



WWW.HEALTHYFOODSTARTUP.COM

# 4-Session Coaching Program: Build a Stable & Profitable Food Business

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*Healthy Food*  
START-UP

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# INTRODUCTION TO THE SESSIONS

## HOW THIS PROGRAM WORKS

This 4-session live coaching program is designed for food business owners who want to fix their cash flow, attract steady clients, and build a business that works — not just one that keeps you busy.

Every session is 1.5 hours long and includes practical, real-life tasks to help you grow step by step. No theory.

Just real support and clear direction.

JOIN THE PROGRAM

After joining the program, you'll receive a confirmation email with your Zoom meeting link and all the details you need to join the live sessions.

Use code JUNE at checkout to get €60 off your group coaching spot – available only until May 24th!

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# Coaching sessions

## 01

### SESSION ONE

We'll map out your local competition and discover how your offer can stand out. You'll also create a simple but powerful profile of your dream client — the kind who's ready to order and stay loyal.

## 02

### SESSION TWO

You'll define your main product or service and learn how to price it the smart way — so it brings profit, not stress. We'll break down your real costs and shape your offer so it's clear, attractive, and easy to sell.

## 03

### SESSION THREE

Let's make your delivery process smoother and your product look more professional. From packaging to time-saving systems — we'll work on the "behind the scenes" of your business.

## 04

### SESSION FOUR

You'll learn how to talk about your offer with confidence and attract the right clients. We'll cover simple sales and marketing strategies that feel authentic — even if you don't like "selling."



# 01 SESSION ONE

## Know Your Competition & Your Ideal Client

This session is all about clarity:

- Who are your competitors, and how can you stand out?
- What are others doing wrong – and what can you do better?
- Who is your best client (not just anyone)?
- Create your ideal client profile for your offer.

You'll leave with a clear picture of your market and customer, plus a worksheet to finalize your ideal client for subscription-based offers.

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**Homework:** Competitors, analyse their strengths/weaknesses, and describe your dream client **using the provided template.**





# 02 SESSION TWO

## Build a Strong Offer & Set Profitable Prices

This session is about creating an offer that people love – and that earns you money:

- What exactly are you offering? (product, service, delivery, timing)
- How to calculate your real costs
- Smart pricing strategy to make profit
- How to describe your offer so people say YES

You'll leave with a strong offer and a pricing model that works.

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**Homework:** Complete the **offer-building worksheet**, use the cost calculator, and write a short product description.



# 03 SESSION THREE

## Product Details, Packaging & Logistics

This session is about making your business run smoother and look more professional:

- Packaging that sells and protects
- Easy delivery systems (even without staff)
- Saving time with small process upgrades

You'll leave with 1–2 improvements to test in your product flow.

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**Homework:** Review your current packaging and delivery. Choose one improvement to test this week.



# 04 SESSION FOUR

## Marketing & Sales That Feel Natural

This session is about getting visible and start selling with confidence:

- How to talk about your offer clearly
- What to post online and how often
- Sales without pressure — just clarity
- Build loyalty and trust

You'll leave with your first post/message ready and a small marketing plan.

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**Homework:** Write and share one simple post about your offer. Ask for 2 customer reviews or photos. Book the free 1 hour coaching session with me for Q&A.





# Meet the Coach

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I help food business owners fix cash flow and boost sales by integrating smart systems like pre-orders and subscriptions. I built a healthy food delivery business from scratch — without owning my own production— and successfully ran it for over 10 years before selling it. You don't need to over invest, you just need a smarter model. I'll help you build it.

[JOIN THE PROGRAM](#)





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## SIGN UP TODAY!

These 4 live online sessions will help you stop guessing and start growing — by using methods you may not have even thought were possible for your business.

You'll learn how to fix cash flow, attract regular clients, and build a simple system that gives you more stability and less stress.

- ✓ A clear offer that sells
- ✓ Pricing that covers your costs and brings profit
- ✓ A Simple plan to attract and keep clients
- ✓ Smarter packaging and delivery ideas
- ✓ Tools you can use right away — no empty talks, just action

JOIN THE PROGRAM