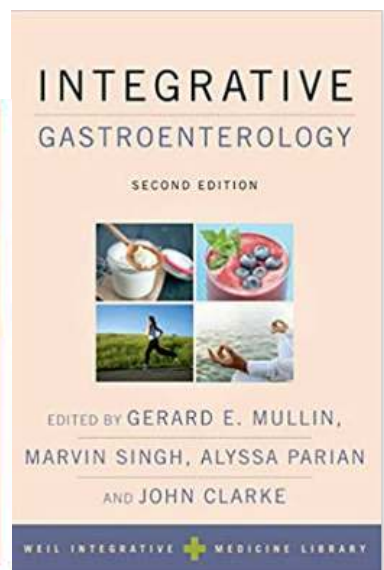
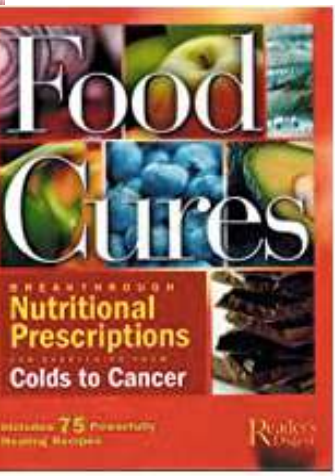
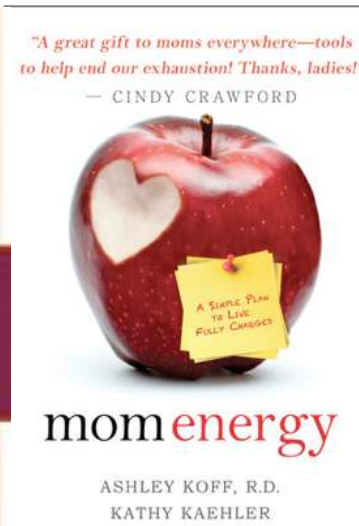
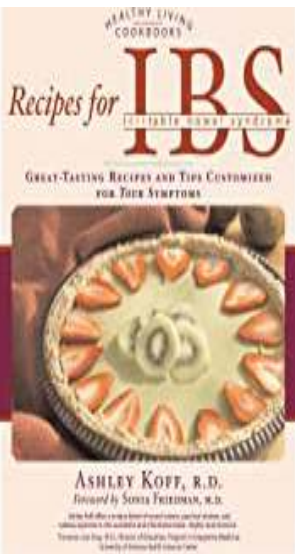


From Protocol to Program: Better Health & Business Results

A presentation by
Ashley Koff RD
CEO, The Better Nutrition Program

Meet Ashley Koff RD



OBJECTIVES

1. Identify the many ways programs are wins for practitioners & patients.
2. For a winning program, you just need PAPER
3. Identify your better program resources

AND an amazing TIME SENSITIVE offer



WE ALL WANT THE SAME THING



Dispense
Supplements

See More
Patients

Personalize
Recommendations



Reduce
Overhead



Programs?! You are
here because you
want to do a
program but...

I've got 99 things to do and...

What's keeping you from creating a program

- I don't have the time to develop a program (I'm writing a book, giving a lecture, need more time with my family)
- I don't know if it will work (my reputation depends on results).
- How do I get people in it? Market it?
- Will it really make me money?

I've got 99 things to do and...

What's keeping you from creating a program

- I don't have the time to develop a program (I'm writing a book, giving a lecture, need more time with my family) Your book, lecture, patient sessions & our FREE protocols are your program content - we want you to spend more time with your family too!
- I don't know if it will work (my reputation depends on results). #OBVY We have different goals than others who sell programs – ours **MUST** deliver outcomes as good as, if not *better* than 1:1 results
- What clients will go through a program (aka how do I market it) You currently say no to clients (maybe without even knowing it). Without a program you aren't competing where new clients are waiting. It's as easy, if not easier, to market a program than marketing for patients.
- Will it *really* make me money? Let's do the math

For a winning
program, you just
need PAPER

PARTICIPANTS

ASSESSMENTS

PROTOCOLS

ENGAGEMENT

ROI

GET PARTICIPANTS

- TOPIC
- TIMING
- TRIPWIRE

USE ASSESSMENTS

- FROM A TO BETTER
- PERSONALIZE
- SHOW > TELL
- BONUS: SHARE WITH OTHERS

Better Nutrition Evaluations




Talk with us! Text TALKBETTER to 44222



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HAVE PROTOCOLS

- **PROVEN**
- **ROADMAP**
- **TOTAL NUTRITION+**

Fullscript™

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Create account


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GENERATE ENGAGEMENT

- CHALLENGE
- REINFORCE
- PRIZES & DISCOUNTS

Week #2: Better Pairs & Plants



Your Results

Recap:
What is something you are already doing heart healthy better?

