

60K HEALTH COACH BLUEPRINT

WHAT'S INSIDE

TAKE YOUR BUSINESS
ONLINE/OFFLINE

STEP BY STEP GUIDE AND
PRICING ON HOW TO GET
IT DONE!



GET READY TO THROW
THE WORD FUNNEL OUT
THE WINDOW. YOU DON'T
NEED IT. WHAT THIS IS
ABOUT IS BUILDING THE
LIKE FACTOR, THE TRUST
FACTOR, AND AUTHORITY!

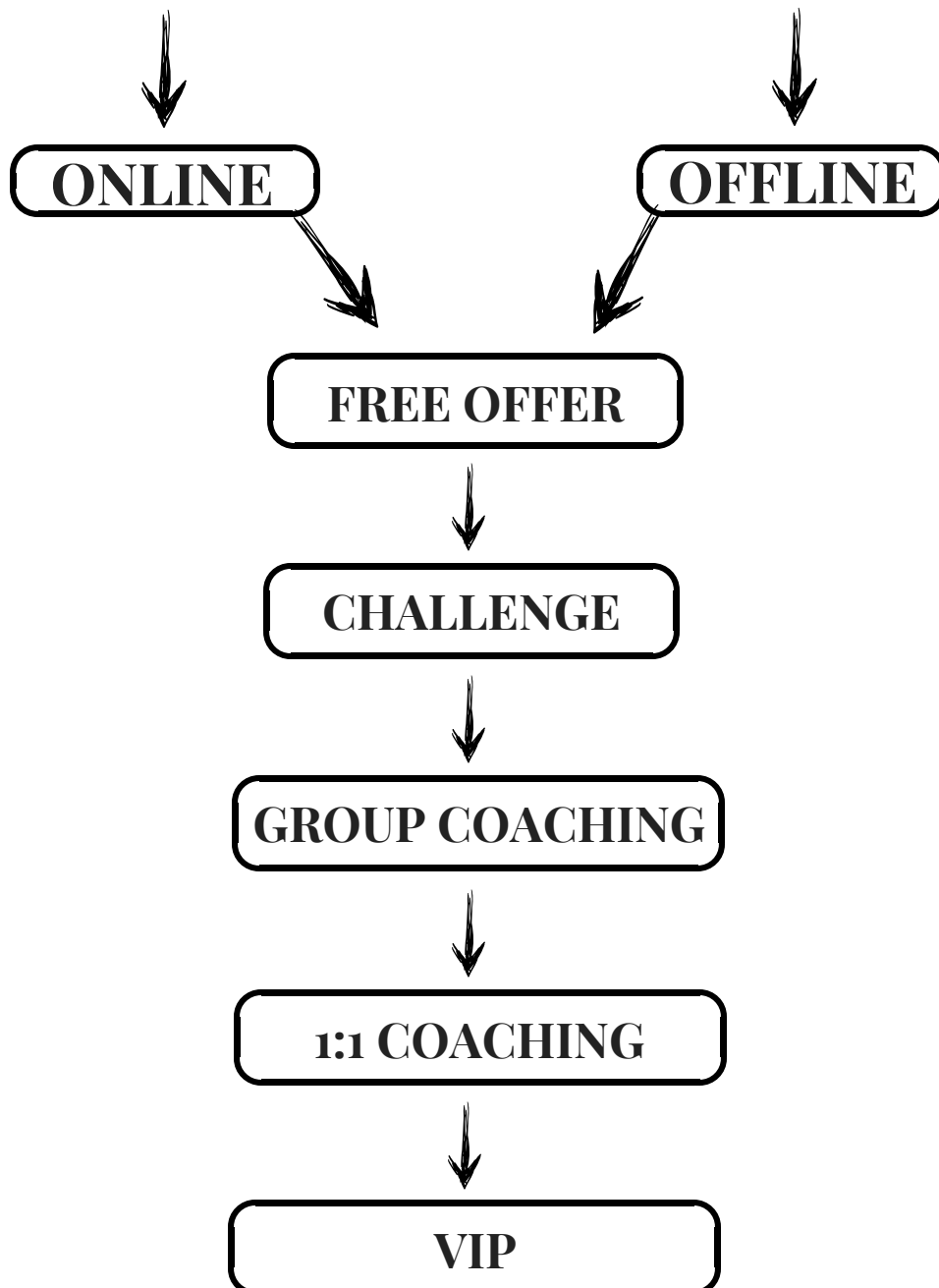
WHAT HAPPENS WHEN
YOU DO THAT?
YOU GET HIRED
ONE-ON-ONE!
YOU SELL EVERYTHING
YOU LAUNCH ONLINE AND
OFFLINE!

