



Make Money Online

THE WELLNESS BUSINESS GUIDE

Step by Step Instruction



CATHY SYKORA

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Business Package



CATHY SYKORA **FOUNDER, THE HEALTH COACH GROUP**

I've been in business for 42 years -- 34 years offline and 9 years online. I understand what it takes to build a thriving business. I've built two strong companies as an entrepreneur. I understand the benefits of being online and why you'd want to have online programs.

My online business unlocked me from a brick-and-mortar business that tied me to the ground in Omaha, Nebraska – to a business that can run from ANYWHERE in the world and allows ME to decide from where I'll be working next week – and spend time with my family in the UK, Florida AND in Omaha – if that's what I want.

It's freed me from spending \$20,000 a month on advertising to keeping customers coming in the door – and I appreciate and understand the difference. It also has allowed me to have an ENORMOUS effect on the lives of others. Not only do I help health coaches make money, but you get to go out and help hundreds of thousands of people live longer, find joy in their lives, and become healthier because of what we offer.

Life can be good for EVERYONE.

Who is the Health Coach Group and How Can We Help You



Our mission is to help wellness practitioners build strong practices by offering market-proven, physician-approved, turn-key business solutions so you can make a difference in the health and lives of others.

We continue to create products based on the needs of the growing Health and Wellness Community.



Let Us Turn Your Expertise Into Recurring Income Without Long Grueling Hours

Some of you have the time, the money, and the tools to do this yourself, but most of you DO NOT -- and that's okay because we've made all this easy and have developed EVERYTHING for you to learn and use to set up your wellness programs online and we'll even show you how to do it.

We have set up a system, based on what works and what doesn't that saves YOU a lot of wasted time and money.



Who Can Benefit From Our Online Programs?

Anyone who is in the physical, mental, or spiritual health and wellness industry can benefit from online programs. You all can benefit from our community as well.

The more you all work together, the more you have to offer your customers and the stronger your wellness practice becomes. Our community consists of practitioners working together profitably.

You're missing the boat if you aren't supplementing your income with online programs – and your patients and clients aren't receiving the maximum level of care available. .



Are You Experiencing Any of the Following Issues?

- Not Enough Clients /Money
- Not Enough Time
- Not Comfortable Providing Wellness Information
- Lack of Motivation /Follow Through
- Bad at Business or Being the "Boss" of Self of Others
- Technologically Challenged
- Uncomfortable With Sales
- You'd like to have your online programs up and making money and changing lives as quickly as possible.



We Can Help You Make Money In Your Sleep

You must do a lot of work to start out – or you can pay someone to do it, but once it's set up, set up correctly, it CAN RUN ITSELF.

With my business, I work A LOT. I like my work. there is nothing as satisfying as going to church, or the zoo, or even to England to vacation with my grandkids and getting sales notices. The cash register is working when you are off living your life.

I literally wake up in the morning with notices from Infusionsoft and Authorize.net that say clients are depositing thousands of dollars in our business account because of sales that were made last night.

If I can do it – YOU CAN, too.

Is Online Coaching for Everyone?

NO!

You should not be considering any type of investment (time or money) in your health coaching business if:

1. You can't afford food, rent and /or time away from your babies. Save your time /and /or money and concentrate on what is important. *This will be here next year.*
2. You aren't 100% committed to helping people and building this part of your business. *There is a time and monetary investment involved in getting your programs online.*

Online Programs Do Your Work for You

"Health Coaches can provide the instruction, the tools, the information, the facilitation of behavior change and of information exchange that leads to the creation of health instead of the suppression of symptoms or disease."

Dr. Mark Hyman

Doing more than just diagnosing and treating an issue in health care is becoming a recognized need. Creating health through lifestyle changes is built into online programs. Even if you're more accustomed to providing medical solutions to patients than proactive wellness steps, programs with or without coaching give you scientifically backed information written in a voice that is easy for your clients to understand.

Benefits of Online Programs to You

Having an online program:

- × Cuts your workload and adds to income
- × Allows you to spend less time answering phones on minute problems
- × Develops a bridge between you and your client making sure they understand and follow instructions
- × Will allow you to gain access to day-to-day progress of the client (diet, exercise, habits, etc.)
- × Adds to your reputation for providing additional services that fill the needs of the client
- × Is the way of the future. Any health professional who provides these services shows that they keep up with important changes in your industry
- × Provides a competitive advantage while offering additional revenue streams.

Your practice will have healthier patients overall and YOU WILL HAVE MORE TIME, all at no risk to you!



