

GET YOUR NEXT 10 CLIENTS IN 30 DAYS USING

IN-PERSON WORKSHOPS

WITH KRISSY LEONARD

Really?

10 new paying clients in 30 days?

Imagine by this time NEXT MONTH you've signed on 10 new, inspired and highly motivated clients paying you top-dollar for your services.

And on top of that, you have a steady stream of clients waiting to get into your upcoming group program, knowing it will sell out before you even launch it.

Your days are no longer spent worrying about how to get people to pay you for what you do; instead your phone chimes with "You've received a payment" notifications and "I can't wait to get started!!" emails from new clients who are psyched to snag one of your highly-sought after coaching spots. You're on a waitlist now, after all.

Every week you open your email and find a new invitation to host a talk in your community. Just a short time ago this would have totally freaked you out, but now you quickly hit reply and type: "Sounds great! Just let me know the time and place!" Because you know you're going to nail it. You take a moment to put it on your calendar and pencil into your budget another \$5k for that month, knowing this workshop is going to land you at least 3-5 new clients.

With all that extra income, and the invitations to host more client-generating talks pouring in, you finally feel at ease in your business, knowing you have the power to create new clients ON DEMAND.

You pull up Google Flights and scope out tickets abroad. "I wonder what Paris is like this time of year" you ask yourself as you book your next trip, knowing it's already more than paid for.

Here's the thing, this isn't a crazy pipe dream. This is exactly what I learned to do to triple my business in just a few months, and create plenty of time and money for travel - and you can too with in-person workshops. Here's how...

PART 1:

YOUR CHECKLIST

GET YOUR NEXT 10 CLIENTS IN 30 DAYS CHECKLIST

- Brainstorm Topics for your Signature Talk: what do your target clients most struggle with? What problem can you help them solve? What is the most common challenge people come to you with when they are first starting out? Ask: "how can I create a workshop that helps solve the most pressing problems my clients have?" be sure to get into the minds of your current clients and meet them where they're at using their exact words. For example: for a sugar talk instead of calling it "why sugar is bad for you, stop eating it," use words that appeal to them where they are at: "3 Steps to Overcoming Your Sugar Cravings in 30 Days or Less (Without Giving Up Sweets!) "
- Brainstorm places that already have an audience of your ideal clients and that can do the promotion/fill seats for you.
- Decide on topic and I-need-to-go-to-this-talk!! description (do not need to plan whole talk, you just need a compelling topic and description!). 1 hour or 1.5 hour classes work best.
- Pitch 5-10 places where you can give your talk (think Health Food Stores, Businesses, Gyms, Yoga Studios, Local Events)
- Book the talk/workshop and get it on your calendar (at least a month out so you have time for promotion).
- Create workshop content using my done-for-you outline
- Create a simple PowerPoint Presentation (optional) and print out your outline.
- Promote the workshop on social media, posters around town, email your list.
- Prepare in advance (outfit, outline, PRACTICE YOUR TALK, work out tech (find out if they have a projector, mac or PD hook up etc), recipes and giveaways, etc)
- Be sure to bring outline, PowerPoint on a flash drive, sign up sheet and evaluation, business cards or promotional materials, any goodies, foods, etc.
- Show up early with plenty of time to settle in and work out any technical issues
- BREATHE. Relax and connect with people as they enter the room, create a relaxed and welcoming environment.
- Give your talk using the done-for-you outline
- BE SURE TO INVITE PEOPLE TO YOUR SALES CONVERSATION, pass around sign up sheet and gather email addresses and contact info (THIS IS CRITICAL DO NOT FORGET THIS STEP!!)
- Hand out evaluation and let them know where to leave it.
- Thank people and chat up anyone who seems like an ideal client, let them know you really look forward to talking with them during the consult.
- GO home and email people right away, the next morning at the latest. Thank them for coming to the talk, give them instructions on how to their book session, remind them of the value (what they were going to get from it), and a link to your online calendar or list of timeslots for them to sign up. GIVE A DEADLINE to sign up so this inspires them to action! Also email any "Solutions" document, helpful links, answers to questions etc that people had.
- Follow Up with anyone who doesn't sign up and remind them of the deadline and that you'd love to talk with them.
- That's it! Enjoy your steady stream of consults coming in and your job now is to convert them into paying clients by having a powerful sales conversation with them.

PART 2:

DONE-FOR-YOU WORKSHOP OUTLINE

CREATING YOUR SIGNATURE TALK

(Times based on a 1-hour talk)

Workshop Title: _____

6-:6:05 OPENING

Hello and welcome to (title of workshop)

Today you're going to learn:

- Benefit of talk
- Benefit of talk
- Benefit of talk
- and by the time we are done at (time workshop ends) You'll know how/understand why (big benefit of the talk). Sound good?

So how many people... (Basic characteristic of one type of person who might be there, ex. How many of you have done a cleanse, maybe you've even done a few)?

And how many of you ... (Basic characteristic of OTHER type of person who might be there, ex. How many of you have never tried a cleanse before in your life and in fact aren't even sure if you even want to entertain the idea of going off coffee for a week haha)?

Rest assured that if you are (one type) or (other type) you are in the right place.

PAIRED SHARE

So before we jump into the talk, we are going to be a Paired Share, so you are going to turn to the person next to you and just share your name, and (come up with a couple fun questions that will help them break the ice).

(*Here you are asking everyone to turn to a partner and share something, introduce self, basically get them talking. Then you can call on a few people to share or comment on what you were hearing people talk about and use this as a way to pre-frame the talk, make connections, get people talking to the group)

6:05-6:10 STORY/CONNECTION

Before we go any further, just let you know a little bit about me.....

(Intro about yourself)

6:10-6:11 WHAT WE'LL COVER

- Benefit of talk
- Benefit of talk
- Benefit of talk
- Benefit of talk

6:11-6:30 TALK/DELIVERY/COSTS

(Explain the costs/challenges of not understanding this information, what's you need to know, you can share some of your story or clients stories here, let people know who are struggling with this that they are not alone, and that understanding how to overcome this is HUGE.)

6:30-6:40 SOLUTIONS

(This is the bulk of your talk, where you explain the solution to your ideal clients problems)

IF TIME: Paired Share with partner, what will they implement this week? What ah-ha's are they taking away?

6:40-6:55 CALL TO ACTION (REHEARSE!!)

(INVITE ATTENDEES TO A CONVERSATION. Express the value, why it's important and how to sign up)

6:55-7:00 Q and A

We've got time for a few questions... as we move into questions I am going to ask you to fill out your evaluation sheet that is also going around. In exchange for that completed evaluation sheet I will trade you the solutions handout. And if you provide your email on the sign up sheet you'll I'll also email it to you. Ok, so who has a question I can answer?

7:00pm CLOSING

SO let's look at our slide from the beginning of today's talk. As you can see we learned:

- Benefit of talk
- Benefit of talk
- Benefit of talk

Mention how grateful you are for them being there, if anything wasn't clear or they have questions come up share your email address with them. Remind them again about evaluation and signing up for consult.

PART 3:

WORKSHOP OUTLINE EXAMPLE

SIGNATURE TALK OUTLINE EXAMPLE

(Times based on a 1-hour talk)

Workshop Title: Kicking Sugar: 3 Simple Steps to Reducing Your Cravings, Balancing Your Weight, and Feeling More Free Around Food (Without giving up sweets!)

6-:6:05 OPENING

Hello and welcome to Kicking Sugar: 3 Simple Steps to Reducing Your Cravings, Balancing Your Weight, and Feeling More Free Around Food (Without giving up sweets!)

Today you're going to learn:

Today I am going to share with you some really powerful tools and techniques to help you understand more about sugar, why you crave it and how to stop it from controlling your life. We're also going to try some sweet treats that will satisfy your sweet tooth without having you feel like you're missing a thing, and by the end of today's talk you will be well equipped with the training, insights, and recipes you need to overcome your addiction to sugar once and for all. You'll be well on your way to what I call FOOD FREEDOM.

Are you ready?

So first off, how many of you have heard cutting back on sugar is good for your health and you came to learn how you can prevent unwanted weight gain, chronic illness like cancer and diabetes and heart disease??

