



## Continuation Programs and Re-Enrollment

Once your client has matriculated through your flagship signature program, you'll want to be sure to have a next step in place to help her to continue on her journey with you. Your continuation program might be a re-enrollment into your signature program or it could be a monthly program where you're billing the first of each month and including various modalities to support her continued growth.

Regardless of what you decide to offer you will need to have a conversation with your client to help her to take stock of all of her amazing accomplishments thus far, revisit her goals for the future and to design the next steps to help get her there.

I like to have this "next steps" conversation just prior to our last session so you could add an additional 10 minutes to the end of the last session. This conversation is positioned as something you do regardless of whether or not your client intends to continue working with you. In other words, the "next steps" are valid regardless of whether she implements with you or on her own.

Here's a sample script to which you can refer:

"Jane, are you able to add 10 minutes to our session today? It's hard to believe that your 3 month "such and such" program is coming to a close and I'd like to have a conversation to help us to regroup - specifically I'd like for us to take stock of all of the amazing accomplishments and progress you've made in this program and to lay out some next steps for your journey for continued progress. How's that sound?"

"Okay, great. Let's start by revisiting where you were when you first came to me. Do you remember what was happening for you then?" (Note: quickly revisit the struggles and how she was feeling before you started your work together).



“Now, let’s brainstorm back and forth a list of the changes that have occurred since that first session”. (Note: you need to come to the session with specific examples of behaviors that have changed and transformations - how has her life changed as a result of these changes?).

“Now, let’s talk about what’s next...have you thought about what you’d like to work on next to help take your health to the next level? Let’s discuss your goals for the future...how would you like to feel 6 months to a year from now?” (Note: again, you are going to brainstorm back and forth to get clarity around what she needs to do to continue on her path. This might be solidifying behaviors, tweaking and modifying the diet/lifestyle, additional testing, etc. There’s no right or wrong here but as the practitioner, you need to come to the session with specific ideas to help create this “next steps” roadmap.

After you’ve clarified her accomplishments and next steps it’s time to invite her into continuing her work with you and positioning your “offer” as the bridge to help get her from where she is now to where she wants to go next.

You could say something like this: “Jane, have you thought about continuing our work together? I’d love to continue to support you and have a continuation program called “x” that I think would be a great fit. Would you like to hear about it?”

Of course, you’ll only invite clients into a continuation program that are a good fit.