



- DESIGNING YOUR 1:1 -
OFFERS & PACKAGES



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



Designing Your 1:1 Offers & Packages

The most successful wellness professionals know that offering packages and programs even to 1:1 clients is the way to go. This gets us out of the “one appointment at a time” situation, which creates more certainty that we’ll keep the client for a set period of time. And for the client, it significantly impacts the likelihood that they’ll succeed in reaching their goals when they commit to a process!

It also gets people out of thinking in an “hours-for-dollars” kind of way. If, say, you have a 3-month program that contains a bunch of different elements/features, and it’s a certain fee, it’s no longer easy for a client to break down which element officially “costs” what. Instead, they are focused on the end results they are seeking when assessing your package:

“Is it worth \$_____ for me to achieve _____ in terms of my health?”

(Not “How many \$\$ is it each time we meet?”)

So let’s look at how we can combine elements to create a really great 1:1 package.



First, let's look at a variety of the pieces you might want to consider (this is just a list from which to brainstorm):

- 90 Minute Kick Start Session
- A certain number of follow up health “sessions/appointments” over time
- A comprehensive health history
- Functional labs (can also be a la carte)
- A report of findings session
- Personalized supplement recommendations
- Discounted professional grade supplements
- Meal plans, recipes and shopping lists
- Food journaling with helpful comments
- Messaging between sessions
- Educational videos, templates and handouts
- An online “check in” journal they complete weekly (or “off” weeks)

You could also add a special topic session such as a pantry clean out, grocery shopping tour or an educational (and FUN) dining out experience to amp up the value of your program.

In my example, you can see, some of these things are the big “anchors” of a program – like the health history and the actual



sessions/appointments together.

Some of these things, though, are additional supports – like meal plans, or a weekly “check in” journal, for example. So let’s look at a sample package:

90-Day “Autoimmune Breakthrough” Package

You get:

- An initial Health Assessment and Debrief
- A comprehensive Health History Session (90 minutes)
- Personalized functional Lab Recommendations(at an additional charge, you pay directly)
- A formal Report of Findings session (1 hour)
- 5 x 1:1 45-minute Sessions(every-other-week after the initial sessions referenced)
- Personalized Meal Plans, Recipes & Shopping Lists (4 week rotations) with the ability to make “swaps” based on you and your family’s preferences
- Food Journal with helpful comments
- Twice/week motivational emails sent to your inbox
- A weekly “Check In” Journal you’ll send to me online
- Personalized Supplement Plan
- 10% Discount on all Professional-Grade Nutraceutical Products
- Messaging Access to me throughout for questions

Investment: \$1,497

What I want you to notice about this package is how comprehensive it feels, how much the client feels supported, how



much is included. This would be very exciting to sign-up for, as people would feel there is so much oversight and hand holding.

So instead of thinking about how many dollars your minutes of time cost, they're instead thinking about whether their own health and well-being is "worth" investing in:

"Wow, this is so comprehensive. Am I finally ready to get committed to solve my health challenges so I can look and feel my best? Yes, that's worth it to me for \$1,497!"

Now, let's look at your hours spent as the practitioner for this package:

- 90 Minutes for the Initial Assessment & Health History session
- 3.75 hours for the individual follow up sessions
- Perhaps ½ hour to review their initial Questionnaire and to prep for the Initial Session
- Maybe an extra 2 hours throughout (10 minutes/week) to attend to messaging, food journal reviews, etc.

Note: depending on how you run your follow up sessions, some things like giving them menu plans or reviewing their food journal



or recommending supplements all take place “inside” of the sessions you are already holding! So we list them separately when we pitch the program, but they DON’T take you extra time!

This adds up to a grand total of 7.75 hours of your time (5.25 hours session time + 2.5 hour buffer built in for prep/extras). At a \$1,497 price, that’s almost \$200 an hour. And remember, the \$1,497 price point is **JUST THE BEGINNING!** Once you get traction with a few new enrollments we will review and most likely bump the price up! (and because you’ve got a “signature system” created you will be much more efficient with delivering the service).

And it’s also a program / package that’s more desirable to the client, too and designed to deliver **RESULTS!**

Of course, this is just an example. You can create smaller packages than this, and/or larger ones, and ones with a variety of different elements and combinations, as well as pricing! If you work in a different niche you can still use this as an example (just get rid of the lab testing/supplements, etc.).

What’s smart, though, is to do what we’ve done here – design a package based on what supports the clients best **AND** know



the number of hours you'll actually spend personally, so you can calculate what you are making for your time when evaluating how to price your package (a figure you do NOT share with clients of course!).

At the end of this document there is an area for brainstorming the elements of your package, as well as pricing. You can use this again and again to design more than one package or offer!

Naming Your Package

You may have noticed in the example above that I called it a “Autoimmune Breakthrough” Package.

It always helps make a program feel more intriguing for it to have a compelling name that really speaks to your target market. And if you have more than one option, again, they should each have a different name to keep help you keep them straight and so it feels like it was specifically designed for your clients. Note that if you work within a couple of different niches you could simplify things by using the same framework for each program (i.e. same number of sessions, etc.) just giving it a different name.

Now DON'T STRESS about the perfect name! Seriously. You can



change these over time. Just brainstorm something that feels fun and positive and go for it! (I find thesaurus.com to be a great resource for brainstorming program names!).

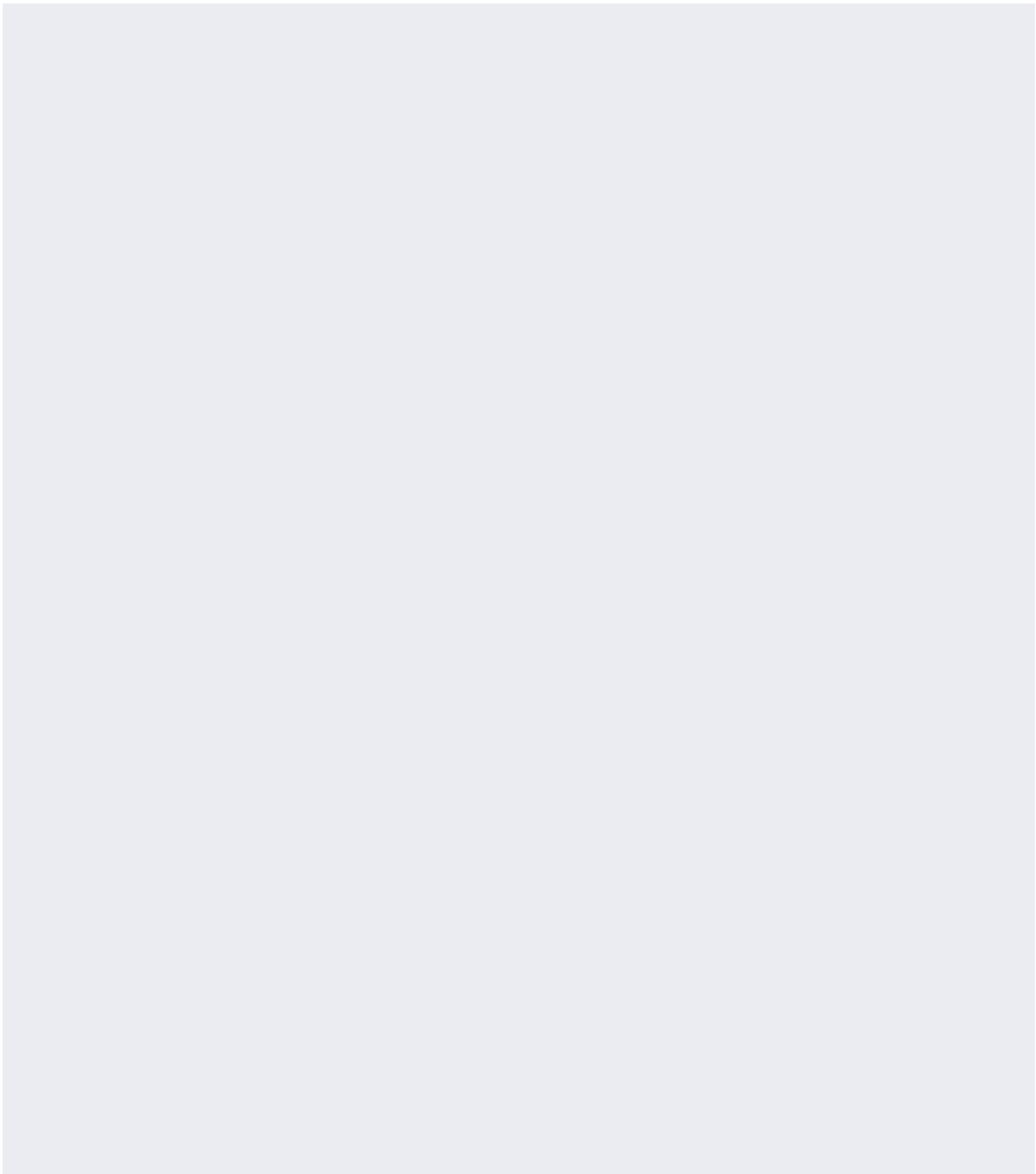
Brainstorming Package Design

What are the CORE elements of this program that are most critical (i.e. the number and length of actual sessions or meetings with you and similar):

A large, empty light blue rectangular area intended for the user to brainstorm and list the core elements of the program.



What additional elements can you add that support the client, or can be “listed separately,” even though they take little extra time or even happen during the appointments we’ve already got in place:





How many actual practitioner hours will this package take to deliver:

A large, empty rectangular box with a light blue gradient background, intended for the user to write the number of practitioner hours.

What feels like the right pricing, knowing how many hours I'll personally spend AND knowing that the client is looking at the overall "worth" of changing their health picture rather than thinking in an hours-for-dollars fashion:

A large, empty rectangular box with a light blue gradient background, intended for the user to describe their pricing strategy.