



# Defining Your Business Model

WHAT ARE YOUR SERVICES AND PROGRAMS

GETTING CLEAR ABOUT HOW YOU WORK

DEFINING YOUR RATES

CREATING PACKAGES

WORKING WITH A SLIDING SCALE



# What Are Your Services & Programs

BONUS 03

Here are some ideas about the kind of work you can be offering to the world based upon your IPE training and your already existing background or interests:

- Work one on one in a private coaching practice
- Work in corporate wellness education – designing and implementing programs
- Work with small groups – running classes and retreats
- Teach and work with children – creating youth programs
- Create a virtual business working with clients all over the world
- Lead online programs
- Own or work in a health clinic or wellness center
- Work in an medical practice

## SOME POSSIBILITIES FOR SPECIALTIES:

- Work with digestion issues
- Work with energy and fatigue challenges
- Specialize in weight loss coaching
- Work with emotional eating – binge eating, overeating and chronic dieting
- Combine eating psychology with personal training
- Combine eating psychology with Yoga or Pilates
- Specialize in women's or men's health
- Address body dysmorphia and gender identity
- Work with young people and body image
- Work with menopause
- Specialize in working with athletes
- Combine eating psychology and culinary education



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# Define Your Services

It's important to be clear about how you deliver your services. Let's look at some distinctions and suggestions for those of you who will be doing one-on-one work with clients. The first and most important place to start for practitioners seeing clients is the first session. There are a number of different ways to define how you do a first session that will impact your client flow. Here are some options:

## FREE FULL SESSION (60 MINUTES)

This is recommended only for beginning practitioners looking to build their practice. You are offering one free session to anyone who expresses interest in working with you. Be very clear that this is an initial free session to help assess where the person is at and what course of action might be recommended to help them. You are not doing this session to start giving them specific advice, tips, homework, etc. This approach is useful only if you make them an offer at the end of their free session to continue working together. The only other time we suggest doing free first session is if you were offering some kind of special to help generate buzz or invite in new clients.

What are the Positives:

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What are the Negatives:

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### FREE INTRO SESSION (15-20 MINUTES)

Sometimes it's fine to simply offer a free "check each other out" opportunity by phone. This is a very short and sweet time together where you find out the person's concern or challenge, and look to see if what they are dealing with is something you feel confident about working with. This requires higher level time management skill, boundaries, and quick thinking to "lay out" the plan.

Use this time to get a sense of their primary goals and then respond with how you can serve them – or not. This is a good strategy if you have a mainly virtual business and have more than one offering. You can use this time to help them figure out which of your offerings are best suited for their needs. Also, if you do not have your prices on your website this would be the time you tell them about your pricing.

What are the Positives:

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What are the Negatives:

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### PAID “STRATEGY SESSION” 60 - 90 MINUTES

For many practitioners, having the first session be a paid one is a clear choice. Some people charge more for an initial session. This is a matter of preference and is simply up to you. The rationale of charging more for the intake session is that it is more intensive than others, and it lets the client know you are a confident professional. It's certainly fine and recommended to charge more for the first session if you are doing a 90-minute intake session instead of a 60-minute session. A longer initial session gives you ample time to information gather, do a dietary intake, get to know your client, and start to lay out a plan.

Of course, this session can also be the same price and length as any other session. The bottom line for the first session - you are giving them an assessment, along with information about how you will work together, key areas you will focus on – and then make them an offer to continue working together.

What are the Positives:

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What are the Negatives:

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We suggest:

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Which model do you want to use and why?

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# Pricing

The general hourly rate we suggest when working as a Coach ranges from: \$75 - \$250 per hour.

If you are new to the field we recommend starting out at \$75 - \$125 per hour.

You can always adjust your rate for specific people when you know they cannot afford you and would work with you for a lower price. It can be rewarding to have this as a practice.

Each student has a unique background and relationship to money. You have to charge what feels right and congruent for you given your expertise and your level of comfort.

We also suggest that if you've been practicing for some time and you're charging approximately \$175 and over and you DON'T have the number of clients you want, consider charging with a sliding scale so you don't lose clients who are out of your price range. Many practitioners want more clients but are often setting their pricing too high. For example, if you are charging \$250 per hour, have only a small handful of clients, and want lots more, consider lowering your rate. Sometimes we simply need to grow our practice and higher pricing in a natural and organic way. Your rates should go up as you get better at what you do, AND as your practice becomes more full.

Other Pricing Considerations:

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Notes:

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# Using a Sliding Scale

This is a very important question. In general, a sliding scale fee speaks to the use of adjustable costs for products or services based on one's ability to pay. Such fees are reduced for those with lower incomes or less money to spare. Other reasons may include the desire to be charitable to those less able to afford the product or service, or the ability to get a tax deduction for offering services as "charity" or the retention of a longtime client or client referrals.

Some things to consider:

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Are you open to using a sliding scale?

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If so would you give a reduced rate to and why?:

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# Creating Packages

In general we recommend giving people a discount if they sign up for a package with you.

**BELOW ARE SOME PRICING OPTIONS FOR YOU TO CONSIDER WHEN IT COMES TO PACKAGING:**

## 3-MONTH PACKAGE

6 SESSIONS,  
EVERY OTHER WEEK

12 SESSIONS,  
EVERY WEEK

**BELOW WE HAVE BROKEN DOWN THE PAYMENTS FOR WHAT THIS COULD LOOK LIKE:**

## IF HOURLY RATE IS \$125:

IF THEY SIGN UP FOR 6 SESSIONS A  
REASONABLE LOWER RATE WOULD BE  
\$115 A SESSION = \$690

IF THEY SIGN UP FOR 12 SESSIONS A  
REASONABLE LOWER RATE WOULD BE  
\$105 A SESSION = \$1260

## IF HOURLY RATE IS \$175:

IF THEY SIGN UP FOR 6 SESSIONS A  
REASONABLE LOWER RATE WOULD BE  
\$160 A SESSION = \$960

IF THEY SIGN UP FOR 12 SESSIONS A  
REASONABLE LOWER RATE WOULD BE  
\$105 A SESSION = \$1260



You may consider doing 3-month packages at a time so that you can evaluate where you are at after three months. You can also start off by seeing clients every week and after three months it may suffice to meet every other week. The above is for if you do not offer support between sessions. If you do offer email or text support between sessions, you can add more to what you are charging per month.

Offering support in between sessions:

Be very clear with your boundaries here. It can quickly become very time consuming.

Some practitioners love offering in-between session support. Others do not.

If you offer in between session support it can look like this for example:

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If you do not offer in-between session support, you can say something like this:

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The coaching world is very different from the more traditional counseling, therapy, and psychotherapy worlds. There are no standard operating procedures. You have to design them for yourself. This is one of the great advantages of being a coach.

The advantages to offering packages:

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The cons to offering packages:

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In general we recommend 3 months to start with - with renewal options.

How long should your programs be?

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Longer programs are appropriate when:

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# Creating Program Outlines

If you are going to do 3 or 6-month programs, it's best to outline what you are giving them in addition to the sessions they are having with you. Some ideas of great things to add include:

- Weekly Handouts
- Inspiring emails
- Optional 15 minute check-ins between sessions if client needs it
- Books that have inspired you
- Recipes
- Cooking classes
- Pantry review/makeover
- Grocery Shopping Tours
- Personalized Meal Plans/Ideas
- Private Yoga or Pilates Classes
- Personal Training sessions
- Fitness Classes
- Breathwork Classes
- Meditation exercises

Think of what else you are certified in, great at, or that has improved your life and health. These are the things you can add to your program that add value.

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The more you add, the more you can charge.

Make sure:

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