

# Create and Scale A Highly Successful Health & Wellness Program



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This guide is going to show you how you can make the ultimate shift from struggling to make money as a Health & Wellness professional, feeling stretched too thin and feeling uncertain of what you should be doing, to creating and marketing a **profitable health program.**

- ✓ Discover **8** types of Health Programs. Decide which one is right for you.
- ✓ Learn which marketing efforts are right for your business stage.
- ✓ Create your revenue plan.
- ✓ 6 mistakes to avoid while growing your program



# *Types of Programs*

One-to-one Program

Group Program

Online Workshop

Short Course

Signature Course

Membership

Hybrid Program

B2B Offering

# One-to-one Program

One-to-one coaching is the most flexible type of program since it caters to the needs of only one client. Those programs can be as short as one session and as long as several years.



## Who is this for?

**All levels, from beginners to gurus**

- New practitioners and coaches who need to gain experience
- Established professionals to stay in tune with the market, customer needs, and keep the human-to-human connection.
- Practitioners & coaches specializing in deep transformation that requires one-to-one approach.

# Group Programs

Group Health Coaching is a partnership between a coach and a **group of 4-10 like-minded individuals** where each participant begins by determining what they want to achieve and then creates a detailed plan to achieve it.



## Who is this for?

**Try this when you served at least 10 clients one-to-one**

- Practitioners and coaches who nailed the one-to-one approach and willing to experiment.
- Those who are ready to create structured programs to cater to small groups with similar goals.
- Creators who need experience and training before creating workshops and courses.



# Online Workshop

The workshop is the jumping off point, where you help your participants get started. Your training will give them just enough information and support to help them to begin moving forward. Think of it as your way to help your clients produce small, but valuable results that can lead to bigger results if they keep going.



## Who is this for?

**You can try this early in your career**

- Practitioners and coaches who are willing to speak to masses, but are not quite ready to create a course.
- Those who would like to test waters and get feedback before creating the course.
- Practitioners and coaches who would like to create a mini-training that is slightly off topic of their core programs.

# Short Course

The short course takes a deep dive into just one main area. This type of program offers specific and detailed information and often uses a step-by-step educational framework. With a Short Course, you will help your clients produce very specific results in one area.



## Who is this for?

### Experienced coaches

- Practitioner and coaches who are ready to create a course, and need to test their approach.
- Entrepreneurs who would like provide a part of their program as a course.
- Professionals who would like to create a short course as an "entry point" to their main program.

# Signature Course

A signature course is your complete, comprehensive system. It is the most in-depth of all types of course-based programs. Specific and detailed, it includes the entire framework (from start to finish) - it can lead to a total transformation.



## Who is this for?

### Experienced practitioners with transformational program

- Coaches who tested their course game with a short course, gained experience, material and feedback to move further.
- Coaches who have a truly transformational program in their hands that can be implemented by broad groups of people within your niche.
- Coaches who are aspiring to make the mark in their industry



# Membership

A membership program offers ongoing support, resources, and community for your audience. Unlike a course with a fixed curriculum, a membership provides continuous value through exclusive content, coaching, and engagement. It creates a recurring revenue stream while building deeper relationships with your clients.



## Who is this for?

**Entrepreneurs ready to create long-term impact by providing ongoing guidance**

- Those who have tested their content with courses, workshops, or group programs and want to expand their offerings.
- Coaches with a growing community who need a structured way to deliver consistent value.
- Entrepreneurs looking for predictable income through a scalable, recurring revenue model.

# Hybrid Program

A hybrid program is a mix of training and coaching that uses a combination of 1:1 coaching, group coaching, and a course-style curriculum. This is a comprehensive program that offers the benefits of self-paced studying, peer support and one-to-one engagement.



## Who is this for?

### **Experienced coaches with transformational program**

- Coaches and practitioners who need to offer a mix of delivery styles for their clients to achieve desired results.
- Practitioners who offer long-term transformational programs - from 6 months to multiple years.
- Entrepreneurs who are not willing to give up 1:1 work, but would love to deliver a part of their program as a self-paced course.



# B2B Offerings

Expand your business by offering your services to companies, teams and self-organized groups. These can include health & wellness benefits program for company employees, event participations & other partnerships.



## Who is this for?

**Practitioners and coaches ready to grow beyond their private practice and create a scalable business**

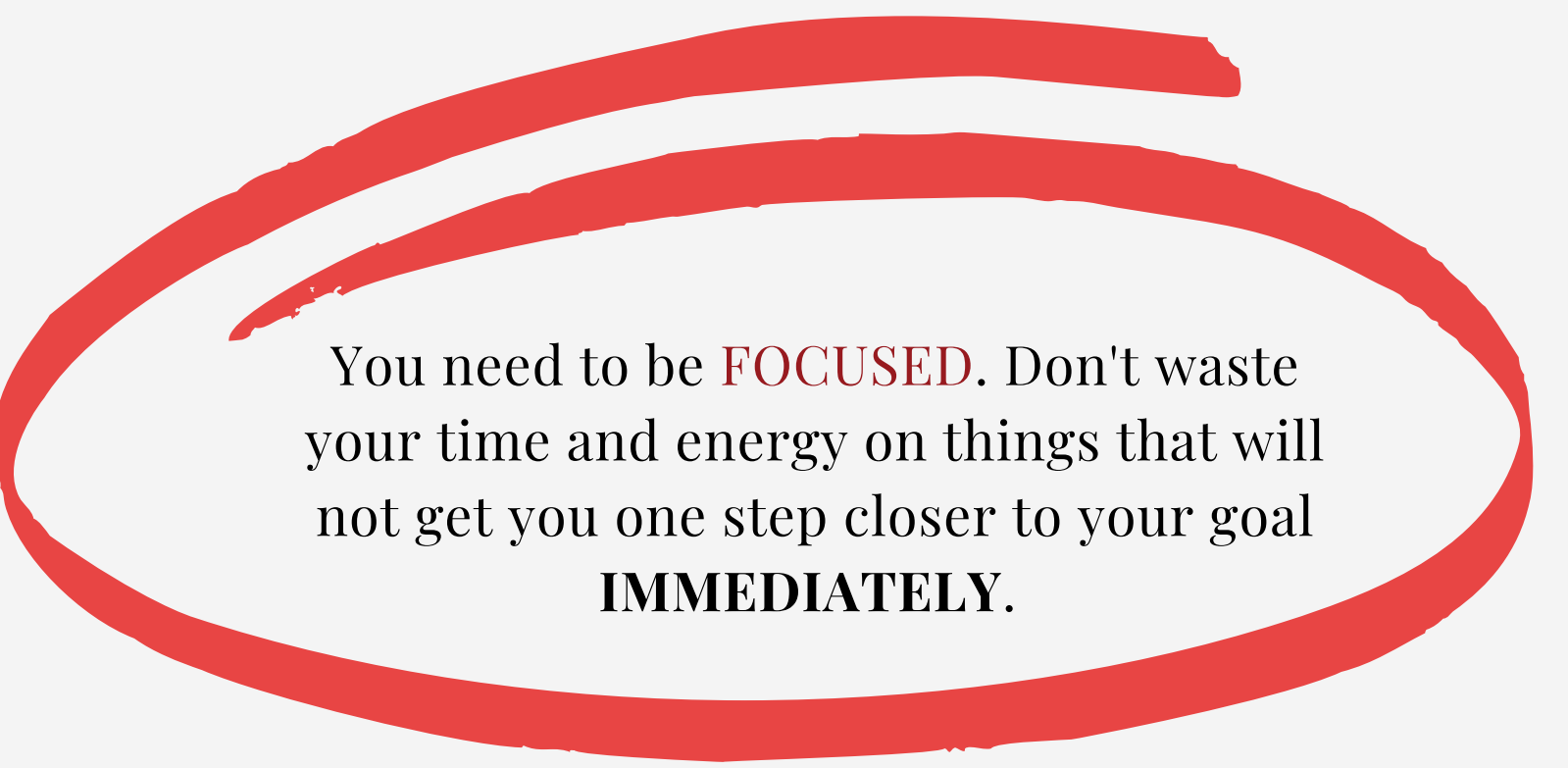
- Entrepreneurs looking to offer their services to companies as a health benefit for employees.
- Practitioners and coaches eager to expand their business structure and create sustainable growth.
- Those who want to build a business bigger than themselves, creating lasting impact and opportunities.



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*Which type of program  
is best for you  
RIGHT NOW?*

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You need to be **FOCUSED**. Don't waste your time and energy on things that will not get you one step closer to your goal **IMMEDIATELY.**

Check out how your business development journey can look like and what you should focus on every step of the way.



# Your Growth Journey

To grow your health & wellness business, focus on the right strategies for your current income stage. This table helps you choose the best services and marketing tactics for the next 3–12 months, ensuring sustainable and profitable growth.

