

Pricing Handbook

Optimize your pricing strategy with data insights collected from thousands of health professionals.

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Introduction

One of the most common questions we get from nutrition professionals is...

What should I charge for a meal plan?

Market research is an important part of setting your prices. It helps you understand the market value and what your peers are charging for their meal planning services. To save you time with your market research and help you confidently set your prices, we have analyzed the pricing from over 8,000+ health professionals.

Whether you are just starting with your nutrition business or have years of experience as a practitioner, this guide will help you consider (or perhaps reconsider) your prices.

This handbook will cover:

- ✓ How health professionals are using meal plans in their nutrition businesses
- ✓ Average hourly rates by profession
- ✓ Average and high-end prices of meal planning services and programs

We analyzed the offerings of 8,000+ health and nutrition professionals using a simple random sample of [That Clean Life](#) and [Practice Better](#) practitioners.

Our sample included various nutrition-focused health professionals, including Dietitians, Holistic Nutritionists, Naturopathic Doctors, Health Coaches, and more from all over the world with varying experience levels. As we analyzed pricing data from health professionals worldwide, prices were displayed in several currencies. For our analysis, we converted all prices to US dollars.

In Practice

Our analysis revealed that meal plans were incorporated into health professionals' services and programs in various ways. Here are the most common services offered:

- ✓ Initial nutrition consultation
- ✓ Follow-up nutrition consultation
- ✓ Custom meal planning
- ✓ One-on-one nutrition coaching packages
- ✓ Group nutrition programs
- ✓ Online nutrition courses
- ✓ Meal planning subscription
- ✓ Add-on nutrition services (grocery store tour, pantry makeover, classes, workshops)
- ✓ Digital nutrition resources (recipe books, pre-made meal plans)

Average Hourly Rates

We considered how designation impacts pricing and found that hourly rates vary significantly between professions. Registered professionals with advanced credentials who specialize in a niche area often charge more as they possess unique knowledge that others in their field may not have.

The following are the average hourly rates charged by various designations:

Naturopathic Doctor. \$375

Medical Doctor. \$350

Naturopath. \$350

Functional Medicine Practitioner. \$300

Lactation Consultant. \$300

Nutritionist. \$275

Nurse Practitioner. \$270

Dietitian. \$250

Nurse. \$250

Holistic Nutritional Consultant. \$220

Wellness Professional. \$160

Health Coach. \$160

Herbalist. \$150

Physician Assistant. \$150

Ayurvedic Practitioner. \$135

One-on-One

Consultations & Meal Plans

Initial Nutrition Consultation

Average price of \$240 and up to \$540 at the high-end. The price of an initial consultation varies based on how long the consultation is. Typically, initial consultations are 60-90 minutes in length.

Follow-Up Nutrition Consultation

Average price of \$90 and up to \$200 at the high-end. Follow-up consultations usually last 30-60 minutes. Some practitioners also offer shorter 15-minute check-in consultations, priced at \$40 on average.

Custom Meal Planning

1 Week Custom Meal Plan. Average price of \$115 and up to \$395 at the high-end.

2-4 Week Custom Meal Plan. Average price of \$200 and up to \$450 at the high-end.

5-8 Week Custom Meal Plan. Average price of \$340 and up to \$780 at the high-end.

Many health professionals offer personalized meal planning as an add-on service to their one-on-one coaching. This is key to helping individuals meet their health and nutrition goals.

Professionals who offer meal planning for highly restrictive diets, medical conditions, or individual food sensitivity results tend to charge more. Those who provide basic meal plans for clients looking to generally eat healthier tend to charge less.

Initial Nutrition Consultation + Follow-Up Nutrition Consultation

Average price of \$280 and up to \$750 at the high-end.

Initial Nutrition Consultation + Custom Meal Plan

Average price of \$300 and up to \$615 at the high-end. Some practitioners package their initial consultation with a follow-up consultation or custom meal plan.

One-on-One

Coaching Packages

3-6 Month One-on-One Nutrition Coaching Package

Average price of \$1,125 and up to \$7,500 at the high-end.

7-12 Month One-on-One Nutrition Coaching Package

Average price of \$6,000 and up to \$11,000 at the high-end.

Initial Consultation + 2-4 Follow-Up Consultations

Average price of \$450 and up to \$1,800 at the high-end.

Monthly One-on-One Nutrition Consultation Package

Average price of \$340 per month and up to \$1,100 per month at the high-end.

Follow-Up Nutrition Consultation Package

6-12 consultation within a follow-up package for an average price of \$580 and up to \$3,000 at the high-end.

Over the last year, we've seen a significant increase in health professionals offering coaching packages instead of one-off consultations. These packages are a great way to encourage a long-term relationship with clients. The most common type of nutrition package offered was the 3-6 month commitment.

Group Nutrition Programs

1-3 Month Group Nutrition Program

Average price of \$250 and up to \$5,500 at the high-end.

4-6 Month Group Nutrition Program

Average price of \$850 and up to \$7,500 at the high-end.

Offering a group program allows health professionals to work with multiple clients at once. This allows them to help more people and boost their income without spending more time.

The length of group programs varies depending on the end goal for the client. Most group nutrition programs we analyzed were between four weeks to six months in length. Corporate group wellness initiatives and programs incorporating individualized lab testing and meal plans for each participant contributed to the increased cost of the program.

Meal Plan Subscription

1 Year Subscription

Average price of \$360 per year and up to \$1,400 per year at the high-end.

A meal plan subscription gives clients access to ready-to-use meal plans and recipes. It allows past clients to continue working with the practitioner more informally. It is also a great, low-cost way for potential clients to get to know the practitioner. A one-year meal planning subscription was the most common offering we found in our analysis.

The subscription price varies depending on the number of meal plans clients receive every month with their membership and other perks offered, such as coaching calls, a private Facebook® group, or at-home workouts.

Add-On Services

Grocery Store Tour. \$25 to \$300.

Pantry Makeover. \$35 to \$500.

Cooking Class. \$40 to \$460.

Workshop. \$20 to \$450.

Webinar. \$20 to \$450.

Offering services like grocery store tours, pantry makeovers, cooking classes, workshops, and webinars is a fun, interactive, and practical way to teach clients about nutrition at a lower cost.

Professionals who offer an in-person pantry makeover, cooking class, or workshop charge more than those who offer virtual options. Webinars were often pre-recorded, which automates the education piece and is something the practitioner can continue to sell repeatedly.

Digital Nutrition Resources

Meal Plan

Average price of \$30 and up to \$145 at the high-end.

Recipe Book

Average price of \$20 and up to \$225 at the high-end.

Digital nutrition resources available for instant download like recipe books and meal plans are a simple way to offer valuable resources to anyone who visits your website, including current clients and potential clients. It's important to note that these are not customized plans or recipe books. They are pre-made and all customers receive the same download. Most meal plans were seven, 14, or 28 days in length, and recipe books contained on average 20 to 50 recipes.

Online Nutrition Courses

Average price of \$520 and up to \$3,000 at the high-end.

An online course takes the information you would typically teach a client one-on-one to an online course platform where clients can work through it at their own pace. The most common length for an online course is four weeks.

When you take the time to work out the numbers, you can confidently present your pricing, knowing you are charging exactly what you are worth and what you need to thrive both personally and as a business.

Start Growing Your Practice With Meal Planning Today

That Clean Life can help you create beautiful nutrition plans for your clients today and offer personalized nutrition at scale. Whether you use it to offer custom meal planning, run group programs, or create digital downloads — That Clean Life gives you the tools to increase your income and grow your business.

[Sign up for That Clean Life](#)