Benefits of Online Programs to Your Clients

Having an online program allows your clients to:

- × Set and accomplish goals in a way that is empowering and exciting
- × Work to achieve and maintain their ideal weight Understand, adopt, and maintain healthy habits Increase their energy levels
- × Learn about new foods and how they can easily incorporate them
- × Understand the relationship between stress and self-care in order to benefit their health
- × Build habits and learn habits, steps, and activities specific to their individual needs
- × Have more time spent on their issues Have a system of support that is otherwise unattainable.



Online Programs Do Your Work for You

"Integrative Health Coaching can be used with both high functioning people who are seeking to optimize their health as well as with medical patients with great physical and emotional vulnerabilities."

*Duke University
Integrative Medicine Center*

.



Online Programs Make You Money

- With one-on-one coaching, your income is limited by the number of hours in a day.
- With online programs, your income potential is virtually unlimited.
- With The Health Coach Group, you are in a position to have 1-14 programs up and helping customers and producing income next week.



C u s t o m e r s P u r c h a s e d M o r e T h a n

\$ 1 6 5 B i l l i o n

W o r t h o f O n l i n e C o u r s e s i n 2 0 1 5 .

W i t h a Y e a r l y A n t i c i p a t e d G r o w t h o f 5 %

2 0 2 3 W i l l B e \$ 2 4 0 B i l l i o n

Why shouldn't YOU be one of the businesses providing these courses, when it is such an obvious solution to everyone you work with and enables you to make a difference in so many lives?



Examples of Our Programs



If you sell 120 at \$100 - \$200 each, that's \$12,000 to \$24,000

- Plus, it's a perfect sales funnel to a larger program.

The detox program can run continuously, 12 months with 120 members, bringing in \$142,560 annually. Think about it.

That's only 12 days,

12 times a year

- running only 144 of 365 days.



Examples of Our Programs



If you sell one group of 200 at \$169 each, that's \$38,800
– Plus there is potential add on for product or MLM that you work with.

We show you how to get customers online, some of you already have the customers in your practice that need this. All you have to do is offer it.

Examples of Our Programs



14 sales (limited to one-on-one)

at \$1,800 each means

\$25,200.



Examples of Our Programs



1 group sale of 200 people
at \$300 to \$1,800 per person means

\$60,000 to \$360,000.

\$300 to \$1,800 is a wide range, but the variable is your time.

Rather than helping 200 people do well losing weight, you could get 600 people in. If you can't work with all 600, you can hire someone to meet with these people (whether you're a doctor, dietitian, or a health coach). You pay someone \$60,000 a year, sell 200 at \$1,800 and your income is \$300,000 – that's incredible and it's POSSIBLE.

Examples of Our Programs



1 group sale of 200 people
at \$300 to \$1,800 per person means
\$60,000 to \$360,000.

PURE is our plant-based, whole-foods program that I expect to save a lot of lives. It's the same story as Healthy Habits, the difference is the personal time you offer for the upcharge. I see this one being a subscription program too – at a \$67 monthly subscription charge, and with 500 members in your group, that's \$402,000 and a lot of lives changed. You can hire someone at \$25,000 to \$40,000 to run the group – or you can run it.

You Compare

A great year: 20 hours per week of one-on-one client work

with 20 to 30 hours of administrative work.

\$75 per hour x 20 clients = \$1,500 per week

x 52 weeks (no vacation) = \$78,000 annually

One year with The Health Coach Group's online courses:

\$11,800 (12 Day Detox) + \$38,800 (28 Day Spiritual Cleanse)

+ \$33,800 (Slim Sexy Smart) + \$25,200 (all programs with one-on-one counseling) + \$360,000 (Healthy Habits) + \$360,000 (PURE) = \$720,000 annually -- with unlimited potential to build annually.

Online Programs Have the Potential to Be a Virtual Money-Making Machine

From getting you clients to delivering your programs, we're going to look at everything you need to build a well-oiled machine.



As an INVESTMENT You Can Expect to Receive a Monetary Return on it.



It's important to differentiate between spending time and money and making an investment. Everything should be done with the expectation of return many times over.



6 STEPS

To Creating a Healthy Revenue Stream with Online Courses

1. Certification
2. Business Plan
3. Marketing Plan
4. Website
5. Support, Ideas & Accountability
6. Coach /Client Programs

Eventually you will want to add to this list. For now, these are the important steps to building a flourishing and profitable health coaching business.

You can either do this yourself or buy it already created, professional, and ready to go.

1. Certification

When contemplating a health coaching business, your first step is to become a certified health coach. How do you do that? You take classes — either locally or online and become certified.

We offer certifications for health coaching, as well as advanced coaching, continuing education and specialized certifications. Check out your local medical schools. Many medical schools have very good and reputable programs.

Know your scope of practice and what's required.
Know what you need to feel comfortable with these programs and which holes you may need to fill.

Know what you need to fill the gaps, whether it's the education or employees with the education.

2. Business Plan

- ☐ Understanding Entrepreneurship
- ☐ Mission Statement
- ☐ 3 Year Goals
- ☐ Ideal Client Avatar Identification
- ☐ Competitive Advantage and Market Share
- ☐ Team Building
- ☐ Unique Market Niche and Value Proposition
- ☐ Products & Services
- ☐ Marketing Plan
- ☐ Sales
- ☐ Customer Experience
- ☐ Financial Plan
- ☐ Competitor Analysis
- ☐ Product Analysis
- ☐ Financial Statements
- ☐ Community

Building Abundance (The Business Plan for Health Coaches) teaches, supports and implements through the course.

[Learn more!](#)

Even if you have a current business plan, you're making a change by adding this revenue stream and you need a new plan. Online is totally different from the old brick and mortar.

3. Marketing Plan

- ☐ Opt-in Offer Creation
- ☐ Autoresponder Form
- ☐ Sales Page for Offer
- ☐ Advertising for Offer
- ☐ Autoresponder Engagement Sequence
- ☐ Sales Sequence
- ☐ Nurturing
- ☐ Analyzing and Revising

Online Marketing Mastery (OMM) teaches supports and implements through the course. [Learn more!](#)

We'll look at each piece, for people who haven't done business online, this may sound like a foreign language, but it's a system that is implemented, automated and analyzed.

Marketing online is totally different from the old brick and mortar style and something you'll need to learn, setup and automate.

3. Marketing

A strategy is set and implemented to automate list building.

Launch Plan

Using the same strategies that work for us, we set up a precise system to launch your free offer and continually promote for list building and then put steps in place to nurture, retain and then convert your list to sales.

- Build Your List With an Irresistible Opt-In
- FIND the one irresistible offer you can make available to your ideal client...we have several and easily customized.
- Auto-Responder Campaign
- NURTURING – this is one of the most important things you have going. Your emails – nurture your list as well as growing your credibility.
- Sales Page for Opt-in Offer
- Advertising for Offer
- Sales Sequence and Nurture

Analyze and Revise

Most business failure happens because of lack of business knowledge and experience. They call it incompetence ...it is just lack of knowledge. 46% of business fail because of poor decisions based on lack of planning. A CLEAR BUSINESS PLAN IS IMPERATIVE.

4. Website

- ☐ Marketing Pages
- ☐ Automation
- ☐ Traffic Analytics
- ☐ Advanced Marketing
- ☐ E-Commerce (Accept Payments)
- ☐ Delivery System for Programs (Membership)
- ☐ CRM

When you're ready, you can add tracking, CRM, communication, program delivery and much more.

A website is imperative for doing business online. A website that is available to your customers is what enables you to do business 24/7. It allows you to make money while you sleep (if you have it set up correctly). A website adds transparency, social proof, and conveys professionalism as well as your message. If you don't have a website, your business is missing the boat.

A website gives you a place to showcase your brand, message, and products/services.

Your website can even sell your services.

4. Website

- WordPress Website
- DIVI Theme
- Choice of designs/colors
- Unlimited # of pages
- Home Page
- About Me Page
- My Mission Page
- Blog Page
- Contact Page
- Shop Page
- Gifts Page
- Resources Page
- Landing Pages
- Thank You Pages
- Webinar Page
- Example - Terms & Privacy Page
- Sales Page Templates
- Opt-in forms
- Social Media Sharing Buttons
- SEO & Google Analytics
- Facebook Group with technical help.
- Health History Forms



We can provide you with a stunning website with everything you need from a homepage designed to build your list to sales pages created to convert.

4. Website

Optional through partners.

