# - MULTIPLE STREAMS OF INCOME -
# THROUGH GROUP PROGRAMS, WEBINARS & PRODUCTS

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**6-FIGURE BIZ ACADEMY**
FOR NUTRITION PROFESSIONALS

You only have so many hours in a day so as you become busier in your practice serving 1:1 clients it makes a lot of sense to create additional cash revenue streams through the creation and successful launch of group programs and digital products.

Here are five important considerations:

1. There are only so many hours per day to see clients which means your income will be capped (unless you regularly raise prices).
2. There are more people in need of your services than you have time to serve.
3. There are people within your target market would benefit from programs outside of your 1:1 services such as groups or other products.
4. Lower priced programs and products can be a great segue to top tier private programs (and vice versa).
5. It's 11 times easier to continue to find ways to work with your current clients versus finding new ones therefore it's important to find ways to continue to serve your client base.

Considering all the other tasks that you have to do in your business to keep things moving forward (i.e. charting, marketing, strategy sessions, networking, etc.) you realistically have ~4-6 "billable client hours" left each day to work with 1:1 clients.  This means if you want to increase your income, you'll want to add some revenue streams to your menu of services and products.

Here are some options to add revenue streams to your practice:

1. **Group Coaching Programs** - anytime you are coaching more than one person you've got a group coaching program.  There are many advantages to serving groups including the ability to dramatically increase your hourly

income.
2. **Digital Products** - can include low cost PDFs and E-books to higher-end E-Courses and Home Study Programs.
3. **Webinars** - can be monetized or free (often free within launch sequences).

### Building the Framework for Your Group Program or Product

**Objectives** - let's start by clarifying your objectives and intentions...your end goal. Why do you want to create a product or launch a program?  What exactly do you want to accomplish?  (i.e. to serve more people, to give private 1:1 clients a step down option, to give people that can't do premium 1:1 program a less intensive, lower cost option to work with you which can serve as a stepping stone to your high end packages, to make more money per hour, a solution to maxing out income with 1:1 clients, etc.).

**Define Your Target Audience - Who Is the Group For?**
This could be a specific segment within your current target market (i.e., entrepreneurial women struggling with yo-yo dieting and stress eating). It's really important to be specific and to be clear on who is NOT a fit for your program.  Consider variables such as demographics, family status, experience/expertise, core values, etc.

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**Brainstorming a Theme or Topic** - You'll want to start by clarifying the theme for your program or product - ideally, the intersection of your own unique "zone of genius" and a topic that speaks to or solves your target markets' most pressing problems and challenges.  Most importantly, whatever you choose really needs to be highly specific. The biggest mistake I see entrepreneurs make is trying to cover too broad of a topic with the intention of attracting a wide net of buyers...this is a BIG MISTAKE because it will be generic sounding and not appealing to anyone.  So...specificity in your topic matters a lot!   Ask yourself this: "What problem(s) will this program solve for my audience?"  If you're uncertain I suggest surveying your people via an online survey (i.e. survey monkey) and/or doing some 15-minute video/phone interviews.

**How often will you offer the program or product?**  There are several different business models including:

• **Evergreen Model** - this means that you create the program and it's always available for purchase.  To succeed with this model you must have a clear plan for your marketing funnel.  It can be challenging to get that big push you need to make money within this model because it lacks two important psychological variables: "urgency" and "scarcity".

• **Periodic Launches** - in this model you are opening the cart and closing the cart on specific dates, which creates urgency + scarcity.  It usually requires a very clear launch plan to drum up excitement and sales.

• **Live versus Prerecorded (or Hybrid)**- Live programing has a perceived higher value than prerecorded.  Some people like to go with a hybrid model where they have part of the program housed in a membership site where the

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participants can download the content and offer live Q&A or laser coaching to support their learning.

**Which is your preferred model?**

Before you design any program or product, you absolutely must make sure that it meets one of the greatest, most concerning needs of your audience. People will only buy what they desperately need and want, and it's our job to make sure that what we've designed is that desirable to our target market.

1. **What are the biggest concerns, worries, and areas of struggle for my ideal client?**

*(For example, my clients are desperate to get more of their own clients.... They want to make good money... they want to have conversations that result in potential clients actually saying yes and hiring them... they want to offer group programs and leverage their time... they want to easily fill those programs...they want freedom and flexibility in their lifestyles... they want marketing and selling to be effective but also authentic).*

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2. **What are the results and outcomes that they so deeply desire – if only they were possible?**

*(For example, booking more clients easily... making enough money to support their needs... knowing how to "sell" their services with integrity... able to run successful group programs... know-how about how to launch and fill programs/sell products...become a leading authority in their fields... enjoy freedom and flexibility in their lives for their other priorities).*

3. **Therefore, what would be the best overall topic and "promise" of your course?  (You can list this in terms of the problem you solve and the results they'll get from participating).**

*(For example, a great topic for me would be teaching how to successfully sell your services with integrity... how to get more "Yeses" from your consultations and actually enjoy the selling process).*

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4. **Any course or product has to be broken down into "modules" or "classes." Sometimes these are sequential, sometimes not.**

What are the steps or sub-topics that your course or product will cover? List however many you feel are appropriate, and in what order if there is a sequence.

*(For example, how to adopt the most effective and winning mindset... how to explore their potential client's pain points... how to create a compelling vision of their potential client's future... how to boldly present their offer and the investment... how to overcome objections and other reasons they'll hear "why not"... how to use 'stick strategies' to keep the client engaged and feeling they'd made the right decision).*

5. **For each module or sub-topic, what are the 3-5 key points you want to impart to them? You may use a separate piece of paper if it's easier.**
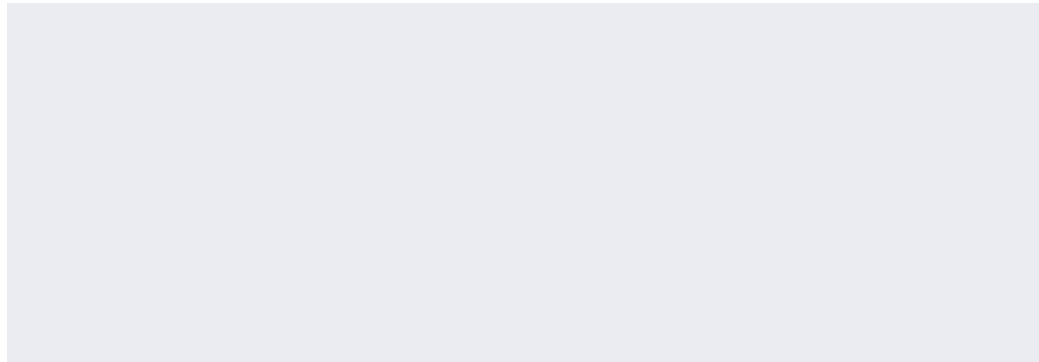
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6. **Ultimately, what will the results be from this program or product for the client?  What will they have learned, now be able to do, etc.?**
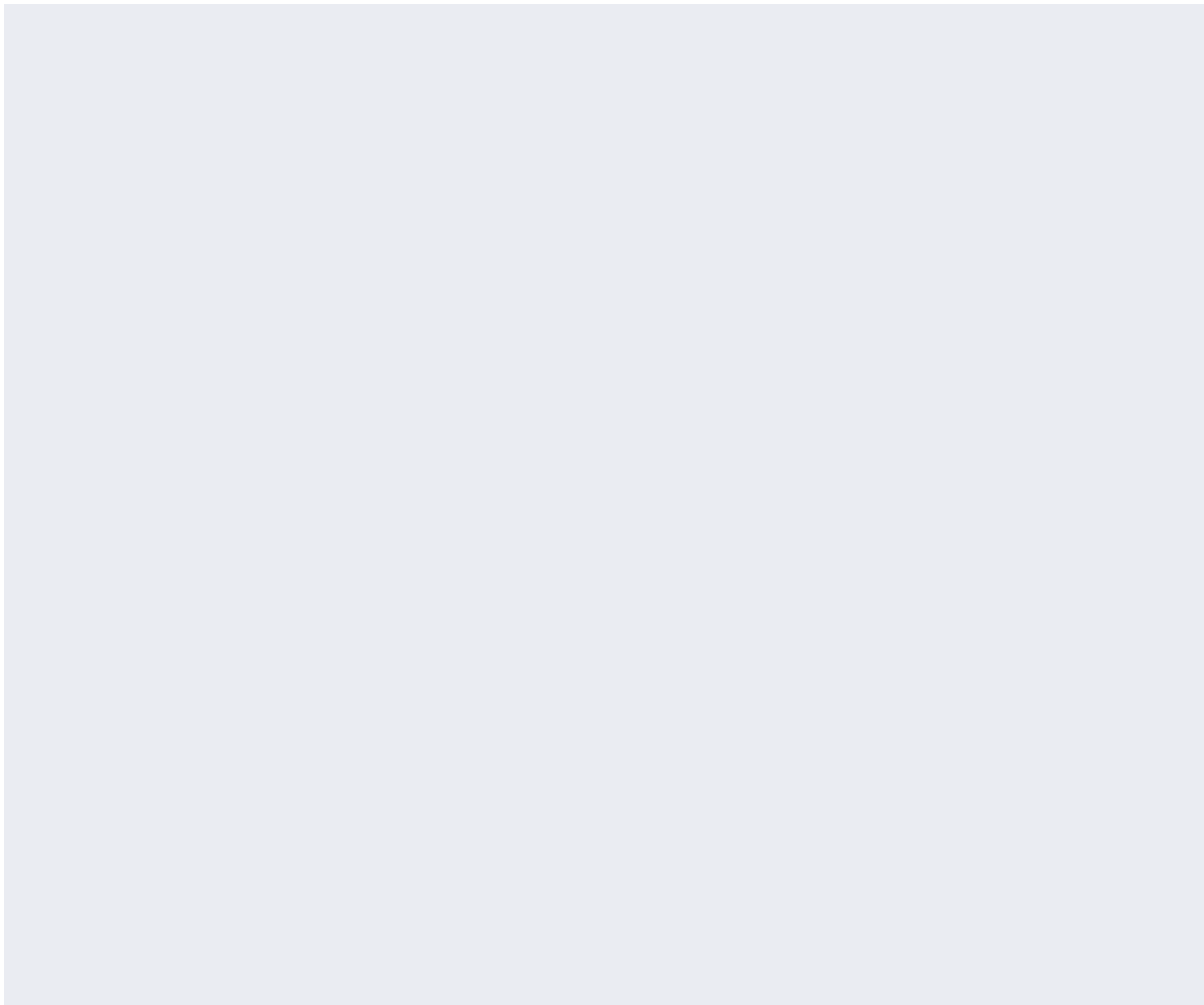
Additionally, some logistical decisions need to be considered:

**Type of Class** – You'll want to decide on the overall layout and feel of your offer.  For example, is this a shorter, say 5-week course or a larger, more in depth program like a 6-Month Academy?  (And there are a variety of sizes and scopes in between). A more in-depth program will require more content, more training, more in between support, etc. – but will also command a higher price point.  A smaller webinar series or course will command less in terms of the investment, but is easier to produce and of course, the delivery is less time intensive.

**Delivery of the Class** – Is it a Webinar?  Videoconference series?  Is it live or pre-recorded?  Does the class meet in person?  Or is it a combination of elements?

**Teaching Time** – What percentage of each class will be devoted to teaching time (i.e. lecture-style).

**Discussion Time** – How much will be discussion or "interactive" time, if any? What would best meet the objectives of the course?

**Q and A** – How will questions and answers be handled? Will there be time at the end of each class for questions? Or, will there be certain whole sessions dedicated to questions and answers? Or both? Can people email in questions or perhaps post them on a private Facebook group page?

**In-Between Contact/Support** – Will you provide any vehicle for people to get support in between scheduled classes? I don't recommend doing so for a short courses but for a larger or longer duration course, an online forum for messages helps people stay connected and get questions answered in between scheduled sessions. For higher end programs, you may even consider offering direct email access to you. The rule of thumb is that the more connection to you and access between classes, the higher price point of the group program.

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**Support Materials** – What handouts, scripts, templates, and done-for-you materials will you include for participants? Which ones go with which modules?

**Done For You Elements** - Does the course include any special services, for example "you get a 30-day personalized meal plan with shopping lists" or "lab debriefing and personalized supplement plan"...?

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**Recordings and/or Transcripts** – Will recordings or transcripts be provided for everyone to keep in their "success library" and to support those who have to miss a class?  If you're selling a product, will there be audios? Videos?  A workbook?  A transcript of the course?  Several of the above?

**Pricing** – What have you decided to charge for this course or product? Is this a high-end program that includes some private work with you or a low cost entry point into your product suite?  Consider these variables:  how much income do you want to make with this product or group?  What feels like a good number?  How many sales do you have to make in order to achieve your money goal?  Does this seem doable?

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**Payment Plan** – Will there be one?  If so, what?  Typically there is an upcharge for payment plans (15-25%).

**Early-bird Pricing** – Will there be a period of early-bird pricing?  If so, make sure the early-bird pricing is the actual price you'll be happy with – 90% of your people will enroll during the reduced-price period!  And when will the early-bird pricing end?  (I usually recommend the Sunday night before the course starts).

**Bonuses and Incentives** – What bonuses and incentives will you include to drive more sales of this program or product?  These can be special considerations or services everyone gets, or "the first "x" number get."

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**Guarantee** – Is there a money-back guarantee?  For how long can someone participate and still get a refund (in other words, what is the refund deadline?).  Are there any qualifications that need to be satisfied for someone to get a refund?

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