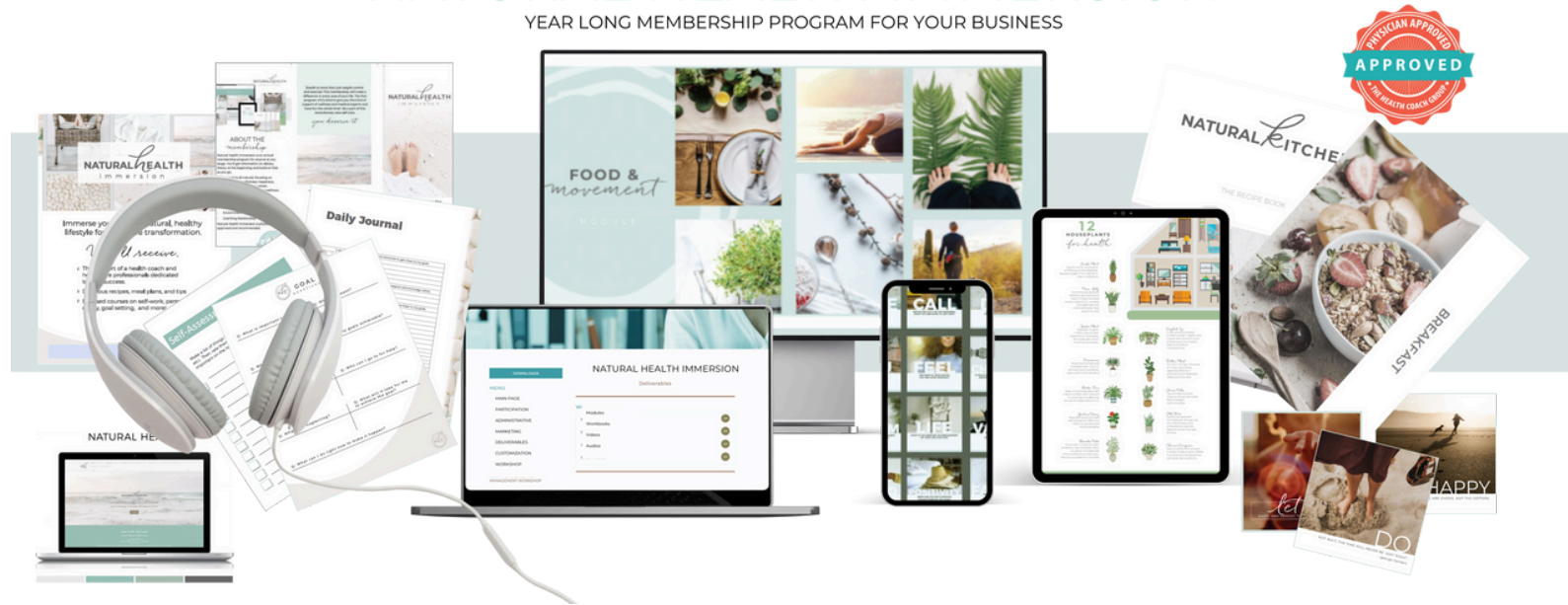
The price for the premium programs can range between \$300 and \$1800. The difference between \$300 and \$1,800 seems huge—and that's where your time comes in. If you're looking at the larger figure, it's natural to feel limited by your hours. But it doesn't have to be this way. If you can help 200 people lose weight and succeed, then why not 600?

The key is meeting the demand for your time, especially with larger numbers. Whether you're a doctor, dietitian, or health coach, you can hire someone to help manage these clients. Pay someone \$60,000 a year, and with 200 clients at \$1,800 each, your income jumps to \$300,000.

Membership Program

NATURAL HEALTH IMMERSION

YEAR LONG MEMBERSHIP PROGRAM FOR YOUR BUSINESS



$\$57 \text{ mo} \times 1200 \text{ people} = \$820,800.00 \text{ to } \$1,641,600.00$

A membership model can be even better for several reasons:

- Steady, Predictable Income
- Long-term Client Relationships
- Lower Acquisition Costs
- Scalability
- Added Value and Flexibility
- Community and Engagement

By transitioning to a membership model, you're building a sustainable business with long-term income and impact, without being constantly tied to your time.

Membership Program

Steady, Predictable Income: Unlike one-off services or programs, a membership model provides recurring revenue, creating a reliable cash flow every month. This predictability helps with budgeting and financial planning, reducing the stress of chasing new clients constantly.

Long-term Client Relationships: With memberships, you build deeper, more meaningful connections with clients. Since members stay with you over time, you can guide their progress more effectively, helping them achieve sustainable, long-term results.

Lower Acquisition Costs: Acquiring new clients takes time and money. With a membership model, you reduce the need for continuous marketing since you're focusing on retaining existing members. This boosts profitability while maintaining a loyal client base.

Scalability: Membership programs can grow with your business. Once the core offering is set up, adding more members doesn't require proportional increases in time or resources, unlike direct one-on-one services.

Added Value and Flexibility: You can offer various levels of membership, allowing clients to choose the tier that fits their needs and budget. This flexibility makes your services accessible to a wider range of people, while premium tiers can provide higher-value services for those willing to invest more.

Community and Engagement: Members often feel like part of a community, and this sense of belonging keeps them engaged. This can lead to higher retention rates and stronger client loyalty as members share experiences, successes, and encouragement within the group.

Dollars for hours



1. Weekly Breakdown

- Total hours per week: **40 hours**
- **Billable time:** 30% of 40 hours = **12 hours**
(Time spent directly with clients and earning money.)
- **Non-billable time:** 70% of 40 hours = **28 hours** (Time spent on administrative work, marketing, planning, etc.)

The Health Coach Group

- The coach charges **\$75 per billable hour**.

- ### 3. Weekly Earnings

- #### 4. Annual Earnings

- Working 50 weeks per year:
 - \$900 per week x 50 weeks = **\$45,000 per year.**

Dollars for hours

If you're billing only 30% of your time, you would spend about 2-3 hours a day with clients and 5-6 hours on non-billable business tasks. At \$75 per hour, you could expect to earn \$45,000 per year, working 50 weeks a year under this structure.



Daily Time Commitment

- To see clients for **12 hours per week**, **divide it by 5 days:**
 - **2.4 hours per day spent seeing clients.**
- The remaining **5.6 hours per day goes into non-billable tasks** like running the business.

Program & Membership Sales

Selling Wellness Programs and Memberships

- 200 participants in a \$40 community program:
 - **$200 \times \$40 = \$8,000$**
- 300 participants in a \$97 12-Day Detox:
 - **$300 \times \$97 = \$29,100$**
- 150 participants in a \$497 Physician Weight Loss program:
 - **$150 \times \$497 = \$74,550$**
- 500 members in a \$47/month Natural Health Immersion (for a year):
 - **$500 \times \$47 \times 12 \text{ months} = \$282,000$**

Total Annual Income from Programs:

- **$\$8,000 + \$29,100 + \$74,550 + \$282,000 = \$393,650 \text{ per year}$**

Key Difference:

30% billable hours: Brings in \$45,000 annually, relying heavily on direct client work.

Programs and memberships: Generate \$393,650 annually with a focus on scalable, group-based offerings and recurring memberships.

The second option significantly increases income by leveraging group programs and membership models, allowing you to serve more people without trading hours for dollars.

Design Your Wellness Programs



Structure programs



Structure products

Design Your Wellness Programs



Small starter program
for a quick win



More targeted program
for habit forming



Membership
for Sustainability



Offer products



Offer coaching groups



Offer coaching private



Delivering a Seamless Experience



setting up systems
for program delivery



offering high
touch community



offering high
touch support



measure success
and build feedback

Retaining Clients AND GROWING MEMBERSHIPS



consistent value
with content



live sessions to keep
members engaged



transitioning clients from short programs
to long-term memberships



foster a supportive community



long-term business growth

Balance Business Operations

BILLABLE VS
NON-BILLABLE TIME



- **Manage billable vs non-billable time**
 - focus on revenue-generating activity
 - allocate time for essential tasks like marketing, follow-up, business development
- **Utilize tools**
 - scheduling
 - client management
- **Hire Support (when you're ready)**
 - virtual assistant
 - marketing expert
 - administrative help



Real life success stories



Real life success stories

Harvey Slater, a holistic nutrition and wellness coach from Los Angeles, had his business set up but struggled with converting clients into long-term packages. After purchasing The Health Coach Group's Platinum package, Harvey immediately saw results in his first week. The comprehensive educational courses, coaching support, and high-quality content transformed his approach.

With access to beautifully designed programs, Harvey was able to showcase the value to his clients, allowing them to visualize their transformation through the modules.

As a result, he sold his largest wellness coaching package to date and more than doubled his conversion rate for new client assessments. Harvey credits this investment as one of the best decisions for his business, filling a crucial gap and helping him achieve remarkable growth.

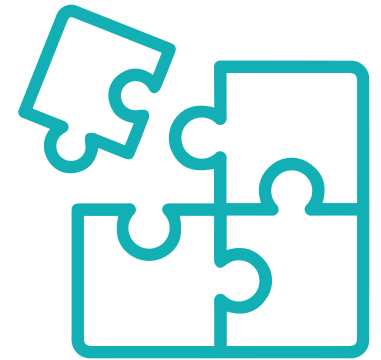


Real life success stories

Hannah, a health coach from Botswana, attended our annual event and left inspired to take immediate action.

Upon returning home, she presented her 12-day detox program to a local networking group, where her passion and the value of the program resonated with the audience. She successfully sold 50 detox programs, helping participants kickstart their wellness journey.

But Hannah didn't stop there. Leveraging the momentum, she seamlessly transitioned many of these clients into her new Natural Health Immersion (NHI) membership, offering ongoing support and resources. This not only expanded her client base but also created a steady stream of recurring income, driving significant growth for her business.



How to Order?

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SESSION



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INVOICE





The
**HEALTH
COACH
GROUP**

invest in your future



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