- HIPAA-compliantTelehealth
 - EHR
 - Practice Management & Scheduling
 - Custom intake forms & e-signatures
 - Organize and distribute courses &programs
 - Instant Superbill &CMS
 - 1500Generation
 - Electronic billing & client packages
 - Secure messaging
 - Store and share documents
 - Engaging client web & mobile portals to track food intake, weight, workouts, set goals, and more.
-

5. Support, Ideas & Accountability

- ☐ Daily Accountability Encourages Action
- ☐ Taking Action Creates Results
- ☐ Interaction and Collaboration Brings Ideas
- ☐ Group Coaching

Group coaching, masterminds and daily peer interaction makes all the difference in the world. *Learn about [Group Coaching](#)*

Coaching increases the rate of success by 90%. It gives you accountability, someone to go to for help, and collaborative rewards.



6. Wellness Programs Ready to Go

- ☐ Modules
- ☐ Workbooks
- ☐ Videos
- ☐ Administrative and Marketing Tools

Programs done for you and your customer so you can hit the road coaching. A Program for any need. Learn more about it [Programs](#).

You can create your own We also have many programs created that can be used as is or easily edited to suit your clients' specific needs.

A couple years ago we even started including administrative, marketing and advanced tools to make your job even easier. We have 2 physician approved programs that are especially useful by providing pre-established credibility.

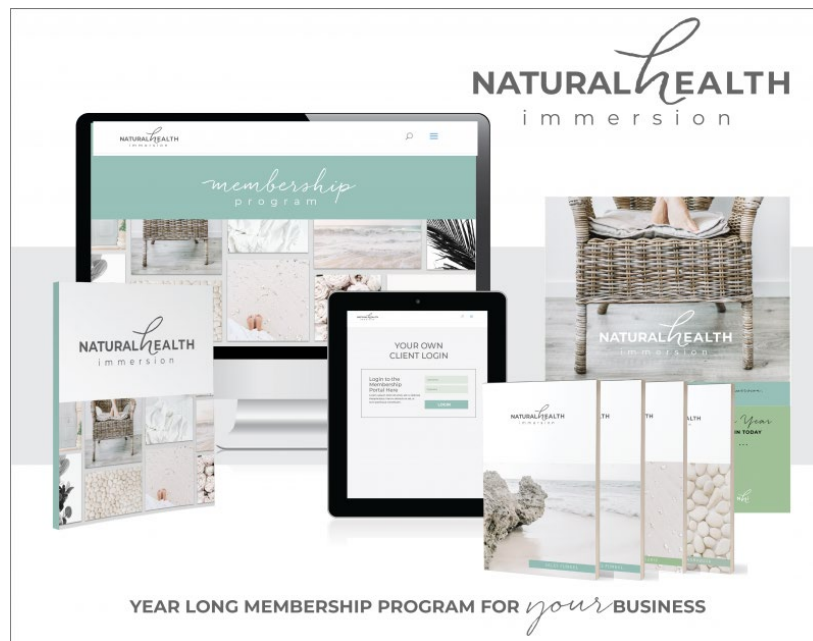


6. Or One Membership Program

- ☐ Modules
- ☐ Workbooks
- ☐ Videos
- ☐ Administrative and Marketing Tools

Programs done for you and your customer so you can hit the road coaching. A Program for any need. Learn more about it [Programs](#).

Memberships are the way to go in the future for passive, solid, reliable income. It can be one big program or many programs combined. We have everything you need to set up a membership revenue stream.



Six Steps



6 steps. I went through as thoroughly as this time allowed. You can do this yourself; we've provided everyone who is on our list with your checklist, and you can start now to build. We have made it possible for you to do this the easy way. We have EVERYTHING you need to get started today.

If you already have parts, like a program or a coach, you can get what you need in pieces. We've also put together a package, our most popular product, that gives you everything you need and then some.

Business Partnerships



Our partnerships offer you, our client's better tools at lower prices, and with added options.

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The Health Coach Group's Platinum Business Package

Saves you time and money by using tried and true business systems.

Allows you to build a business formed on your own values, principles, and strengths.