And how many of you are here because you feel your relationship with sugar is kind of out of control or you can't walk by the candy dish or cookies at the office without wanting some and want to get you cravings under control?

Rest assured that no matter what brought you here or how tumultuous your relationship with sugar has been in the past, you are ALL in the right place. This next hour is going to dramatically change your relationship with sugar and you'll leave here tonight with the EXACT tools and insights you need to command a deeper level of health, clarity, and freedom around your own relationship with sugar.

Let's dive right in.

PAIRED SHARE

So before we jump into the talk, we are going to be a Paired Share, so you are going to turn to the person next to you and just share your name, and you're going to share 1. What is your FAVORITE sweet treat, you know what one that calls you from the other room or that you can't pass up at your favorite bake shop? And 2. What are some side effects you've noticed personally with sugar, whether it's an energy crash, head ache, moodiness, cravings. So whoever has the shortest hair will go first, go ahead. No judgment here guys!

6:05-6:10 STORY/CONNECTION

Before we go any further, just let you know a little bit about me.....

My name is Krissy Leonard I am holistic health and nutrition coach, Association of drugless Practitioners, Ayurvedic lifestyle consultant, food blogger and food educator and I also have a private coaching practice where I teach women how to craft a personalized eating plan and lifestyle so that they can have an amazing life and a body to match.

Kicking Sugar is near and dear because changing my relationship with sugar was a huge turning point in my own 50 pound weight loss journey and allowed me to heal my body and cure myself of anxiety and depression, digestive disorders and hormone imbalance.

I'm not your "always been thin and healthy" type nutritional consultant - I wasn't blessed with good genes, I actually have PCOS, which makes it harder to lose weight, I tried every diet under the sun, I was one of those women - I am sure you can relate - who was really successful in many areas of my life but when it came to food I felt totally out of control. Especially with sugar. So I get how it feels to know what you "should" be doing, yet still finding yourself struggling with your relationship with food or hating your body and wanting more than anything for that to change.

But I am here to tell you, that if I can do this, you certainly can too. It turns out that kicking sugar is not just about knowing sugar is bad for you - clearly we all are here because we know that already - sometimes just having the information is not enough.

6:10-6:11 WHAT WE'LL COVER

So Tonight you are going to learn 3 simple and practical steps to kicking your sugar habit for good:

1. We'll geek out a bit of biochemistry and you'll learn why sugar is so addictive so you can stop letting sugar hijack your ability to make healthy choices that make you feel your best.

2. You'll understand the diet and nutritional misconceptions that keep you stuck eating sugar, plus some quick and easy recipes that you're going to love.

3. You'll learn how to reprogram your cravings on a physical, mental and emotional level so stop feeling powerless over candy, chocolate and even homemade chocolate chip cookies.

We have a limited amount of time together. I am going to teach you as much as I can about our topic today and then I PROMISE that before we finish how to take it further if you want to.

6:11-6:30 TALK/DELIVERY/COSTS

The seduction of sugar (SLIDE)

The United States is the largest consumer of sweeteners and one of the largest global sugar importers. We started in 1689 when the first sugar refinery was built in New York City. Colonists soon began to sweeten their breakfast porridge with refined sugar, and within 10 years individual consumption had reached 4 pounds a year!

The average American now consumes more than 100 pounds of sugar and sweeteners per year. In contrast, Americans consume an average of about 8 pounds of broccoli. The USDA recommends we get no more than 10 teaspoons per day, yet most Americans eat about 30 teaspoons per day—that's three times the liberal recommended daily value.

Humans love sweet things. Even before we started refining sugar, we sought out foods with sweet tastes. It's in our biology. But refined sugar is highly addictive, even more than cocaine.

Study done at Princeton, newborns crying, sugary syringe into mouths, crying stops, take it away crying comes back, creates dopamine feel relief. As soon as sugar stops, dopamine also stops, no carry over high, not like sex, drugs, meditation. When pleasure dissipates we feel bad. Sugar hits desensitize to dopamine, like if you are yelled at enough tune out. Where 2 bars of chocolate, now need a lot – leads to addictive and compulsive.