How heart healthy is your intake? What was delicious? What didn't work?

Myths - did you catch yourself in any (Fats, cholesterol, salt)

What's Better

What pairs of nutrients impact heart health?

Potassium + Sodium
Calcium + Magnesium
Fiber(s)/ + Water
Omega 3 + Omega 6
B6+B12 (& Folate)

Heart Health nutrition better be plant-based. (nitrates, minerals, antioxidants)

Better heart health nutrition upgrades:
Beverages, Sweets, Spices

Your Commitment

What swaps could you make to improve the deliciousness of your heart healthy menu this week? (use menu for ideas)

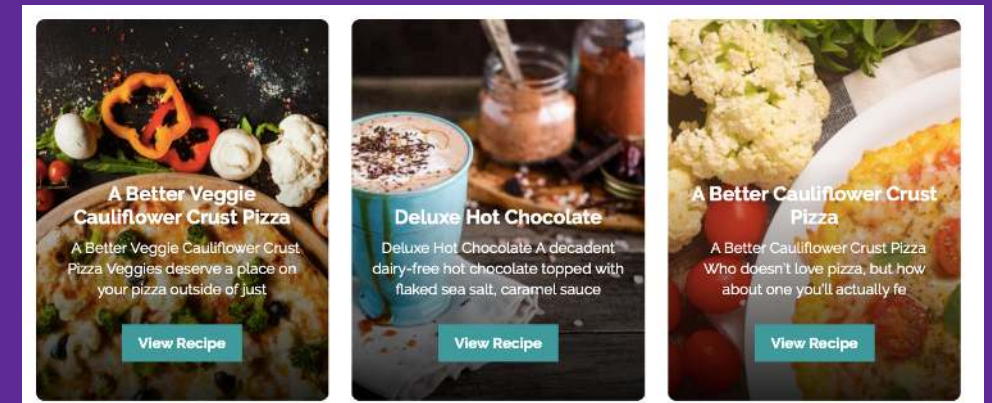
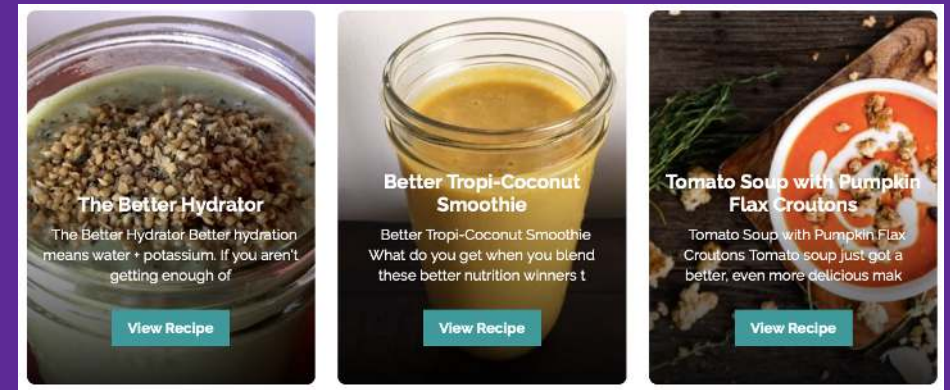
Do the potassium evaluation - how is your intake? Then use the menu to take the challenge!

Track with The Better Nutrition Journal*

Share your nutrition journal day(s) & Better(s) in the group or with your coach

Bonuses from The Shop of Tools: mineral assessments, mineral guides, prebiotic guide, milk guide

Weekly Challenge: Hit 3000mg of potassium 3 days



Weekly Challenge:

Bust a better breath

- *Try 10 rounds of 4-7-8 for 3 days
- *Try belly laughing for 60 sec 2 days
- *Note: what takes your breath away

BETTER ROI

- REVENUE OVER INVESTMENT
- RETAIN ONGOING INCOME
- RIGHT ON INTO _____

Week #3: Supplement for a better total



Your Results	What's Better	Your Commitment
<p>What are you doing better?</p> <ul style="list-style-type: none">- Breathings- Plants- Pairings <p>What supplements are you taking & why?</p> <p>The Better Nutrition Program © 2019</p>	<p>When is a supplement a <i>better</i> nutrition choice?</p> <ul style="list-style-type: none">- Fill gaps- Address imbalances- Therapeutic efforts <p>Quality Frequency</p>	<p>Discuss your supplements with your practitioner & get your <i>Personalized</i> supplement plan</p> <p>Do the Fiber evaluation and share results.*</p> <p>What looks deliciously doable from the heart health menu you haven't tried yet?</p> <p>Track your week with The Better Nutrition Journal*</p> <p>Share your nutrition journal day(s) in the group or with your coach</p> <p>Share a win(s) in the group or with coach</p> <p>*Coaches provide to clients</p>

Supplement Situation



What nutrients are you adding with supplements?	YES	NO
Are you taking Coq10?	<input type="checkbox"/>	<input type="checkbox"/>
Do you take red yeast rice?	<input type="checkbox"/>	<input type="checkbox"/>
Do you take an omega-3 or fish oil supplement?	<input type="checkbox"/>	<input type="checkbox"/>
Are you taking B vitamins (B12, B6, folic acid) alone or in your multi?	<input type="checkbox"/>	<input type="checkbox"/>
Are you taking vitamin D?	<input type="checkbox"/>	<input type="checkbox"/>
Are you taking nutrients for bone health?		
Magnesium?	<input type="checkbox"/>	<input type="checkbox"/>
Calcium?	<input type="checkbox"/>	<input type="checkbox"/>
Vitamin K?	<input type="checkbox"/>	<input type="checkbox"/>
Are you taking iron (alone or in your multi)?	<input type="checkbox"/>	<input type="checkbox"/>
Are you taking a fiber supplement?	<input type="checkbox"/>	<input type="checkbox"/>
Are you taking a probiotic?	<input type="checkbox"/>	<input type="checkbox"/>
Are you taking any herbs?		
Turmeric, ginger?	<input type="checkbox"/>	<input type="checkbox"/>
Holy basil, Ashwaganda?	<input type="checkbox"/>	<input type="checkbox"/>
Reishi, maca?	<input type="checkbox"/>	<input type="checkbox"/>

- Fill gaps
- Address imbalances
- Therapeutic efforts

Don't forget digestion!
Genetic factors!

Weekly Challenge: Upgrade your supplements

What's Next

Always have their
(and your) Plan *Better*

1. Want to go over your results? (discovery call for your other services)
2. Register for the next program (or have a package of programs)
3. We will send you a reminder in 90 days to review your _____ supplement plan

RECAP & YOUR PLAN *Better*

Run Program(s)!

Win-Win = when the better answer is the same for your patients, prospects & your business

- For Them:
 - Someone can work with you who doesn't live near you
 - Someone can work with you who doesn't have the resources to work 1:1
 - Someone can test drive your services before a bigger investment
 - Someone can work from home on their own time
- For You:
 - Better ROI for your training & mission
 - Better first step, better return step, better ongoing steps...
 - Lead magnet for prospects & referrals

Don't Waste Time

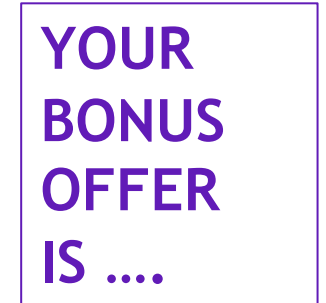
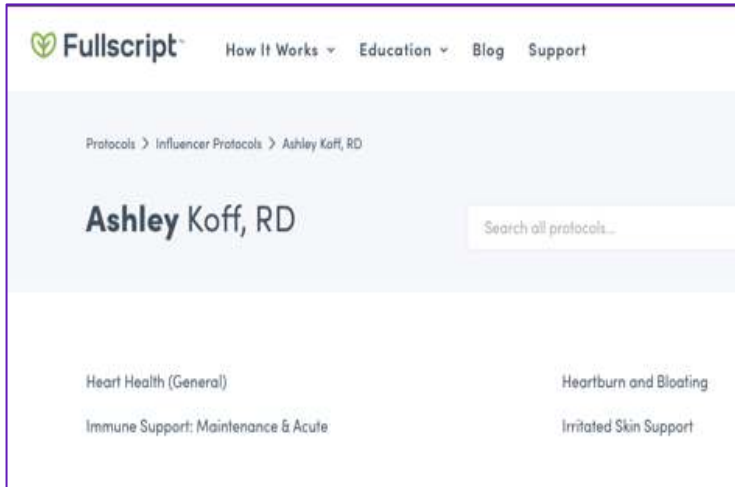
Use our protocols, tools & expert
support to run a program
ASAP

The Better Nutrition Program
Fullscript protocols power these
programs & more

- Digestive Tune Up
- Better Skin from Within
- The Sugar ShakeDown
- Be Heart Healthy
- Be Well - Immune Health

