

# A Health and Wellness Professional's Guide to Profitable Programs

Ready to put together and sell a program? Awesome! To help you better design and optimize your programs, we analyzed the characteristics of the average program according to the top 20 course creators using Practice Better. Here's what the data tells us and how it applies to you.

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# The challenge of creating a program

Creating a program is exciting, but sometimes knowing where to begin is the hardest part. Not to mention, what do you focus on and what do you leave out (or save for a future program)? Pricing, length, and the details of what's included, and how it should be organized can all vary significantly.

If your head is spinning trying to figure out the best approaches to all of these factors, we get it. We've collected some insights for you to use as a foundation while creating your profitable and successful program.

## Selection criteria: what makes best in class?

Our "best-in-class" creators were chosen by the following:

Number of purchases of  
a program from clients

Revenue

Evaluating both of these criteria together, versus on their own, provides a more well-rounded picture of the success of a program. Otherwise, you could just sell a million programs for \$1 each or a single program for \$1 million. Arguably, those people are successful, too, but that information probably won't help you.

We took the top 20 creators. Half of them represented fixed-date programs (programs that start at a particular date and time), while the other half represented evergreen programs (programs that clients can purchase and begin at any time).

Finally, we took the averages of their program stats. This provides a better starting point for you when building your program.

While this should provide some insightful and inspiring goals for you, note that you don't have to follow this to a tee. You can experiment with various things to find out what you like, and dislike, and what will work best for you, your audience, and your goals.

# **The stats: the anatomy of a best-in-class program, data according to Practice Better's top 20 course creators**

As you set out to create your program, consider the following:

# Length of program

How long should you make your program is likely one of your first questions. Note that this is only relevant to fixed-date programs, which stop and start at a defined time, unlike evergreen programs, which provide ongoing value to customers and are not tied to specific dates or events.

Minimum length = **30 days**

Maximum length = **730 days**

Mean average length = **263 days**

- **The data**

The data from our best-in-class creators shows that the optimal program length is a minimum of 30 days and a maximum of 730 days, with a mean of 263 days.

- **The insight**

The most successful creators have longer programs. Some of them stretched over two years!

- **What it means for you**

Remember that the length is critical for customer retention. However, the length of each program will vary by the nature of the content and category. It will also depend on whether you're trying to tackle one specific goal, multiple goals, or if you're offering a general maintenance program.

Keep these things in mind as you determine what makes the most sense for your program length.

Check out how Liz Abel of Clinicians Incubator uses [programs for retention](#).

# Number of modules

The next big question you're probably asking is how many modules you should incorporate into your program.

Minimum modules = 0

Maximum modules = 71

Mean average modules = 18

## ● The data

While this partly depends on the length of the program and how much content you have, the data from our top 20 creators shows that the minimum is zero modules (meaning that someone likely created a course that wasn't split up into modules) and a maximum of 71 modules. The mean was 18 modules.

## ● The insight

Long programs mean many modules. Suppose your program is spanning the better part of two years. In that case, you're going to want to organize your content into enough modules to keep your customers engaged without becoming overwhelmed by the amount of information.

Perhaps your program is tackling some meaty topics. You're helping your clients make significant changes and setting up your program to walk them through your process step by step.

## ● What it means for you

Partitioning your content into modules is useful to keep your clients on track and keep your program organized for you, too. You may have different phases (preparation, reset, and maintenance) or you might cover multiple topics (like diet, exercise, or stress reduction).

Making an outline before creating your program can keep your content creation organized.

Need help? Check out our [outline template](#).

# Number of videos used

We've pivoted from a society that learns only from the written word to heavily relying on video content. But how many videos should you be incorporating into your program?

Minimum videos = 0

Maximum videos = 41

Mean average videos = 2

## ● The data

According to our top 20 creators, the minimum amount of videos used is zero. The maximum amount of videos in a program was 41, and the mean was only two.

## ● The insight

You can see that these numbers are all over the place. That's because one creator really leaned into video in their program, whereas others used either just a few or none at all. You don't have to incorporate videos to be successful if it's not your thing.

We also understand that you may be intimidated by using video. But getting started is better than being perfect (nobody expects perfection!)

## ● What it means for you

Video is an easy and engaging way to provide information. According to one study, the click-through rate increases by up to 300% when marketers include a video in a communication to their audience, like an email.

Nowadays, you don't have to have much editing skills to make them, and they provide valuable content for your program.

# Number of forms used

Another important factor in program creation is whether you're going to use forms. They might help you gather initial information about the client, to check-in, or to measure success.

Minimum forms = 0

Maximum forms = 13

Mean average forms = 2

## ● The data

According to our best-in-class data, the minimum amount of forms used in a program was zero. The maximum was 13 forms and the mean was only two forms.

## ● The insight

Many course creators had a sprinkle of forms along the way during their course. These were likely at the beginning to help clients set goals and learn more about each individual, somewhere in the middle to check on their progress in the program, and again at the end for the overall measurement of success — as well as to receive program feedback.

## ● What it means for you

Forms are a simple-yet-valuable tool that goes beyond the intake process. Practice Better can list form results in a word cloud, or provide form response summaries over time as well.

So, don't forget to use them throughout the program to get fast feedback, or to help your clients measure their progress mid-way through a program and feel motivated to see it through.

# Number of tasks

Having tasks on our to-do list can help us stay on track toward our targets. The same goes for clients working their way through your program. But how many tasks should you assign them?

Minimum tasks = 0

Maximum tasks = 60

Mean average tasks = 12.5

- **The data**

The programs from our top creators incorporated a minimum of zero tasks for their clients. The maximum number of tasks was 60, with a mean of 12.5 tasks assigned to program participants.

- **The insight**

Creators of successful courses tend to either give their clients a lot of tasks, say between 20 and 60 things to do, or none at all.

- **What it means for you**

Tasks aren't just for your 1:1 clients. [Creating task templates](#) and automating tasks mean your clients can be engaged as soon as they purchase your program.

Maybe the task is to check in or message the group chat. Perhaps it's an automated reminder to fill out a progress tracking form. Maybe it's an encouragement for them to eat an apple today for their health. The choice is yours and you can get creative.

# Number of PDFs used

PDFs can be useful for clients to save information or assignments for extra practice for later. They can also require additional time to prepare, so you may be wondering whether it's worth it.

Minimum PDFs = 0

Maximum PDFs = 31

Mean average PDFs = 7

## ● The data

Our data shows that the minimum number of PDFs used in successful programs was zero and the maximum amount was 31. The mean number of PDFs was seven.

## ● The insight

Over half of the programs' creators used PDFs, and again, often used a lot of them. Keep in mind that some of these may have been client handouts from 1:1 care that were packaged into an education program. This is a smart way of using what you've already got to create a program.

## ● What it means for you

People love a PDF downloadable. It gives us a tangibility that a webpage doesn't offer.

For instance, clients might print it off for some reading offline, or store it in a handy file for safekeeping on their desktop. They might even share it with a friend. Keep this in mind when creating PDFs — reuse what you have on hand, but if you're creating something new, the effort up front can be totally worth it!

# Number of protocols used

Protocols are a great tool for helping clients get from A to B with your guidance. You might be wondering whether you should incorporate protocols into your program as well.

Minimum protocols = 0

Maximum protocols = 17

Mean average protocols = 1

## ● The data

According to our top 20 program creators, the minimum number of protocols used was zero and the maximum was 17. The mean was only one.

## ● The insight

Only a handful of top course creators have a protocol or two in their programs, but one has a lot (17, to be exact).

## ● What it means for you

Experienced practitioners have a series of protocols in their back pockets based on their time treating clients.

If you have protocols already set up in Practice Better that you regularly share with clients, you can easily add them to a program module. This is the beauty of having your course software and your EHR connected! You can also monetize the protocols if you recommend supplements via the Fullscript or Wholescripts integrations. See this guide to including Fullscript supplements in Program Protocols. Additionally, here are some [quick tips for protocols](#).

# Pricing data for programs

Now for perhaps the question that gets creators the most stuck: what to charge. Your price should reflect the value of your program and the effort you put into creating it, while also being a realistic investment for your clients.

Minimum price = \$0

Maximum price = \$6,997

Mean average price = \$1,391

## ● The data

Of our top 20 creator programs, there were five that were part of a package or a bundle. The minimum charged was \$0 and the maximum was \$6,997. The mean pricing was \$1,391.

Additionally, the average number of programs sold was 148.

## ● The insight

While several creators include their programs in packages (one creator sold a package containing a program 34 times), many sold their programs standalone and weren't afraid to charge for the results.

## ● What it means for you

Assigning pricing is a very personal exercise, and it shouldn't be taken lightly. Under-charge and you'll be resentful and won't be able to cover your bills. Overcharge and you also risk pricing yourself out of the market. Many advice-givers tell you to "charge what you're worth" but don't provide any framework for determining that worth, so that's not helpful either.

[Check this out](#) from our inaugural Programs Summit where Laura Schoenfeld, RD and business coach, discusses what to consider when determining your pricing scheme for your program.

# Designing your own program

Designing a program is an exciting opportunity to reach a wider audience with your unique expertise, helping them achieve healthier lifestyles and foster lasting positive changes. It also gives you the freedom to create your program exactly how you want, based on your client's needs, your expertise, and the messaging you want to emphasize.

The process begins with a thorough understanding of your target audience's needs, preferences, and challenges. Conducting surveys, identifying themes from consultations, and directly asking for feedback can help you tailor your program to address specific concerns, goals, and questions.

You can then incorporate the information you gather into the design of your program, using the data we discussed earlier.

Finally, continuous evaluation and refinement based on client feedback and outcomes are important for maximizing the impact of your program, as well as ensuring its longevity.

## Experimentation and programs

Experimentation is an important aspect of developing and refining your program. It's a critical tool for innovation, optimization, and adaptation. You might want to conduct A/B testing or pilot programs to gather insight into what strategies, features, and approaches are most effective for reaching potential clients and turning them into paying customers.

It also provides you the opportunity to fine-tune certain elements around your content, delivery methods, and user experiences. Approach it with the intention of continuous learning that will ultimately enhance the effectiveness and impact of your program.

# Let's get started

Your program is a reflection of your experience and your practice. It's uniquely yours! While benchmarking yourself against your industry and considering the data points above can help provide a reference, it's ultimately up to you to create your program how you want. Nothing substitutes putting in the time to see clients. Take the impact you have seeing clients even further by customizing your program to them, with your own style, of course.

Ready to get started? Create a program in Practice Better! [Sign up for the Plus Plan](#) and try it for free for 14 days (new customers only).