Rats – cocaine, heroin, sugar chose sugar. Rats would gorge on, when removed, crawled up in a ball. Can become extremely anxious at through of taking sugar out. We CAN tell mind to reprogram, create new ways to pacify, but often we need to weather this temporary discomfort.

Sugar qualifies as an addictive substance for two reasons:

1. Eating even a small amount creates a desire for more.
2. Suddenly quitting causes withdrawal symptoms such as headaches, mood swings, cravings and fatigue.

NOT ALL SUGAR IS CREATED EQUAL (SLIDE)

Sugar is a simple carbohydrate that occurs naturally in foods such as grains, beans, vegetables and fruit.

When unprocessed, sugar contains a variety of vitamins, minerals, enzymes and proteins.

When brown rice or other whole grains are cooked, chewed and digested, the natural carbohydrates break down uniformly into separate glucose molecules.

These molecules enter the bloodstream, where they are burned smoothly and evenly, allowing your body to absorb all the good stuff.



Refined table sugar, also called sucrose, is very different.

Extracted from either sugar cane or beets, it lacks vitamins, minerals and fiber, and thus requires extra effort from the body to digest.

REFINED TABLE SUGAR IS LIKE AN ANTI NUTRIENT: The body must deplete its own store of minerals and enzymes to absorb sucrose properly.

Therefore, instead of providing the body with nutrition, it creates deficiency.

It enters swiftly into the bloodstream and wreaks havoc on the blood sugar level, first pushing it sky-high—causing excitability, nervous tension and hyperactivity—and then dropping it extremely low—causing fatigue, depression, weariness and exhaustion.

Health-conscious people are aware that their blood sugar levels fluctuate wildly on a sugar-induced high, but they often don't realize the emotional roller-coaster ride that accompanies this high. We feel happy and energetic for a while and then suddenly, unexplainably, we find ourselves arguing with a friend or lover.

FACE OF SUGAR SLIDE

Many faces of sugar – coconut sugar, agave, fructose, lactose, maltose and everything in between, same with refined carbs – bread, pasta bagels, wraps, cookies

White bread turns to sugar, glucose in the body.

Sugar in excess – increase appetite, anxious, wrinkles interfere with brain chemicals

A couple teaspoons a day is too low to trigger inflammatory and hormonal change, if you need it can permit it – like coconut sugar or honey contains minerals.

2 pieces of fruit a day is fantastic. Little bit of added honey or coconut sugar is ok.

Body doesn't know how to process lots of sugar at once so ADDED sugar is really where we run into trouble.

Most addictive: when with sugar fat and carbs, releases more dopamine.

Today, sugar is found in many of the usual suspects, like cakes, cookies and candy. But you will also find it in canned vegetables, baby food, cereals, peanut butter, bread and tomato sauce. It is often disguised in fancy language, labeled as corn syrup, dextrose, maltose, glucose or fructose. Even some so-called healthy foods contain sugar. A lemon poppy seed Clif Bar has 21 grams of sugar, or 5 teaspoons. Compare that to a chocolate-glazed cake donut from Dunkin' Donuts, which has 14 grams of sugar, or 3 teaspoons. You may think your afternoon cup of coffee only has a little sugar,

but a 16-ounce Starbucks Frappuccino actually contains 44 grams of sugar, or 10 teaspoons—that's like eating three donuts! Overconsumption of refined sweets and added sugars found in everyday foods has led to an explosion of hypoglycemia and type 2 diabetes.

SLIDE- WHERE SUGAR IS shows grams of sugar in many different common foods

A WORD ABOUT FRUCTOSE (SLIDE)

High fructose – man made, GMO corn, processed foods. This why stay away. People think fructose makes it damaging, fructose is found in all forms of sugar except for lactose, which is milk sugar. There is a misconception which is to – avoid fruit. Fruit highly supportive of health. Fiber, phyto nutrients, antioxidants, 2 pieces a day ideal radically helps reduce sugar craving.