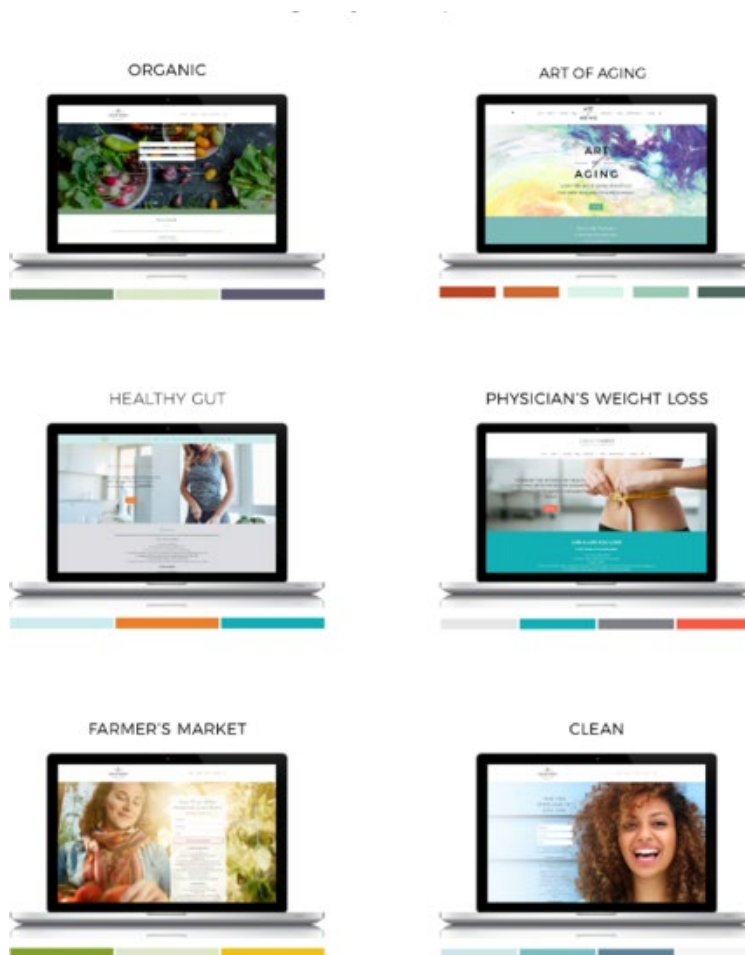
Gives you the confidence and clarity to run your own business and make decisions based on a plan.

Allows you to spend your time better – based on your plan and going in the direction pre-set by you.

When you work with us, you have your very own team of experts working with you toward your business success.

Starter-Site®

A professional functional online presence will take your business to the next level.



Starter-Site® Functionality

WORDPRESS + DIVI BUILDER

PAGES & PLUGINS

VIRTUAL SUPPORT



"My website has changed my life"

"I make at least 4x, if not more, money, getting my name out there, people are finding me! I can coach people who live in other states. It's so easy. I'm finally able to sell my work through my website! I'm putting so much less effort into it and I'm giving so much more value to my clients and to myself, and I'm making so much more money. It's amazing!"

We offer a gallery of Starter-Site templates.

Starter-Memberships®

A membership preloaded into a website

An easy membership platform for health professionals. Get a beautiful, professional and functional membership website created for you by our graphic designers in one colour palette, and ready to go.



