

Top 10 Ways to Earning Additional Revenue with Meal Planning Software

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1. Offer meal plans along with group weight management program.

This is a great way to complement your weight management program--offer a customized meal plan to learn from and follow while they are attending your classes.

2. Offer a meal plan consultation for a nominal fee

Offer consultations where you will be able to design their customized plan using their food preferences, with meal plans created by registered dietitians.

3. Combine a meal plan consultation with a training package.

When offering your services, combine a meal plan consultation and adjust the price accordingly. This is especially effective since we know that exercise and/or nutrition by themselves are not nearly as effective as when combined with sound nutrition plans that were devised by registered dietitians.

4. Upsell the customized meal plan when you sell gym memberships or other services.

When you are selling your training services, offer customized meal plans as an upsell to your original package. Again, set it up so that they see they are getting a discount if they buy both services together.

5. Offer it as a value added service to the services you are already offering.

Many individuals forget how powerful adding free services can be to the “Lifetime Value Of the Customer) or as some call it “LCV”. Value added services are significant in extending that “LCV” from as little as 3 months to as much as years. That free little value added service may very well put thousands of dollars in your pocket.

6. Combine this with a nutritional analysis to create a customized meal plan for your clients.

If you are able to complete nutritional analyses for your clients, this meal planning software is a great complement to then creating a customized meal plan based off of the analysis of their current meal plan.

7. Excellent program to upsell to athletes or avid exercisers who may need to cycle their calories due to workloads and volume of training.

You can design multiple profiles for one person which allows you to create multiple meal plans for clients. What if you have an athlete who is getting ready for an endurance event and their training volume is really starting to increase? Their calorie requirements may differ, which you won't know unless you input the data into the software and the “behind the scenes sports nutritionists” calculate your needs, based on body weight and level of physical activity. You might have to re-design their meal plan every 2-3 weeks until the event as well as cycle them off once the event is over.

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8. It will put you head and shoulders above your competition.

Clients don't care about certifications – they want results! Assuming your training programs are second to none, you're still only giving half the equation if you're skipping nutrition entirely. Your clients will be on a revolving door still hoping to reach their goals rather than sticking with you and putting money in your pocket, while you help them succeed!

9. This will help you guarantee results for all clients.

Do you offer a 100% unconditional money back guarantee with every single client who walks into your club or studio? If not, you should because that tells them you are so confident in your ability in helping them achieve results, you will give them their money back if they don't. BUT, you can't do this if you're just targeting their training—which might be about 3 hours out of the 168 hour week. What are they doing the rest of the time? They need meal plans created, which were created by sports nutritionist but you get all the credit!

- 10. This will put money in your pocket, since it will enable you to spend more time on training clients, creating products, or whatever you do best.**

Everyone can't be the best at everything. And you should devote your time on your area of expertise. Let dietitians crunch the numbers, devise the meal plans, but hand you their gold mine! This software is like you copied off the valedictorian at Harvard and got away with it—he did all the hard work, yet you reaped the benefits (we're not suggesting copying is a wise idea, but you get the point).