Referral Workshop Guide

Ready to kick-start your referral rewards into high-gear?!
Introduction

As a Health Coach, you have the knowledge and power to transform people’s lives through better Primary Food and nutrition, one person at a time. On a larger level, though, you can use that knowledge and power to create a worldwide movement towards better health and happiness. We call it the IIN Ripple Effect.

If you’re eager to spread your passion for a healthy lifestyle and a fabulous career, our Referral Workshop is an excellent way to turn your enthusiasm into concrete, global change. Just imagine what the world would be like if everyone lived by the healthy principles of Integrative Nutrition.

Use this step-by-step guide to plan and host an effective, fun, and rewarding workshop that introduces people in your community to health coaching and the Institute for Integrative Nutrition. Let’s get started!

When printing, think of the environment: please print out double-sided!
1: THINK
First, figure out what you want to talk about. Select a topic that will showcase your expertise as a Health Coach. It should resonate with you, and be relevant to your audience.

Choose either:

☐ A Recent News Story
  • Something that resonates with you, or
  • Something relevant to this audience, or
  • Something that illustrates a need within your niche

☐ A Topic Related to Your Niche
Write down 3 potential topics here, and then choose your favorite:


2: WRITE
Now, you can begin writing your script.

☐ Intention
  • Set an intention for the presentation
    “This workshop will result in X potential students.”
  • When writing your script, tailor it so that you meet your intention.

☐ Use the sample outline provided on page 8 as a template.
  • Check out these tips for delivering an effective speech.
  • Write from the heart, as if you are having a conversation with the audience.
  • Make the speech interactive by asking questions and getting people engaged in the conversation.

  Examples:
  1. “Raise your hand if you’re a mom.”
  2. “Who feels stuck in an unfulfilling career?”
  3. ”What if you could supplement your income with something you love to do?
  • Based on their answers during the presentations, you can tailor your content slightly to be most relevant for your audience.
3: PRACTICE

Practice makes perfect!

- Read your script out loud 5-6 times.
- Once the words begin to feel like second nature, create note cards, or an outline to remind you of the order of your topics.
- Using just your note cards or outline, talk through your presentation 2 more times.
- Practice the presentation in front of a friend.

You don’t have to memorize your script!

The process of thinking about your talking points, writing them out, and reading them several times out loud will prepare you to speak the points naturally during your presentation.

4: BRAINSTORM

List places where you would find people interested in health and wellness. Remember, your audience will be your potential clients and referrals so choose a location where you’re likely to find the people you’re looking for. Try to think of places where you already have a connection to management. If there aren’t any that come to your head, no worries! You’ll craft a proposal in the next step to reach out to them.

- Gym/Health Club
- Yoga Studio
- School
- Natural Foods Store
- Place of Worship
- Local Business
- Community Center

List potential places to host your workshop:

- __________________________
- __________________________
- __________________________
- __________________________
- __________________________

5: PROPOSE

Once you have narrowed down your list of places, to your preferred venue, prepare a short proposal so that you have a clear outline of what you want to do and are able to show it to the location’s management.
Your proposal should illustrate:

- How this will benefit the host.
- How you will use their space.
- How you will promote the event.
- Anything you will need from the host.
- Suggested Date and Time.

6: MEET

Now that you’ve laid out your plan:

- Print a copy of the proposal for management.
- Stop by the venue to introduce yourself.
- Ask when you would be able to meet with them to present your proposal.
- Be prepared in case they have time right then, but don’t expect it.
- Regardless of the outcome, send a card thanking them for taking the time to meet with you.

7: PREPARE

When you deliver your stellar presentation, people will want to know more and stay in touch.

Be sure to gather the following materials and bring to your presentation:

- IIN Program Guide and Brochures
  - Request hard copies here and allow 2 weeks for delivery.
- Your Business Cards
  - Attach one to each catalog and brochure, and have extra on hand.
- Integrative Nutrition Sign
  - Print out the sign on page 9.
- Sign-In sheet
  - Print out the sign-in sheet on page 10 of this guidebook and attach to a clipboard.
- Several pens
- Red table cloth (if needed)
8: PROMOTE
- Post details of the event to your website, blog, Facebook, or via other social media accounts.
- Send an email to a targeted list of friends, family, clients, etc.
- List the event on local related online calendars.
- Put up signs at the venue (if allowed) and ask management about them co-promoting.
- Create a list of VIP’s to call to personally invite & ask them to spread the word.
- Call (or visit) synergistic businesses to invite them & ask them to share with their clients.

9: ARRIVE
Whew! After all that hard work, it’s time for it all to pay off. Here is how to ensure a flawless event.
- Be early to set up
  - Arrange presentation table, if applicable.
    - Include sign-in sheet
    - Catalogs
    - Brochures
    - IIN Sign
  - Have your notes in place & ready to go
  - Have water accessible where you will be presenting
- Remain calm and confident
  - Remember:
    - Why you believe in sharing IIN
    - What have been the most transformative elements of your IIN experience
    - Who is your audience at this presentation
    - What aspects of IIN are they most likely to connect with
    - What your intention is

10: PERFORM
When it’s time to start:
- Take a deep breath
- Smile
- Begin your presentation
- Keep your audience engaged by asking questions and getting them to participate.
  Trust us; this will make the presentation a lot more fun for you too!
Sample Outline

**Opening**
- Welcome Attendees
- Introduce Self
- Introduce Topic

**Your Topic**
- Showcase your expertise as a Health Coach!
- What is the theory of Integrative Nutrition?
- Talk about the concept of Integrative Nutrition & how it ties into your topic
- Leave the Health Coach Training Program for later
- Keep it simple: a few sentences

**What does a Health Coach do?**
- Keep it simple
- Focus on aspects most relevant to this audience

**IIN’s unique approach**
- Bio-Individuality
- Primary Foods
- Learn from many industry experts

**Your Transformation**
- Share your before & after
- Share the most rewarding aspect
- If you have multiple things you could share, frame your talking points to what’s most valuable to this audience

**How do I work with clients?**
- Share a few ways you apply your education
- Share that you mentor people who want to be health coaches

**Health Coach Training Program**
- Share the most valuable aspect of the program for you
- Highlight benefits of program for people seeking a career change or just wellness
- Get them thinking about the value of the program Highlight the ability to learn anywhere with the downloadable IIN Education app

**A rewarding career!**
- Why do you do what you do?
- Share a story of how rewarding the work is.
- If you want to share a specific client’s story, make sure you have their permission!

**What are grads doing?**
- Acknowledge not everyone may want to be a Health Coach
- Share the value of what IIN offers beyond nutritional education
- Showcase a few grads doing other work (visit IIN alumni news for examples)
- List some careers that an IIN education would supplement nicely

**Recap**
- Reiterate the most important points
- Open up for questions

**Closing**
- Thank everyone for coming
- Let them know you’ll stay around for extra questions about your practice or IIN
- Remind them to sign-in to stay in touch!
Launch an exciting career as a Health Coach

Earn while you learn

Learn from anywhere
# Let's Keep in Touch!

## Sign-In Sheet

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