

6 FIGURE WELLNESS BUSINESS BLUEPRINT

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YOUR ROADMAP TO CREATE A PROFITABLE BUSINESS AS A HEALTH COACH, YOGA TEACHER OR WELLNESS PROFESSIONAL

STEP 2

FOCUS ON THE TOP 3 HIGH VALUE INCOME PRODUCING INVESTMENTS OF YOUR TIME & RESOURCES:

1: Online Courses (\$30k-\$200k / year)

1. Start with **Your Proven Methodology** that helps your clients get measurable results to solve their biggest needs & problems
2. Film & Create : 3-10+ hours of video content + optional ebooks/ audios
3. Select your course membership software / platform
4. Establish your sales process + payment processor
5. Marketing online, ads, social media, referrals and your contacts
6. Provide online customer support, weekly &/or monthly live group coaching sessions on zoom
7. Enroll 10 per month @ \$297-\$1997 per client
8. $10 \times \$297 = \2997 ; $10 \times \$997 = \$10k$; $10 \times \$1997 = \$20k$ per month
9. Enroll 100 clients to your online course per year @ \$297-\$1997 per client
10. $100 \times \$297 = \$30k$; $100 \times \$997 = \$100k$; $100 \times \$1997 = \$200k$ per year

STEP 3

2: Private Coaching Packages (\$120k-\$180k / year)

1. Create a website & welcome booklet for them to get to know you and your process that also includes guidelines + testimonials
2. To help your clients get the results they are seeking, offer minimum of 10 sessions per package
3. Require a minimum commitment of 1-3 months to see results
4. Create accountability structure
5. Offer add ons for additional income
6. Marketing online, ads, social media, referrals and your contacts
7. Acquire testimonials from all clients (ask permission + use for marketing)
8. Your fees per hour are dependant upon both your location and demographic you serve
9. Minimum package \$997 (10 sessions at \$97/ each) = 10 sessions per month = average 2 per week
10. Enroll 10 clients @ \$997 = \$9997 / month x 12 = \$120k per year annual revenue / profit (costs are minimal)
11. After you reach your minimum enrollment (10 per month = 20 sessions per week appx) increase your price to \$1500/month
12. 10 clients per month @ \$1500 = \$15k/month x 12 months = \$180k / year

STEP 4

3 : Retreats (\$100k-\$180k / year)

1. Deepen your clients results while traveling the world doing what you love
2. 7 Day Retreat: \$2500-\$3k, (cost \$1k ; profit margin \$1500-\$2k / per person)
3. Retreat guests : aim for 20 enrollments per retreat
4. Revenue from 1 retreat: $2500 \times 20 = \$50k$; $3k \times 20 = \$60k$
5. Profit from 1 retreat: $1500 \times 20 = \$30k$; $2k \times 20 = \$40k$
6. Lead 2-3 retreats per year: \$100k-\$180k annual revenue / \$60k-\$120k yr profit

Create your brand identity, mission, vision & identify your ideal demographic (Ideal clients) (Modules 1-2 in Master Business Academy)

STEP 1
Hire Your Team

STEP 2
Online Courses & Content

STEP 3
Private Coaching Packages

STEP 4
Retreats

Your High Ticket Offer(s):

We will focus on 3 primary options to start:

Retreats, Online Courses & Private Coaching Packages

STEP 1

INTERVIEW & HIRE YOUR SUPPORT TEAM:

*not all of these are required to start, if you have the skills you can do it yourself, but hiring a team will expedite your success if you don't have the skills to do all of this yourself

1. VA : Virtual Assistant (handles all tedious tasks, Social Media + your email inbox communication)
2. Tech Team : handles all your website, video editing, ad campaigns and technology needs to set up and maintain online business
3. Ad Manager : Facebook, IG, Youtube, and Google
4. Sales Team 1 salesperson + 1 appointment setter
5. Sales + Operations Manager (oversees all your operations to free your time to work with clients + enjoy life)

Thank you for showing up to shine your light and serve!
The world needs your light now more than ever!

We are happy to help you reach these goals and beyond with the Master Business Academy!

[Click here](#) to schedule a call with one of our coaches to discuss how we can work together to help you reach and exceed your goals: