



7 Steps to Creating Profitable Meal Plan Programs

In today's digital age, it seems as though there is a nutrition or fitness professional on every social media platform. Each Promises THEIR program is THE answer to better health. The overwhelming glut of similar programs can make it seem impossible to stand out in a crowded market.

YOU know you possess the necessary tools to change lives while making a sustainable income. But to make this a reality, it may be necessary to open your mind to program components, such as meal plans, which will attract and sustain more paying clients.

Think meal plans are not a vital piece of the puzzle to make your private practice, nutrition or fitness business stand out? Think again.

I know what you are thinking....

Meal plans are **SO** time consuming, restrictive and often offer limited return on investment. Your past experience with meal planning may have involved: Spending hours writing custom plans for each clients' dietary preferences. Emailing your meal plan masterpiece to the client, only to have them admit they did not even use it!

Well, what if I told you, your past experience with meal planning does not have to be the norm. You **CAN** offer what your clients and members are clamoring for, have them actually utilize your meal plans, still have time in your day to service more clients **AND** make money.

This guide will take you through the 7 most important steps when setting up profitable meal plan programs. Your clients and members will love the flexibility and advanced tech features, while your practice and income potential will advance to the next level!



Step 1:

Know Your Audience



According to health.gov, the majority of Americans are not following healthy eating patterns. Goals for fruit, vegetables, protein and grains do not align with current dietary recommendations.

It has never been more important to provide clients with the tools they need to succeed. In our haste to help, we often throw too much information at clients, including a static meal plan. However, meal plans are only effective if developed with a specific individual type or audience in mind.

Our best advice - niche down!

For example: If your target audience is Vegan, focus your best efforts on creating the best Vegan meal plans your current and future clients will love. If your fitness clients want to lose weight, create a meal plan program focusing on healthy eating for active individuals. No matter the target audience, meal plans should be attainable and easy to follow. The more realistic the plan, the greater the likelihood clients **WILL** use them because it will fit into their lifestyle. Their success will be your success!

Important tips to consider, especially if your meal plans are recipe oriented.

- Culture
- Lifestyle
- Socioeconomic level
- Cooking ability

Develop meal plans and recipes with your client's lifestyle in mind. We advise simplifying your recipes and meal plans to attract clients of all socioeconomic levels and cooking abilities. While we love recipes, consider if your audience wants to spend hours fussing in the kitchen. Consider paring down meal plans ingredients to consolidate grocery lists and reduce potential waste.



Step 2:

Educate Not Dictate

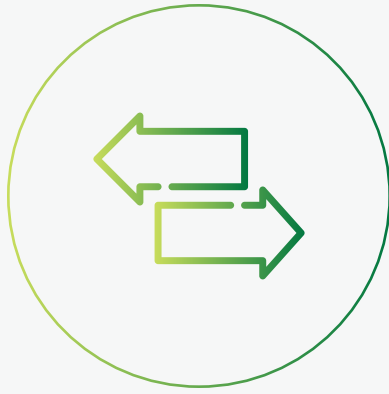
Stagnant meal plans are not effective educational tools. Ineffective tools do not sell.

Plans should meet clients where they are at while still developing nutrition modifications to meet fitness and lifestyle goals.

Meal plans must be flexible and dynamic enough to allow clients to eat within plan on vacation, at a restaurant or party.

With education based meal planning software, you can help your clients control their chronic illness, train effectively for that triathlon, or lose the weight they've been struggling with for years.

Simple technology tools help clients learn that journaling and planning ahead doesn't have to be a struggle.



Step 3:

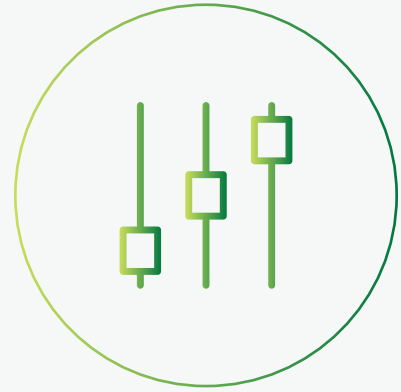
Change the focus from negative to positive

Give your clients that light bulb moment. Create meal plans that work **WITH** the client versus **AGAINST**.

Healthy eating starts to click when clients are able to make their own food decisions. Mobile food tracking allows for equal exchanges within food groups (like trading out salmon for pork) and then automatically populating the correct portions to meet client needs. Nothing could be simpler than that!

Clients will swiftly change focus from what they **CAN'T** to what they **CAN** eat. They start picking up on how to trade a salad for roasted veggies. They learn how to fit in that brownie after dinner.

AND, they are happy to check in with you; proud to have met the goals they set during the initial appointment. Happy successful clients will quickly turn into repeat customers and excellent referral sources!



Step 4:

Use Templates

Time is money! Therefore, we are huge fans of create once, use many times. In the past, meal planning may have been a multi-hour process for each person who walked through your business door. There is a better and more efficient way to sell meal plans that offer a custom feel, but without spending hours putting pen to paper.

The goal is to use our Registered Dietitian templates or create your own versions that can be used across a variety of situations and allow for future modifications with minimal alterations.

Templates allow for the appearance of customization, but only take minutes to assign to each client. Because customization can be done on the client side, you will save the time you once spent developing individual plans. Take this extra time to up your marketing efforts to further expand and scale your business.



Step 5:

Create Passive Income

Professionals aspire to educate clients and help them meet their lifestyle goals. Ask any health professional and they will agree that in order for changes to stick, the work must be long term. Lifelong habits cannot be established in 1 or even 3 sessions.

However, what happens when financial constraints prevent clients from making further appointments? Keep your clients close and engaged by developing affordable monthly membership plans.

Our favorite suggestion for RDs, health coaches and fitness professionals is to build packages or different service tiers that includes both in-office visits **AND** on-going food journaling using our software and mobile app.

Creating maintenance programs using meal planning software like GOMealplans can be a total game-changer for your business. By offering monthly contracts to your clients, you can keep them with you for the long-term with limited work on the part of the professional.

Plus, with our secure messaging system, you can keep clients motivated and engaged by sending scheduled inspirational messages on a daily, weekly or monthly basis.

Step 6:

Value Added Service



Stand out from the pack by offering meal plan programs as a value added service. The addition of technology can help automate and simplify while adding additional credibility and passive income to your practice.

Clients will be more apt to pay an extra fee for custom meal planning if it includes access to both web and mobile software.

Web and mobile tools can empower your clients, while keeping them accountable. They'll see results, and you'll enjoy higher retention rates and increased productivity. Templates and integrated meal plans tools provide value without taxing the professional in terms of time.





Step 7: Versatility

Use your meal plan programs to expand your business beyond the office walls!

Meal plans make excellent opt-in lead magnets for potential clients. Create a shorter 3 day plan based off your nutrition program. Clients will get a taste of what you offer, which will avoid the fear of signing up without sampling the goods.

No longer get caught off guard when approached to develop wellness programs. If you are thinking larger scale, develop your program and market to the B2B businesses you are looking to attract or work with. You can target clinics, gyms, physician offices and corporate wellness with your ready made game-changing wellness and nutrition programs. Developing a versatile meal plan program ensures it will require only minor adaptations to work within a variety of settings.

We can even brand our mobile app with your logo and program specs for a more professional and polished look.

*For more information on how you can integrate the **GOMealplans** and **GOMealplans+** programs into your practice, health care business or gym, contact us to speak to a business development representative.*

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