

DEFINE YOUR MISSION

What problem or challenge does your program intend to solve?

What is the mission statement of your program?

How are you uniquely qualified to help your clients overcome these challenges?

Outline the main pillars of your program (at least 2, no more than 5)

examples: nutrition, exercise, meditation, self-care, emotional health, mental health, mindset

Expand upon each of your program pillars:

What are tangible goals for your clients who enroll in your program?

examples: nutrition, exercise, meditation, self-care, emotional health

How will you track or measure client progress?

examples: weight, photos, measurement, assessments

How will you know your clients met their goals/goals outlined by your program?

What obstacles could potentially prevent clients from meeting these goals? How will you address those hurdles during the program?

Put yourself in the shoes of your clients and identify resources to support them in meeting program goals and overcoming obstacles: