



# The Fusion Method:

## *How To Fuse Together 1:1 Client Session With An Online Coaching Program*

Presented By  
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## Today's Agenda

- STEP # 1:** Specificity: The CRITICAL focus that is needed to go from idea to program
- STEP # 2:** The Must-Have Elements Of A Successful Online Program
- STEP # 3:** The 4 Program Support Options & How To Choose
- NEXT STEPS:** 2 Options To Move Forward



## The OLD Practice Model.

- Discovery/Assessment/Consult
- 60-90 minute client session (transactional)
- 30-60 minute follow session (transactional)
- 1-off client sessions (transactional)
- Overwhelming protocol with little support
- No community or accountability

## MAJOR PROBLEMS..

- No reliable way to get clients
- Reacting to any/all clients in real time (no systems)
- Competing on price (trading time for money)
- Client is overwhelmed
- Too much time spent on admin/repetitive tasks

### **STEP # 1: Specificity**

The critical FOCUS that is needed to go from idea to program.

**WHAT SPECIFIC PROBLEM DOES YOUR  
ONLINE PROGRAM SOLVE?**

**I SPECIALIZE IN WORKING WITH  
PEOPLE WHO HAVE...**

# How People Use The Internet...

The image shows three separate Google search result pages. The first search is for "ADHD + gluten", showing results about gluten sensitivity and its role in ADHD symptoms. The second search is for "supplements + eczema", displaying a list of dietary supplements and their benefits for managing eczema. The third search is for "how to lose weight quickly", providing a list of 10 tips for weight loss, such as eating a high-protein breakfast and avoiding sugary drinks.

This section features a collage of social media content. On the left, there are three profile cards for:
 

- dr.aliciamacpherson**: A Naturopathic Doctor with 36.3k followers, focusing on high performance and women's health.
- fertilityconfidencemethod**: A profile for Dr. Kelsey Duncan ND, founder of the Fertility Confidence Method.
- nataliemorsecfmp**: A profile for a Metabolism Whisperer, a Root Cause Pharmacist helping women naturally reset their metabolism.

 In the center, there is a post from **Dr. Kat Ford**, a family coach and business consultant, with a bio that includes "#FamilyCoach", "#LifeCoach", "#BusinessConsultant", and "#ProfessionalCounselor". The post content is partially obscured but mentions "Dr. Kat Ford. 20 years: #family coach & consultant, #lifecoach #business consultant #ProfessionalCounselor".

# This is what happens...



**Tiffany Erika Cheung** Heidi Frost it's gunna be amazing !!  
The 10K team helps guide you every step of the way and not only builds your business but mindset too. The group was fantastic and the feedback and growth was

exponential. I went from not knowing about being online to building a program, enrolling 7 ppl in it since, and working with my ideal client privately as well, to much better targeted social media presence to knowing how I want to run my business! You will take away so much and learn so much!! It's one hell of a ride but such a great investment! Enjoy 😊

Like · Reply · 1h



Hey Lori! Just wanted to give you an update..baby Addison and I are doing well - I'm so in love with her 😍It's only been 8 days but w the way my biz is set up thanks to you and the team, I am still keeping up without stressing! Though I'm not actively enrolling members into my program now, I think you'll be very excited to know that September was my HIGHEST revenue month so far which was also the month baby was born!! I more than doubled my sales goal and surpassed my stretch goal 🙌🙌🙌. I'm so so thankful and love how I can have a newborn and enjoy all the incredible moments, WFH to run my biz AND continue to do this without missing out on the life I want to create 😊 it makes me so happy! Thank YOU for all your support !!

## STEP # 2: The Must-Have Elements of a Successful Online Program.

## The 4 Must-Have Elements...

### Automated Client Onboarding Process

(client contract, coaching sessions, next steps)



### Specialized Signature System

(pre-recorded lessons and action tasks)



### Client Support Options

(weekly, bi-weekly or monthly)



### Client Accountability & Community

(automated & curated)

## This is what happens...



**Gillian Reid**

February 14



Guys.....I'm so tired and overwhelmed by the last 2 weeks but in a good way. I literally sold 3 programs today, 2 earlier in the week and 2 the week before that. I went from every person being a "no" to scrambling around to open clickfunnels and pull up the sales page...again. My last call tonight was a female real estate agent and when I said I can put your payment through now over the phone she said and I quote: Ohhhhhh you're good! Always be closin".