member welcome



member-page copy



member-page



program-selection

Choose One Premium Ready-to-Launch Program



Art of Aging for
Men or Women



Healthy Gut
12 Month



Healthy Habits
Weight Loss



PURE
Plant-Based, Whole-
Foods

Choose Three Standard Ready-to-Launch Programs



12 Months to
Great Health



12 Day
Detox



30 Day
Challenge



Art of Aging
JumpStart



A Lighter
Life



The Clutter
Cleanse



7 Day
Gut Health



Healthy
Holidays



Sleep



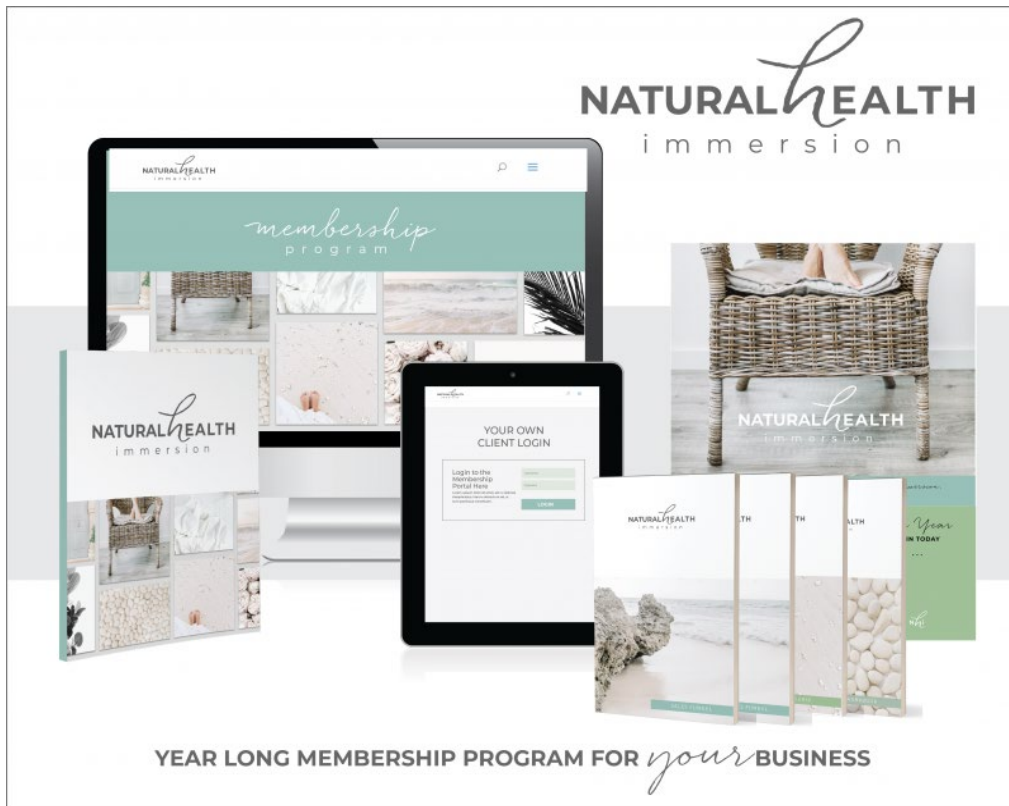
Slim, Sexy
& Smart



28 Day
Spiritual Cleanse



Or a Membership and Group Lead-In “FUNNEL” Program



Membership to the Inner Circle

Access to the Inner Circle for 1 year. You'll get access to years of tutorial in interview recordings, inner circle weekly webinar, recipe book, business tools, coach client programs, our 12-week business planner, Building Abundance, license to reuse the blogs, Self-Care ebook, sales presentations, and a lot more.

ONLINE RESOURCE LIBRARY

EACH MONTH YOU GET:
30 SOCIAL MEDIA GRAPHICS
+ 1 BLOG POST

FACEBOOK SUPPORT GROUP

RECIPE BOOK

BUILDING ABUNDANCE
Health Coaches
10 weeks

Self Care in 3 days

Online Marketing Mastery
A WEEK IMPLEMENTATION PLAN FOR COACHES

6 Months TO GREAT HEALTH

HEALTH PROGRAM

RETENTION + REFERRALS

PRICING + DELIVERY

CONTENT + BRANDING

MEMBERSHIP MASTERY

SUBSCRIPTION PRICING

MEMBERSHIP	MEMBERSHIP	MEMBERSHIP
3-MONTH	MONTHLY	ANNUAL
\$	\$	\$
• Feature one	• Feature one	• Feature one
• Feature two	• Feature two	• Feature two
• Feature three	• Feature three	• Feature three
• Feature four	• Feature four	• Feature four
• Feature five	• Feature five	• Feature five
• Feature six	• Feature six	• Feature six
• Feature seven	• Feature seven	• Feature seven

PAYMENT OPTIONS

THE INNER CIRCLE

+ endless amount OF SUPPORT MATERIALS

Online Business Toolkit

Building Abundance

A 12-week online, interactive course designed to help you build a unique and profitable brand.

You'll gain clarity and direction to create a sound basis for a business plan.

The magic happens when the course materials and resources engaged with the accountability and honesty of the small group coaching teams.

We're talking a 93% improvement in results.



Online Business Toolkit

Online Marketing Mastery

An intensive 4-week marketing development plan for health professionals that guide you through creating a sales funnel from beginning to end.

Will cover steps to build your list using social media, options, and more. By the end, you'll know how to acquire new customers on a continual basis.

