



SAMPLE

- PROGRAM -
BLUEPRINTS



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



SAMPLE PROGRAM BLUEPRINTS

Note: In designing any program, think of everything you want to include (i.e. the “Big Rocks”). Then, define the main elements and what you’re going to call “bonuses”.

Program Blueprint #1: A Video Conference or Webinar Series (Group)

- A certain number of Group Video Conferences or webinar Sessions (60-90 minutes)
- Program Materials (handouts, worksheets, etc.)
- Recordings and Transcripts of all classes
- Online Community or Forum where participants and you interact throughout
- Special Bonus Trainings

Program Blueprint #2: The Virtual VIP Day (One-on-One)

- Delivery of your service over the phone or Zoom over a 5-hour period (with various breaks)
- Printed Materials (workbook, handouts, etc.)
- Defined Homework Assignments
- 45 minute Follow-Up Session 2 weeks later (for accountability and for additional coaching and clarification)
- Recordings of VIP Day
- Special Gift in the mail



Program Blueprint #3: The In Person VIP Day (One-on-One)

- Delivery of your service over 1 day
- Printed Materials (workbook, handouts, etc.)
- Defined Homework Assignments
- 45 minute Follow-Up Session 2 weeks later (for accountability and for additional coaching and clarification)
- Lunch included
- Special Gift in the mail

Program Blueprint #4: The Group Retreat Weekend

- 2-3 day in-person weekend retreat
- Each person gets a turn in the “spotlight seat” for Personal Coaching
- A certain amount of Group Material / Content is taught
- Program Materials (handouts, worksheets, etc.)
- Defined Homework Assignments for each person
- Group Accountability Phone Call 2 weeks later

Program Blueprint #5: The Platinum Group Program (3-6-12 months)

- A certain number of Private Coaching sessions per participant
- Regular Group Content / Information Calls
- Regular Group Mastermind Calls
- Online Forum where participants and you interact throughout



- Email Access to you
- Program Materials (handouts, templates, etc.).
- Monthly Accountability Journal
- In-person Group Retreat (optional)

Program Blueprint #6: The Private, One-on-One Platinum Program (3-6-12 months)

- A VIP DAY (or Kick Off Session) to start (virtual or in person)
- A certain number of Sessions with you
- A certain number of Special Topic Trainings (separate from other Sessions)
- Monthly Mastermind Sessions (alternative to “special topic trainings”)
- Printed Materials (workbook, handouts, templates, etc.)
- Email Access to you
- Just-In-Time quick calls between sessions
- Monthly Accountability Journal (or other accountability tool)
- Extra Bonuses (special assessments and evaluations, personalized meal plans, recipes, shopping lists, food journal with helpful comments, attendance in your other lower level courses, etc.)

Program Blueprint #7: Cash Add On Package for Insurance Clients

- Month-By-Month
- Email Access to you



- Text or Chat Access
- Just-In-Time quick calls between sessions Food Journal
- Reviews with helpful comments
- Meal Plans with Recipes and Shopping Lists
- Accountability
- “x Number Virtual Sessions or Group Coaching Calls
- Extra Bonuses (i.e. Grocery Shopping Tour, etc.)