A not so sweet side of non-caloric sweeteners (SLIDE)

Aspartame is 200x sweeter than sugar, so more than just taste sweet desensitizes

Splenda and sucralose (same) 600x

Stevia 30-300x depending on root or leaf. Need even more sugar to recognize sweet, even harder to reduce. Taste buds regenerate every 10-14 days. Wont be too long until have wonderfully sensitized tastebuds

Non caloric- can create insulin resistance and make fatter. Recently discovered 2007- found sweet receptors on tongue and in digestive tract, produce insulin leads to fat storage. Because so sweet likely greater insulin, more fat and in particular belly fat. 1 12oz diet increase rise of diabetes 33%, 2 per WEEK, increase by 66% - scary. Take all non-caloric sweeteners out.

6:30-6:40 SOLUTIONS

So I know you didn't just come here tonight to talk about the challenges, you came here for solutions!

FIRST - CUT OUT ADDED REFINED SUGAR

In order to break sugar addiction need to implement 3 phases or steps. These are your roadmap for breaking the sugar habit for good..

*Don't need to take notes here, I'll be giving you a handout that covers each of these steps at the end of the talk. (5-10 solutions)

1. Detox your Diet
2. Balance the body's biochemistry
3. Rewire the Brain

Always check to see if you are eating added sugar, especially high fructose or refined white sugar. Look at packaging in your kitchen and in the store get curious about how much sugar is in your food.

Detoxing Your Diet: 10 Guidelines for Eating to Kick Sugar

1. Eat within a 12 hour period. Base this on your last meal from the prior night. If you ate at 10pm, then breakfast will be at 10am.
2. Eat breakfast, lunch and dinner and two snacks. Aim to leave 3 hours between your meals and snacks.
3. Please don't count calories. My clients use to justify a sweet or carb-based snack. It was only 100 calories...but all in sugar and carbs!
4. Limit or eliminate gluten and dairy. Don't worry about cross-contamination. Just take out the obvious - pasta, bread, cakes, cookies, milk, yogurt, cheese and ice cream.
5. You can use up to two teaspoons of coconut sugar or raw honey per day - this is your methadone. But try to avoid non-caloric sweeteners. Throw out the white sugar.
6. In terms of beverages - skip all soda. Drink 6 12oz glasses of water per day and you can have seltzer water, kombucha and herbal teas.
7. Enjoy a maximum of two pieces of fruit per day
8. Toss out all processed food. Food is information. If you eat dead food, that's how you'll feel.
9. Use an olive oil and lemon juice based dressing for your salad. Skip all vinaigrettes and cream-based dressings and non-fat or low fat dressings (these often have added sugar).
10. Once per week, you can have something that's a pleasure food, provided it doesn't contain gluten or dairy. That might be dark chocolate, coconut ice cream, macaroon or gluten-free pasta. The choice is yours.

Balance body's biochemistry

1. Sleep more

2. Eat more protein (study at Harvard school of public health quick oats, Professor David Ludwig at Harvard school of public health conducted students: quick oats, steel cut oats, omelet with veggies- in all hungriest with quick oats, ate double amount of calories during day, steel cut, suppressed appetite, still ate 50% more. Protein in eggs had activated satiety.

-Balance gut bacteria

-slow down when you eat - faster consume. Do not let gut release 2 appetite suppressing peptides: CCK, GLP1, slow down and hunger will decrease, don't always need to listen to body when hungry

-Eat good fats

-Experiment with gluten and dairy, can cause sugar cravings (When food creates high beyond feeling full and satisfied it is changing the brain chemistry, not positive. Eating bread and cheese should feel as neutral as kale salad. What is sensitivity? Hyper immune reaction – reaction to undigested gluten and dairy, molecules correct seen as foreign creates and immune response to destroy and remove it. Like bacteria or virus – creates pro inflammatory cytokines to remove from body. Uses serotonin as immune system communication. Don't have enough serotonin in brain can crave sugar. By taking out food sensitivities, can list foods don't want to give up. Can always get food sensitivity test – cyrex labs examples of where can get this done locally).