Business Stage	Income Range	Time in Stage (Avg.)	Services to Offer	Marketing Focus
<b>Stage 1: Foundation</b>	\$0 – \$3,000/month	3–12 months	<ul style="list-style-type: none"> <li>- 1:1 coaching</li> <li>- Small workshops</li> <li>- Beta-test offers</li> </ul>	<ul style="list-style-type: none"> <li>- Content creation (social media, blog, video)</li> <li>- Building a basic website</li> <li>- Growing email list</li> <li>- Relationship-based marketing (networking, referrals)</li> <li>- Discovery calls &amp; sales conversations</li> </ul>
<b>Stage 2: Growth</b>	\$3,000 – \$10,000/month	6–18 months	<ul style="list-style-type: none"> <li>- 1:1 coaching (higher pricing)</li> <li>- Small group coaching</li> <li>- Paid workshops</li> <li>- Testing digital products (mini-courses, guides, memberships)</li> </ul>	<ul style="list-style-type: none"> <li>- Refining sales process (handling objections, improving conversions)</li> <li>- Lead magnets &amp; email marketing</li> <li>- Funnels &amp; automation (basic)</li> <li>- Strategic partnerships &amp; collaborations</li> <li>- Organic &amp; low-cost paid ads</li> </ul>
<b>Stage 3: Expansion</b>	\$10,000 – \$30,000/month	12–24 months	<ul style="list-style-type: none"> <li>- Premium 1:1 coaching</li> <li>- Scalable group programs</li> <li>- Digital courses</li> <li>- High-ticket offers</li> <li>- Corporate &amp; VIP packages</li> </ul>	<ul style="list-style-type: none"> <li>- Evergreen funnels &amp; automation</li> <li>- Paid advertising (Facebook, Google, YouTube)</li> <li>- Authority-building (guest podcasts, PR, speaking)</li> <li>- Optimizing conversion rates (sales calls, checkout pages)</li> </ul>
<b>Stage 4: Scale &amp; Freedom</b>	\$30,000 - unlimited /month	12–36 months	<ul style="list-style-type: none"> <li>- Scalable programs (signature courses, memberships)</li> <li>- Licensing &amp; certifications</li> <li>- Speaking &amp; book deals</li> <li>- Passive income streams</li> </ul>	<ul style="list-style-type: none"> <li>- Team-building &amp; outsourcing</li> <li>- Scaling ads &amp; automated sales systems</li> <li>- High-level brand partnerships</li> <li>- Thought leadership &amp; visibility</li> </ul>

Looks pretty easy, right?  
So then why so may health practitioners and  
coaches don't make it?

Here are 6 reasons



**MISTAKE #1.**

**UNDERESTIMATING THE IMPORTANCE OF MARKETING**

Some still believe that having a great coaching program is all you need to get clients reaching out to you. In fact, there are so many amazing coaches who get pushed aside by better-marketed competitors with similar or even less valuable offers. In 2020, you have to have both – a great program, and strong marketing.

**MISTAKE #2.**

**HAVING NO CLEAR REVENUE GOAL AND STRATEGY**

I've heard from so many coaches a variation of the phrase – “I don't want to make it only about money”. Of course, you don't, and that's great. But in health coaching, as in any other business, if you do not know where you are going, you won't know what road to take, how to make important decisions and set goals.

**MISTAKE 3.**

**HAVING NO STEP-BY-STEP GROWTH PLANS**

Even when coaches know their revenue goals, many of them struggle to create a roadmap and a step-by-step plan on how to reach each turning point. It is important to break down a high-level goal into smaller milestones and be able to remodel and shift your marketing strategy as you move forward.

#### MISTAKE #4.

#### NOT HAVING NICHE CLARITY

Trying to create an online presence that pleases everyone appeals to no one. The rapid growth of online communication has given prospects the opportunity to shop around for the health coach they resonate with best. If you aren't focused on providing services to a hyper-focused audience, potential clients won't see the value in working with you.

#### MISTAKE #5.

#### CHASING SHINY OBJECTS

I met many coaches who spent months building their perfect website, spent hours every week crafting thoughtful social media content, trying all sorts of things from Facebook groups to video blogs and podcasts. And yet, they serve very few clients. Focusing your time and energy on the right things at the right time is the key to online coaching success.

#### MISTAKE #6.

#### BEING AFRAID TO SELL

It hurts to sell. It's especially true for health professionals, many of whom are afraid of coming off as "too salesy". For better or for worse, no matter what your sales process is, at some point, you gotta make an offer. The problem is that so many coaches fail to create a seamless sales process that feels natural and even enjoyable for both parties.

Ready to create your  
signature health program —  
and grow it with confidence?



Stay tuned for your bi-weekly dose of the  
**Wellness Entrepreneur Digest**, where you'll get:

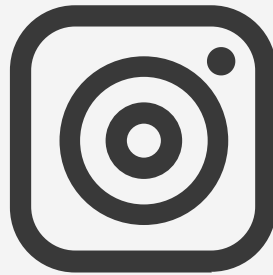
- ✓ **Something to Think About** – Big ideas to inspire your next move
- ✓ **Something to Do** – Actionable steps to build momentum
- ✓ **Something to Learn** – Skills and strategies to grow sustainably

Your next level is just one insight away!



# LEILA QUINN

ABOUT CREATOR



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on Instagram



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With a diverse background spanning Europe, Asia, and the U.S., I am committed to transforming the landscape of healthcare and health education worldwide. My mission is to empower health and wellness professionals to amplify their impact and build sustainable businesses.

Leveraging two decades of experience in marketing, product launches, and business strategy, I help wellness entrepreneurs turn their expertise into scalable programs, digital products, and corporate offerings.