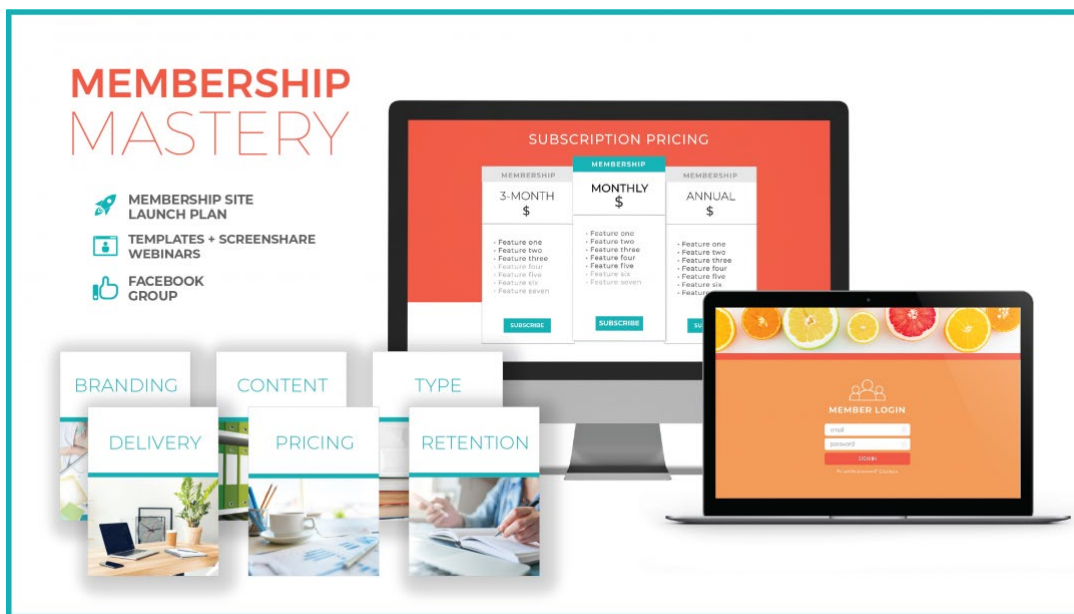
This is the same system I used to create a 7-figure online business.



Online Business Toolkit

Membership Mastery Course

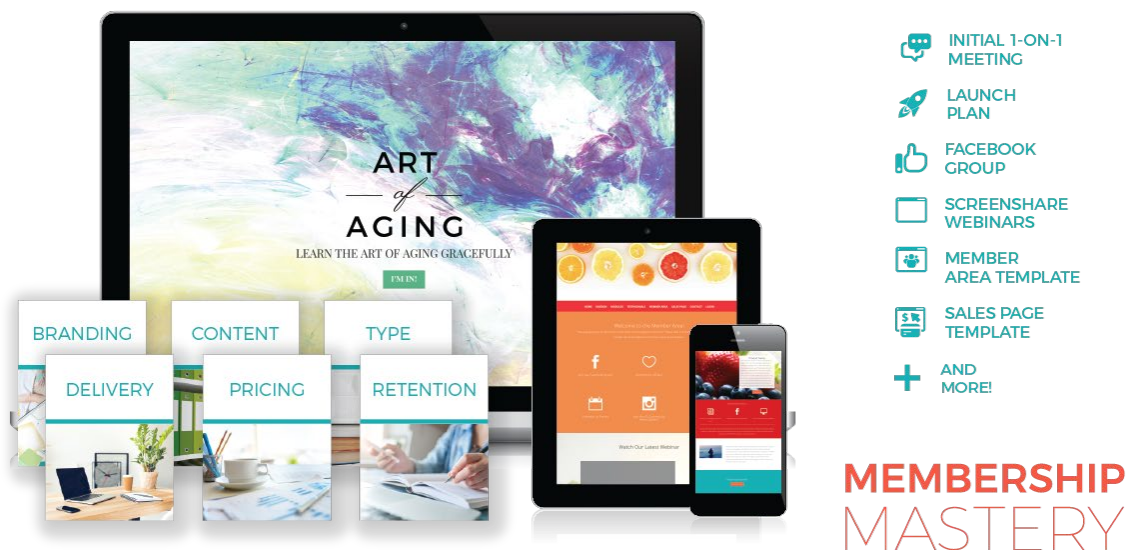
In this 5-week course, we will cover everything you need to know about starting your own subscription model membership site that will generate monthly income. You have so much to offer from recipes and menus to meal planning, health programs ,how to use, and more. The options are in this with this business model.



PLUS: Membership Mastery 5-Week Program

In this 5-week course, we'll cover everything you need to know about starting your own subscription model membership site that will guarantee monthly income. You have so much to offer—from recipes and menus to meal planning, health programs, how-tos, and more. The options are endless with this business model.

Plus, it's much easier to get someone in at a \$37 a month subscription than a \$400 sale. It's much easier to get a hundred someones in at that price



- INITIAL 1-ON-1 MEETING
- LAUNCH PLAN
- FACEBOOK GROUP
- SCREENSHARE WEBINARS
- MEMBER AREA TEMPLATE
- SALES PAGE TEMPLATE
- AND MORE!

**MEMBERSHIP
MASTERY**

Group Coaching

You're here because you want a successful online business that stands out, right?

Our business coaches have worked with hundreds of health professionals and are here to talk you through the process step-by-step. You'll also learn from and be supported by your peers who are going through the same thing as you.



“Everyone needs a coach.”

“THCG is like a business GPS, helping me to determine how to get where I want to be! The best way to build a business is to follow someone who has already been where you are, someone who is running a successful business and genuinely cares whether we succeed. Cathy Sykora IS that person, and her capable staff make it work for me.”

Nia Frieson



45-Minute Onboarding Call

Spend 45 minutes one-on-one with one of our coaches who will answer all of your questions and help you get started.

We will give you tips on how to get the absolute most out of your platinum package to grow your business. There's no place for overwhelm here, we're here for you.

On this call your learning exactly how to use the tools included for your business.



List Building Package

This package includes the 7-Day Smoothie Challenge, 5-Day Sugar-Free, and Launch Plan.

You can then:

- Personalise the free offer (Smoothie or Sugar-Free)
- Create the opt-in in your auto-responder (Mailchimp, etc.)
- Add the opt-in form to your website
- Add the sales page to your website
- Follow the launch plan to launch your list building offer.

LIST BUILDING
package

SMOOTHIE
challenge
REPLACE YOUR SNACK WITH A SMOOTHIE

5 DAYS
SUGAR
free

SUGAR
free
5 DAY CHALLENGE

opt-in offer

auto-responder series

launch plan

plus **SETUP**

Three Months of Base Technical Support

Are you so frustrated with all the steps in Internet technology that you have been near tears in your ready to throw your computer out the window? Do you spend way too much time trying to figure out why you can't get your website to do what you want to do? You're a health professional, not a technology wizard. You don't have to do this. We're here to help.

Basic Tech Support includes:

- Weekly word press updates,
- Email support,
- 5 small jobs per month,



Big Bonus!

TAKE IT TO THE NEXT LEVEL

UPGRADES IN BRANDING AND CUSTOMIZATION

Don't love your current brand colors? Do you need help producing your brand identity, logo, or website structure? We can help you with that.

Our \$1797 website fill is included FREE with Platinum payment in full or two payments!

Includes:

- ✓ Logo placement
- ✓ Customization with your brand colors and fonts
- ✓ You send us your copy and we'll add it to your site
- ✓ Social Media Links
- ✓ Menu setup
- ✓ Widget setup
- ✓ You send us your photos and we'll add them to your site



This Is an Important Investment in Your Business

LEARN MORE



PLATINUM

Health Professionals Membership Package



WEBSITES



COACH-CLIENT PROGRAMS



BUSINESS PLANNING



ONLINE MARKETING



BRANDING SERVICES



BUSINESS COACHING



WEEKLY WEBINARS



HEALTH PRACTITIONER DIRECTORY



GROUP COACHING



OPTIN OFFERS



COMMUNITY SUPPORT



LIVE EVENTS



45 MINUTE ON-BOARDING CALL



3 MONTHS BASE TECHNICAL SUPPORT



MEMBERSHIP-SITE

This Is an Important Investment in Your Business

LEARN MORE



 **STARTER & MEMBERSHIP WEBSITES**

 **BRANDING SERVICES**

 **GROUP COACHING**

 **45 MINUTE ON-BOARDING CALL**

 **COACH-CLIENT PROGRAMS**

 **BUSINESS COACHING**

 **OPTIN OFFERS**

 **LIST BUILDING PACKAGE**

 **BUSINESS PLANNING**

 **MEMBERSHIP WORKSHOP**

 **COMMUNITY SUPPORT**

 **3 MONTHS BASE TECHNICAL SUPPORT**

 **ONLINE MARKETING**

 **AUTO-RESPONDER SETUP**

 **LIVE INTERVIEWS & WORKSHOPS**

This Is an Important Investment in Your Business

LEARN MORE



 WEBSITES

 BRANDING SERVICES

 GROUP COACHING

 45 MINUTE ON-BOARDING CALL

 COACH-CLIENT PROGRAMS

 BUSINESS COACHING

 OPTIN OFFERS

 3 MONTHS BASE TECHNICAL SUPPORT

 BUSINESS PLANNING

 WEEKLY WEBINARS

 COMMUNITY SUPPORT

 MEMBERSHIP-SITE

 ONLINE MARKETING

 HEALTH PRACTITIONER DIRECTORY

 LIVE EVENTS

Watch the Webinar

WATCH NOW



Would you prefer to hear and see the plan? Sit back and watch the replay.

