



MONTHLY NUTRITION PROGRAM REVIEW WITH OWNER AND COACH

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Good fortune is what happens when opportunity meets with planning

- Thomas Edison

Step 1

Assess the Program

It is important to talk about bright spots, client load and management, areas of owner support, and having a consistent message with all staff.

What are your bright spots for the month?

What owner support is needed? Are there opportunities the owner may be missing?

Is there a clear and consistent message with all staff? _____

What can be done to improve if needed?

What is your current client load? _____

Discuss updates on progress, client management details, concerns, and room for growth.

When was your last evaluation? _____

When will the next evaluation be? _____

Review Nutrition Coach

ON TRACK Checklist

Step 2

- Nutrition story highlight on IG- Updated Monthly
- At least 1 success story or testimonial posted and one email sent each week
- Post 1 recipe per week and link to your recipe page on your website
- Post 1 Video per week (HSN provides 3 Video Scripts per Month)
- Updated success stories as needed (Every 3 months)
- The nutrition board is being updated at least 1x month
- Free Virtual Seminars are being held every 4-6 weeks to attract new leads
- Lead capture tool is collecting emails with automated email sequence
- Leads have been invited to like your social media accounts
- SOP for lead follow-up beyond email -- we recommend getting a phone number to text
- The nutrition program is being recommend during Free Intros
- Past clients are contacted every 3 months
- Member goal setting sessions at least 2x year (recommend nutrition when necessary)
- All coaches KNOW what to do/say when someone asks about nutrition coaching
- Sign-ups for nutrition packages are consistent or progressively increasing each month
- Nutrition landing page exists
- Recipe landing page exists- linked to HSN recipes
- Main page on website discusses nutrition in main header & multiple links to Book a Free Intro
- Success stories are on your website
- Owner and nutrition coach participate in mentoring calls
- Coach is participating in monthly educational webinars -- or watching recordings
- Owner & nutrition coach meet every 2-4 weeks, review progress + growth plan
- Filling out and reviewing HSN revenue tracker monthly
- Check announcements in the HSN Active Mentoring Clients Facebook group regularly

Step 3

Nutrition Program Review

Here you want to fill in the blanks with your current numbers for your nutrition program and work together to identify or update goals for the upcoming month and the year.

Current

Next Month

Year

of Clients

Revenue

% of Total Revenue

	Current	Next Month	Year
# of Clients			
Revenue			
% of Total Revenue			

Step 4

Make a Plan for Social Media

Be sure to use the content provided by HSN. Don't try to reinvent the wheel, you have enough on your plate-keep it simple and use your time to focus on your clients.

Success Story

Recipe

Video

Nutrition Post

Email Content

Week 1

Week 2

Week 3

Week 4

	Success Story	Recipe	Video	Nutrition Post	Email Content
Week 1					
Week 2					
Week 3					
Week 4					

Looking Forward

Step 6

Identify when your next events will be (ex. challenge or nutrition talks), areas of engagement, and potential partnerships. Be specific and add due dates to hold yourself accountable.

Events

Engagement

Partnerships

Take Action

Step 7

Based on the goals you set, areas of need, and future planning- break things down into tasks with a deadline. Keep this handy and refer back to it regularly.

Tasks to complete this month:	To be completed by:

Questions for Next Mentor Call:

Date of Next Mentor Call: _____