Who AM I?????!!! 🤪



Lynne Dupuis, Selina Prager and 51 others 30 Comments Seen by 141

**STEP # 3:**

The 4 Online Program Support  
Options & How To Choose.

**OPTION # 1:**

1:1 Private Sessions

**OPTION # 2:**

Weekly Community Coaching Sessions

**OPTION # 3: FUSION**

1:1 Client Sessions + Weekly Sessions

**OPTION # 4:**

Self-Study With No Coaching Access



## **OPTION # 1:** **1:1 Patient/Client Session Option.**

- Access to online program
- Access to community
- Link to schedule 1:1 sessions within the duration of the online program timeframe
- 1:1 sessions are to support compliance of program
- Added value with community inclusion

## **OPTION # 2:** **Weekly Community Coaching Sessions**

- Access to online signature program
- Access to community
- Attend weekly community coaching sessions
- Weekly coaching sessions are available to 'group' option and are to support compliance of program
- Added value with community inclusion

### **OPTION # 3: FUSION**

#### **1:1 Sessions + Weekly Coaching Sessions**

- Access to online signature program
- Access to set number of 1:1 coaching sessions
- Plus attend weekly community coaching sessions
- Double the level of support for better outcomes
- Added value with community inclusion

### **OPTION # 4:**

#### **Self-Guided With No Access**

- Access to online signature program
- No access to online community
- No access to any level of coaching or accountability
- Gives you the flexibility to offer your online program to people outside of your province or state
- Lower priced option gives those are not ready or can't afford it, the ability to get results

## The 4 Must-Have Elements...

### Automated Client Onboarding Process

(client contract, coaching sessions, next steps)



### Specialized Signature System

(pre-recorded lessons and action tasks)



### Client Support Options

(weekly, bi-weekly or monthly)



### Client Accountability & Community

(automated & curated)

## Option # 2: Weekly Coaching Sessions



**Dana Kay**

February 21



**Lori Kennedy** - HELP! I have the best problem ever... Like - I am having a total freak out.....It is the 21st of the month and we have a week to go and we have already done \$18,000. I am slightly freaking out a bit. Please do you have any words of wisdom, guidance, advice or whatever?? Thank you!!!!!!



Maranda Carvell, Karen Yaworsky and 5 others 35 Comments Seen by 50

## Option # 3: The Fusion Method



**Katie Stewart** 6:32 PM

Adding to our July finale!! Finished off July with 25 enrolments that brought in \$60k in rev generated with \$35k cash in hand. 🎉 (edited)



**Laurie Terzo** 5:04 PM

Hit 35k for July! Next money goal up: 50k. (edited)



**Missy Beavers** 7:09 PM

I'm so inspired by the dollar bills flying around in this group! 🔥 We didn't make any of our numbers this month, BUT I spent half of the month living in a hospital, only worked 1-2 hours a day, and my husband is still alive so I'm pretty happy with the \$23k I slid in with! 🙌🎉



## Option # 4: Self-Study Option



**Kelsey Duncan**

Made 2 sales this week plus 7 low barrier offer sales. Ran my third webinar last night and booked 10 more calls bringing me to 30 calls booked this month. We also booked another week at home with both

21h Like Reply



**Louise Digby**

2 sales this week so far. I did my first ever paid workshop and sold 11 spots at £47 a pop and that all came from my email list and Facebook group so all profit. Pleased with that but looking back I know where I can improve on the promotion for next time.

21h Like Reply



## Option # 4: Self-Study Option



Alicia Ann Lembrich

My low barrier sales offer is going great this week! I have sold 12 and hoping for 8 more by the end of the day. 😊 My webinar is tomorrow and I have 70 registered. Finishing up the rest of my April content calendar. There has been so much value and support from the 10K grow team. Today I am re-listening and taking notes on April Content, PMs, and sales objections. I am getting prepared and ready for a great April!! 😊

## Flexibility & Freedom..

1. To demonstrate that you can help
2. To provide 'in-person' trust with options
3. Do the work up front to give yourself time freedom
4. Scalable systems allow for growth
5. Feel fulfilling and rewarding
6. Make you wealthy



## Thank you!

**LORI KENNEDY**

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