

Multiple Streams of Income FOR YOUR HEALTH PRACTICE

- YOUR -
**FOCUSED
NEXT STEPS**

The What, How, and Why for
Maximum Streams of Income



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This document is to accompany the Profit Pyramid that you've created with your attendance and monetary projections as a part of our "Multiple Streams of Income" Masterclass.

FREE RESOURCES:

Let's brainstorm a handful of free resources – no cost ways you can support your community – to make sure you have a few good ones in place. Here are some ideas to get your wheels turning.

- Ebooks
- Summary Sheet of Key Points
- Checklists
- Assessments
- Calendars
- Infographics (graphical representation of the steps to success)
- Tracking Documents
- Videos
- Audio Recordings
- Menu Plans (if relevant)
- Webinars
- Facebook, Instagram, or Youtube trainings
- Podcasts
- Blogs
- Speaking Engagements
- Contests / Challenges

FREE RESOURCES I'D LIKE TO CREATE / PURSUE:

A) _____

B) _____

C) _____

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What are the 3 next steps I need to do with regards to each of the above?

A)

B)

C)

DESIGNING YOUR PROFIT PYRAMID “LEVELS”

In this next section we'll be exploring the considerations and determinations you'll need to address for everything that is in the middle of your profit pyramid besides private client work.

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. And for a home-study program, the work goes in at the beginning to create it – but you must ask yourself how to break the learning down in the best way to be consumed by the participant.

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DELIVERY OF THE CLASS – Is it a Webinar? Videoconference series? Audio program? Is it live or pre-recorded? Does the class meet in person? Or is it a combination of elements?

ATTENDANCE – is there a limit to the number of group participants? Or is it unlimited? (This might vary, let's say, from a live retreat limited to 12 people to an unlimited number who could purchase a home-study course).

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 (i.e. time you might coach or counsel your participants), if any? What would best meet the objectives of the course?

Q AND A – How will questions and answers be handled? Will questions be answered throughout? Will there be time at the end of each class for questions? Or, will there be certain whole class sessions dedicated to questions and answers? Or a combo? 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 course 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 (i.e. a private Facebook group).

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.

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”...?

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

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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?

PAYMENT PLAN – Will there be one? If so, what?

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 or Monday 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.”

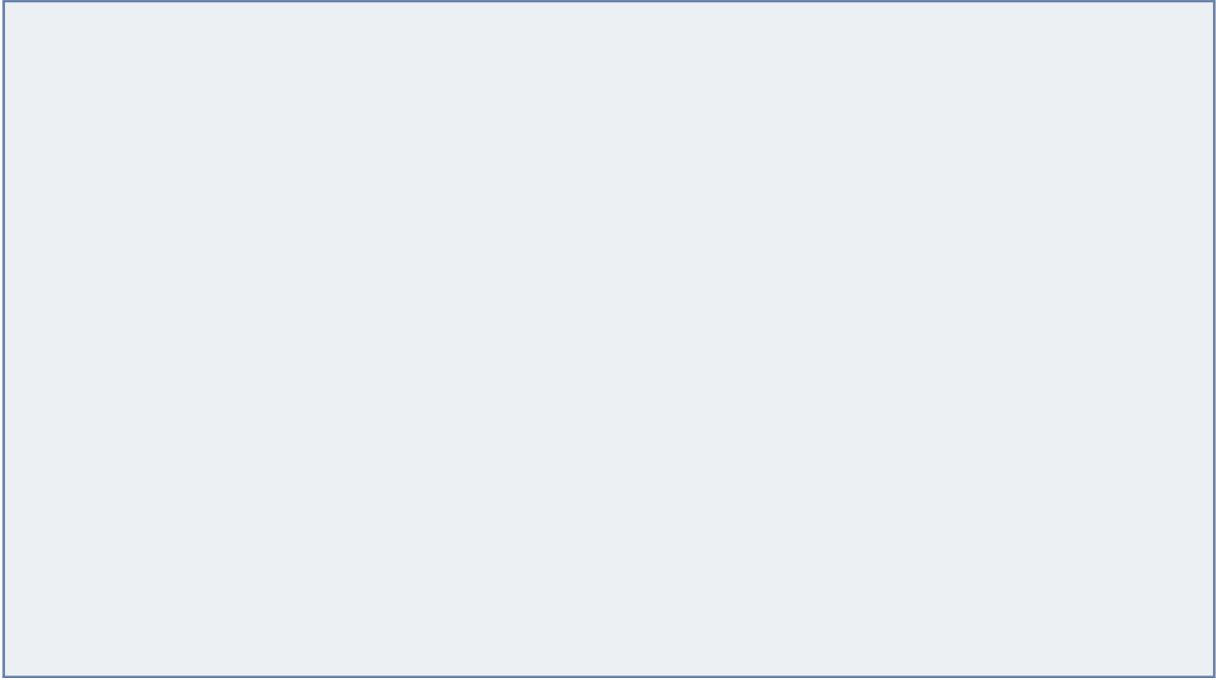
GUARANTEE – Is there a money-back guarantee? For how long can someone participate and still get a refund (in other words, what is the refund deadline?). Are there any qualifications that need to be satisfied for someone to get a refund?