AND

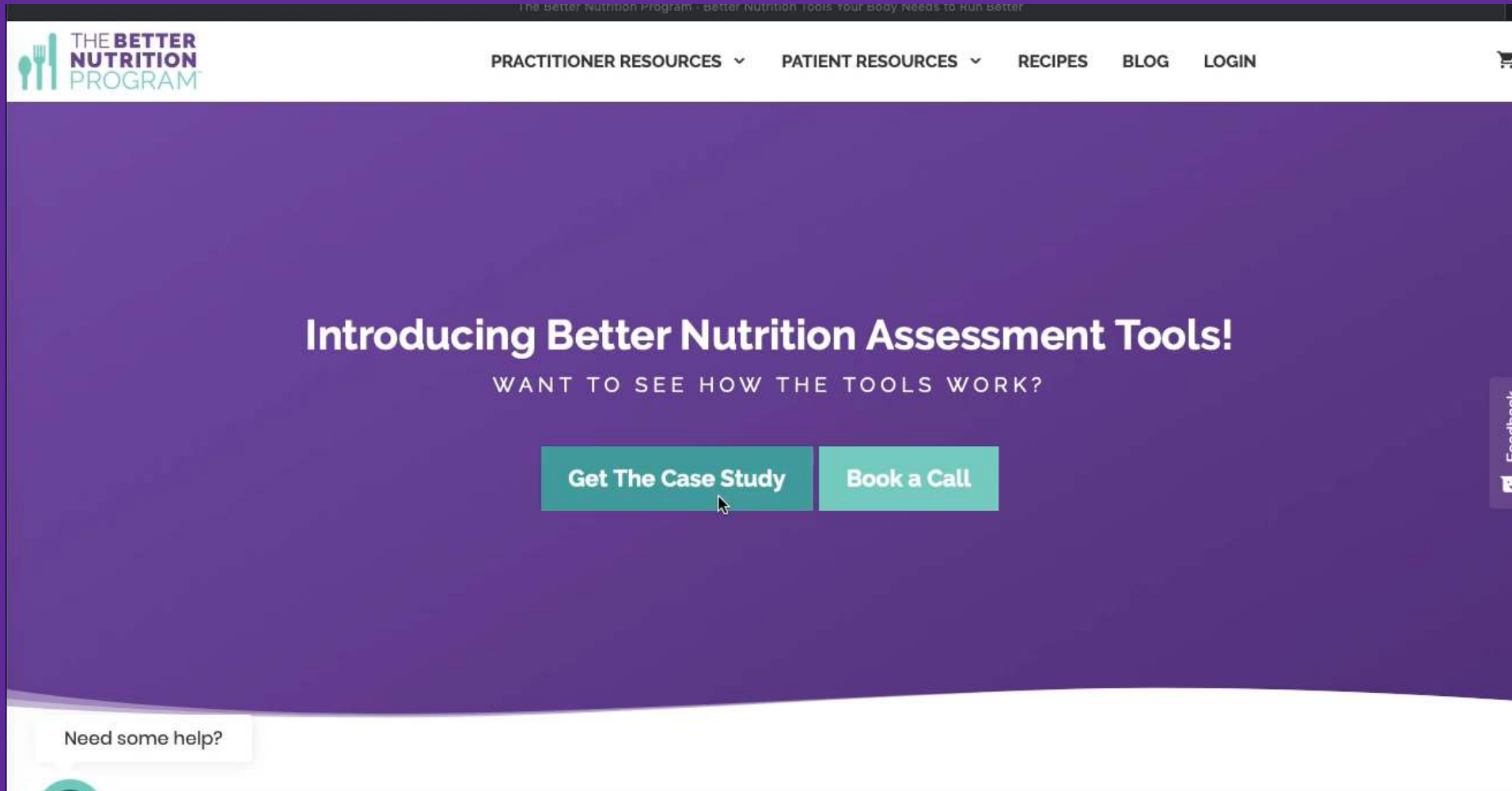
Spring Clean Me Up - Digestion +
Detoxification



Protocol(s) + The Shop of Tools =

Ready-to-Revenue Generate Program(s)

YOUR *BETTER* PROGRAM RESOURCES
ARE JUST A CLICK AWAY!



Roll cursor over image
to watch video

What's Next

Your Plan *Better*

OPTION #1:

Get The Shop of Tools & get access to 12 programs, the slides, behind the scenes coaching with me & 100+ tools so you are ready to revenue generate on Day 1!

[Thebetternutritionprogram.com/
shop-of-tools](https://Thebetternutritionprogram.com/shop-of-tools)

Use code Fullscript30 at checkout & save 30% off

What's Next

Your Plan *Better*



OPTION #2:

Prioritize time to talk with me about protocols, tools, programs & your business

TEXT TALKBETTER TO 44222

to pick a time that is better for you

or us this link

[Calendly.com/betternutritioncalls/discoverycall](https://calendly.com/betternutritioncalls/discoverycall)

AND you get automatic access to our Spring Clean Me Up program, we will email you the details!!!!