-Gut filled with hungry microbes like yeast or pathogenic bacteria Yeast overgrowth – sugar cravings, mucus, itchy ears, fatigue, nasal stuffiness after wine or champagne, eczema. Can test urine, blood or stools but can give false negative. Positive = systemic. Is wondering how happened. --- we all have microbes. Gut micro flora – greatest health ally. Burn fat – add antibiotics from meds and food supply. Good bacteria start dying, yeast mutate, can birth toxins. They LOVE sugar and refined carbohydrates. Protuiallytic enzyme, breaks away cell wall of yeast. 2-6 weeks based candida control by enzyme science. Clients notice dramatic decrease in sugar cravings. After kill off yeast, bring back in probiotics (dr oharas raw fermented) think of garden, pull out weeds like the yeast and then plant flowers.

Rewire Your Brain: Create a life sweeter than sugar

-Habits created to keep us safe, wont die easily

1. Create a list of non-food related activities that bring you pleasure, excitement and joy. Things like talking with a friend, holding hand, making love, meditation all help to elevate serotonin and dopamine levels in the brain.

2. Get curious about the emotional feelings you have towards sweet foods. Is there a connection to pleasant memories or events or people that drive your desire to eat these foods even if they don't make you feel good?

3. Get curious about how you are feeling when you eat these foods. Is your body actually signaling to you that it needs more serotonin (ie. Pleasure, fun, connection or joy?)

4. Go easy on yourself and forgive yourself if you give in to sugar. Practice progress not perfection.

IF TIME: Paired Share with partner, what will they implement this week? What ah-ha's are they taking away?

6:40-6:55 CALL TO ACTION (REHEARSE!!)

Who here feels 100% confident that they could walk away from this talk and solve this problem once and for all?

Ya. Not very many of you, right? That's because we've actually left out 2 ingredients that hold all of this together. Without these 2 ingredients we end up repeating the same patterns and practice the same behaviors that keep us stuck.

Because here's the thing. **INSIGHT WITHOUT ACTION IS USELESS.**

Some of us get some new information, we do *really* well for a while, we renew our commitment to follow through, we do really well for a week or two, and we convince ourselves that this time it is really going to be different.

Has this happened for some of you? Ya. **SO** then what happens?

We fizzle out, lose motivation, and fall off track or sometimes end up worse off than we originally were when we started. And this is **SO** frustrating, right??

So let's see a show of hands... How many people know what they **SHOULD** be doing to (insert topic of talk ex. lose weight, stop eating so much sugar etc) but you don't always **DO** it? Ya most of us! That's because **KNOWING** what we **SHOULD** be doing is not what motivates us to action.

These days we are suffering from a high **FACT** diet. We've got a lot of theory but we are not putting it into practice. The two ingredients that pull this all together are the right **SUPPORT** and the right **ACCOUNTABILITY**.

I assure you that after today's talk you are not missing anything, you don't need to spend your time or energy chasing down anymore *information*, what we do need to make this time different is someone to encourage our progress and kick us in the butt or stretch us when we make poor choices.

(MAKE INVITATION TO CONVERSATION) EXAMPLE:

Since it is likely that none of you are dying to get out there struggle to pry yourself off the sugar rollercoaster all on your own, I'd like to invite you to a **FREE** initial Kick Sugar for Good Consultation.

This is for you if you've struggled in the past even what you have a good idea of what you should be doing.

This is a free, private 30 minute consultation one-on-one where we will look at why you start and can't stop, and what your body is truly craving when you are tempted to overeat or binge on sweets.

Invest 30 minutes of your time and I guarantee you'll have at least one ah-ha about what's been holding you back so you can get unstuck and see the results you desire.

I want to invite you into the possibility that this time really **CAN** be different, that you haven't yet tried everything, Even those of you who are relatively healthy might be missing something that could make all the difference. This is an opportunity to get curious about how healthy you can be.

I had a client that came to me feeling fat, frumpy and completely fed up with struggling to lose weight, she'd been trying without success for **DECADES**. Every time she lose a pound she would put

2 back on, and over the years her weight crept up and up and up even though she was super ambitious, knowledgeable, and WANTED more than anything to change.

She began each morning feeling groggy from eating too much take out the night before and felt completely frustrated getting dressed in the morning because none of her old clothes fit her well anymore. She actually secretly admitted to me that she loved clothes and fashion but that no one would be able to know it because she covered her body in flowy cardigans, and had been wearing the same pair of pants multiple days a week for over a year.

She was relatively healthy, she drank green smoothies and did yoga and tried to do the right things. She spent hundreds of dollars on organic foods and green juices but still felt stuck and that losing weight without resorting to a crazy crash diet would be impossible.

But through our work together we discovered that one of her BIGGEST downfalls was eating late at night and snacking throughout her workday. She said that they chocolate, or candy bowl would call to her when she was stressed at work. Their calls would become so strong that she'd need to eat them, just to make them stop!

In the first few months of working together she realized how much this unconscious eating was sabotaging all her efforts to be healthy. By working together to clean up the foods that were turning on her fat triggers, and the factors that caused her to eat sugar and other foods in the first place she was able to lose over 40 pounds, but what she said mattered the most to her was the change she experienced mentally, emotionally and spiritually.

Most of all she was amazed at how fun and easy it was to implement the changes that kept her body fit and slim and she had so much energy and headspace that she went on to start her own coaching business and now has a career AND a body she loves.

What makes this program unique is that it focuses on what you CAN eat not what you CAN'T. We think we need to suffer and deprive ourselves to get the life or the body we want and that is just simply not the case.

What I do is inspire you to reclaim your health in a way that is sustainable, effective and FUN. My clients tell me I am part cheerleader, and part tough love coach.

Support and accountability.

Two ingredients that are PROVEN make all the difference in the world between staying stuck, and frustrated and finally breaking free.

So you will see that the list is going around to sign up for your free consult where you'll get the benefit of free, personalized support AND the accountability to make MAJOR change in your health and life. Not a year or 5 years from now. Starting Today. DO not miss out on this opportunity, it will expire on _____. So be sure to sign up.

6:55-7:00 Q and A

We've got time for a few questions... as we move into questions I am going to ask you to fill out your evaluation sheet that is also going around. In exchange for that completed evaluation sheet I will

trade you the solutions handout. And if you provide your email on the sign up sheet you'll I'll also email it to you.

Ok, so who has a question I can answer?

7:00pm CLOSING

SO let's look at our slide from the beginning of today's talk. As you can see we learned:

1. Why sugar is so addictive so you can stop letting sugar hijack your ability to make healthy choices that make you feel your best.

2. You also discovered the diet and nutritional misconceptions that keep you stuck eating sugar, plus you now have quick and easy recipes to try out at home 😊

3. You also learned how to start reprogramming your cravings on a physical, mental and emotional level so that you can stop feeling powerless over candy, chocolate and even homemade chocolate chip cookies. WOO HOO!

I truly hope that this information and the personalize support that I am offering you guys helps to create a major shift for your after today's talk.

If at any point you have a question come up or something wasn't clear please feel free to reach out to me at info@krissyleonard.com my goal is to make sure you have everything you need to stop having sugar control your thoughts and your LIFE so that you can free up your energy to make a more meaningful impact on the world.

I am always here for you.

Thank you again for coming out tonight I look forward to talking with you soon!

PART 4:

EXAMPLE SIGN UP SHEET

FOR MORE RECIPES AND RESOURCES...

| <i>Name</i> | <i>Email</i> | <i>Free Consult</i> |
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www.krissyruddy.com

PART 5:

EXAMPLE

WORKSHOP EVALUATION
TEMPLATE



Kicking your Sugar Habit: 3 Simple Steps to Ditch the Sugar Once and for All: EVALUATION

(Please write clearly)

Name _____

Email _____

Phone _____

What are your 3 BIGGEST obstacles to being in your peak health and achieving your weight loss goals?

- 1.
- 2.
- 3.

What is the ONE thing you could be doing for yourself that you know would have a significant impact on your health and wellbeing?

What questions or topics would you MOST like to know more about?

___ Check here for a FREE SPARK SESSION nutrition and lifestyle consultation (\$97 value).

___ Check here if you'd like to receive my FREE weekly email with delicious recipes and transformative tips.

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