DECISIONS FOR MY \$47-\$147 “LEVEL D”:

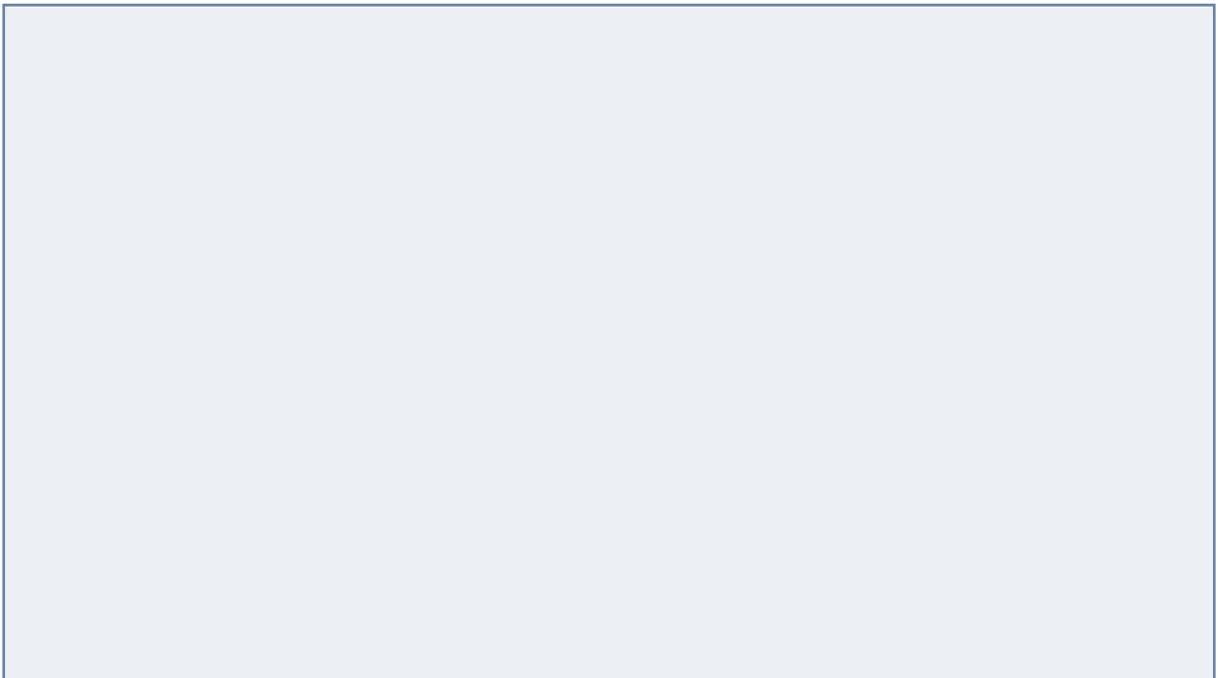
DECISIONS FOR MY \$297-\$797 “LEVEL C”:

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DECISIONS FOR MY \$997-\$2497 "LEVEL B":



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PRIVATE PACKAGES:

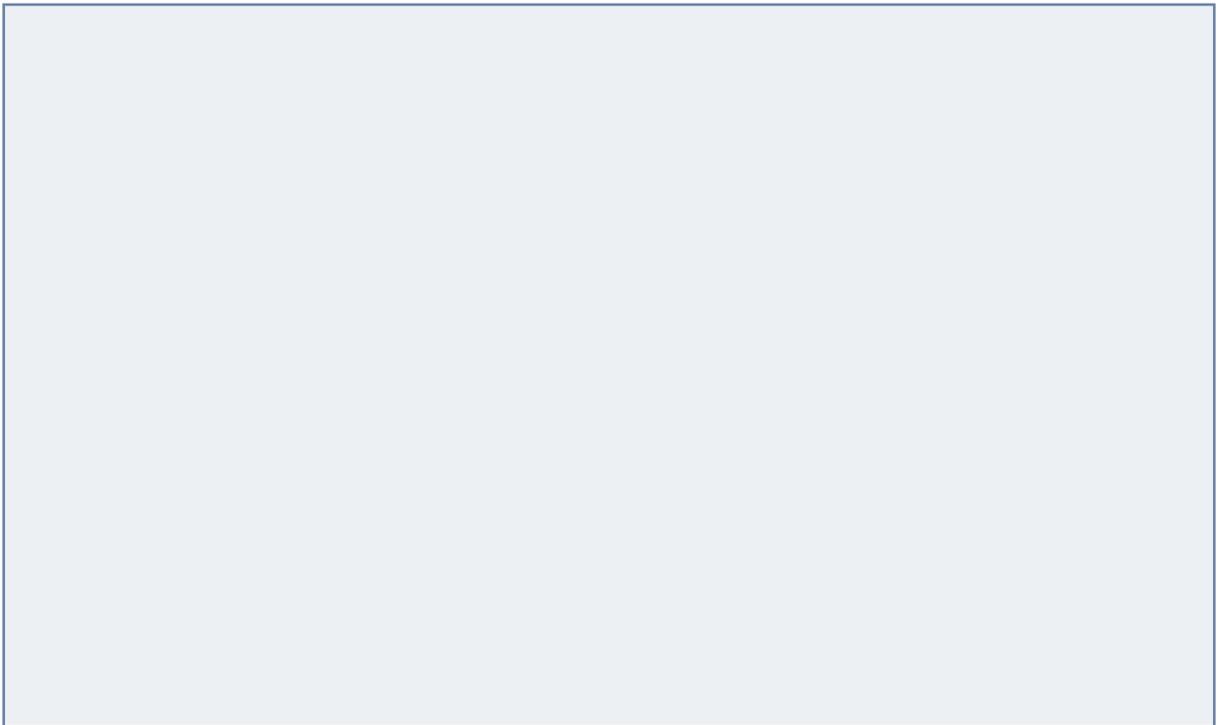
Remember, private time and attention from you should be your highest level of services. However, a private package can have a lot of interesting elements!

Here is an example from a recent client of mine, a nutritionist, of what she puts into her 1:1 package:

- Individual 1:1 appointments
- Oversight of Medical Tests and Report of Findings
- Email and Phone access in between
- Invited to a monthly “Private Client Only” Webinar
- Fill out a weekly Accountability Journal that comes right to me
- Customized Menu Plans throughout
- 1 Recorded Personalized Guided Meditation
- 25% savings on all of my Group Programs
- Surprise Books, Gifts, and Resources

Again, this is just to get your wheels turning!

DECISIONS FOR MY PRIVATE PACKAGES “LEVEL A”:



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