SO IF YOU ARE READY TO
LEARN HOW TO HAVE
YOUR 60K LAUNCH

let's break it down...

How You're Going to Get it Done!

60 K PROGRAM LAUNCH



60 K PROGRAM LAUNCH

Your Free Offer:

**EXAMPLES: FREE WEBINAR (CAN BE
DONE ONLINE/OFFLINE), EBOOK,
VIDEOS, SHORT FREE CHALLENGE, OPT-
INS, STRATEGY SESSION**

Map it Out

MY FREE OFFER #1

MY FREE OFFER #2

MY FREE OFFER #3

60 K PROGRAM LAUNCH

Your Challenge:

**PRICED FROM \$17-\$37
EBOOKS, MEAL PLANS,
WORKSHOPS, ETC**

Map it Out

ONLINE/OFFLINE?

WHAT PROGRAM(S) AM I LAUNCHING?

WHAT'S INCLUDED AND HOW MUCH?

60 K PROGRAM LAUNCH

Your Group Coaching:

PRICED FROM \$67-\$297
VIDEOS, SHOPPING TOUR,
COOKING CLASS, PROGRAM, ETC

Map it Out

ONLINE/OFFLINE?

WHAT PROGRAM(S) AM I LAUNCHING?

WHAT'S INCLUDED AND HOW MUCH?

60 K PROGRAM LAUNCH

Your 1:1 Coaching:

PRICED FROM \$497-\$897

Map it Out

ONLINE/OFFLINE?

WHAT PROGRAM(S) AM I OFFERING?

HOW LONG/WHAT'S INCLUDED/HOW MUCH?

60 K PROGRAM LAUNCH

Your VIP Coaching:

PRICED FROM \$1000+

Map it Out

ONLINE/OFFLINE?

WHAT IS MY VIP PROGRAM ABOUT?

WHAT'S INCLUDED/HOW MUCH/HOW LONG?

60 K PROGRAM LAUNCH

Map it Out

MY CHALLENGE PRICE: _____

MY GROUP COACHING PRICE: _____

MY 1:1 PRICE: _____

MY VIP PRICE: _____

To Reach 60K I Need to Sell...

_____ **CHALLENGES**
_____ **GROUP COACHING PACKAGES**
_____ **1:1 COACHING PACKAGES**
_____ **VIP COACHING PACKAGES**

ADVICE: COME UP WITH A FEW DIFFERENT SCENARIOS AND CALCULATIONS AS TO HOW YOU CAN REACH YOUR GOAL! GO WITH WHAT FEELS THE BEST TO YOU!

60 K PROGRAM LAUNCH

How it Looks

Online

Program Launch 4 times a year @ \$97

goal = 20 = $\$1940 \times 4 = \7760

upsell 1:1 x 4 @ \$150/hr = $\$600 \times 4 = \2400

upsell to next program =

$\$187 \times 10 = \$1870 \times 4 = \$7480$

Masterclasses/Workshops

\$97 with program

20 people = $\$1940 \times 6 = \$11,640$

Membership \$37/mo x 30 people

x 12 = #13, 320

Group Coaching 3 month

\$187/mo

Goal: 10 people = \$1870

\$5610

Passive Products = DIY

$\$37 \times 5$ a month = $\$185 \times 12 = \2220

Passive Income or product = \$9570

Offline

1:1 \$450/mo with 5 clients

$\$2250 \times 12 = \$27,000$

VIP Days @ \$100/hr x 6

$\$600 \times$ per mnth = \$7200

Cooking classes or Workshops

\$150 per class goal: 10 per class = \$500

$\$500 \times 12 = \6000

Shopping Tours

\$97 with program

goal: 10 per tour = $\$970 \times 12 = \11640

Network marketing or Product

\$8610

or passive products on DIY website

60 K PROGRAM LAUNCH

Launch It Examples

Example #1 - Cold Leads



ADVICE: YOU MAY HAVE TO TAKE PEOPLE ON MULTIPLE "DATES" BEFORE THEY TRUST YOU ENOUGH TO BUY FROM YOU. YOU MUST TAKE THE TIME TO BUILD TRUST, LIKE AND AUTHORITY.

KEEP YOUR MESSAGE CLEAR SO NO ONE GET CONFUSED.

60 K PROGRAM LAUNCH

Launch It Examples

Example #2 - Warm Leads



ADVICE: OFFLINE AND ONLINE ARE THE SAME - A GATEWAY PROGRAM ONLINE IS YOUR SINGLE SESSION OR YOUR ONE MONTH

IF YOUR GOAL IS 1:1 - USE SOCIAL MEDIA, GROUPS, NETWORKING, FREE OFFLINE EVENTS TO FEED INTO YOUR 1:1



*Are you
Ready to
Set Some
Goals?*

SETTING GOALS

A GOAL without a PLAN is just a wish.

Map it Out

YOUR 30 DAY GOAL

HOW MUCH DO YOU WANT TO MAKE? _____

HOW MANY LOW COST OFFERS DO YOU NEED TO SELL: _____

HOW MANY DISCOVER SESSIONS DO YOU NEED: _____

YOUR 60 DAY GOAL

HOW MUCH DO YOU WANT TO MAKE? _____

HOW MANY LOW COST OFFERS DO YOU NEED TO SELL: _____

HOW MANY DISCOVER SESSIONS DO YOU NEED: _____

YOUR 90 DAY GOAL

HOW MUCH DO YOU WANT TO MAKE? _____

HOW MANY LOW COST OFFERS DO YOU NEED TO SELL: _____

HOW MANY DISCOVER SESSIONS DO YOU NEED: _____

SETTING GOALS

Let's Break It Down...

WEEK #1

PROGRAMS/SESSIONS SOLD GOAL: _____

PROGRAMS/SESSIONS SOLD: _____

WEEK #2

PROGRAMS/SESSIONS SOLD GOAL: _____

PROGRAMS/SESSIONS SOLD: _____

WEEK #3

PROGRAMS/SESSIONS SOLD GOAL: _____

PROGRAMS/SESSIONS SOLD: _____

WEEK #4

PROGRAMS/SESSIONS SOLD GOAL: _____

PROGRAMS/SESSIONS SOLD: _____

How Did you Do?



I'M A BIZ COACH FOR
HEALTH-FOCUSED SOLO-
PRENEURS AND
ENTREPRENEURS, HELPING
YOU NAIL DOWN YOUR
NICHE, GET YOUR WORKOUT
THERE STRATEGICALLY AND
START BUILDING THE
BUSINESS YOU DESERVE.

I KNOW FIRST HAND HOW
FRUSTRATING AND
EXHAUSTING BOTH THE
STRUGGLE TO CONQUER
CONFUSING HEALTH ISSUES
AND RUN AN AMAZING
BUSINESS CAN BE. BUT I AM
OUT ON TOP - AND I'M HERE
TO HELP YOU DO THE SAME.

@RACHELAFELDMAN
#YOURHEALTHCOACHBIZ
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