How to Fill Cooking Classes & Sell Your Recipes
Why Teaching Cooking Classes Is Easier Than You Might Think

“How can I judge when and if I am experienced enough to teach a class or lecture to others?”

This question reminded me of this advice from motivational speaker Brian Tracy…

“They will largely accept you at your own estimation. It is yourself you have to convince.”

If you’re not sure you’re ready or qualified, let’s look at the facts. You don’t need any of these to get started:

- A business plan
- A license
- A certification
- Nutrition expertise
- Every kind of kitchen appliance and gadget under the sun

Of course those things help, but they’re completely optional. Unless you promise more, students only expect one thing: the knowledge to make healthy recipes that taste great.

That’s it! So all you need is passion for food and teaching, a large kitchen, and belief in yourself.

Unless you live in a big city – where healthy eating is the norm – you might not have any competition.

That was true for our friend Lisa Books Williams. Her town offered cooking classes at its community center, but no vegan cooking classes. Although Lisa was overweight (267 lbs), she was passionate about vegan and raw food. So Lisa offered to teach.

The town gave it a shot. Next thing you know, she was the go-to person for vegan and raw food classes in her county. And her weight didn’t stop students from taking her classes. Here’s how Lisa explains it:

“I never claimed to be a nutrition expert… just a joyful chef. I could’ve let my weight keep me from my ministry, but I have a message to spread.”

Why do I tell you this story?

- You don’t need to be in perfect shape to teach
- You don’t need to be in perfect health
- You don’t need special knowledge about nutrition
- Your resume won’t be scrutinized

It’s very possible that you won’t have a single competitor. You might just be the only person teaching raw food classes in your area.

I Was Nobody Special When I Started Out – Just Confident In Myself
The first time I taught a class in 2004, six people wrote me a check for $45 each. That was $270 for a two hour class!

After subtracting the cost of food – about $60 – my net income was $210. And here’s the thing:

Like Lisa, I wasn’t an author. I had no certifications. I was just an experienced vegan who knew more about making healthy meals than most people.

Nobody asked to see my resume. Nobody asked about my certifications or qualifications. I declared myself a natural foods educator and people took me at my word.

Most of them were new to the vegan diet, and understood that I was a long-time vegan with more experience.

But teaching classes is just the beginning. Once you get the ball rolling, some students will want you to coach them privately. (More about that shortly.)

And once people can find you online, you’ll have followers all over the world. They’ll buy your books and videos. They’ll pay to participate in your tele-seminars and watch your classes over their computers (via “webcast” technology).

Personally, I took a different route, creating an online course. But look at the chefs I made friends with in 1998 – like Nomi Shannon and Elaina Love.

Back then, they were just getting established. (A lot like you are now.) Today, Nomi is best-selling author of The Raw Gourmet, which has sold over 250,000 copies!

And people from all over the world fly to Arizona to train with Elaina. Others buy books, videos, and super foods from her website.

With the right marketing knowhow, there’s no reason YOU can’t follow in their footsteps.

Healthy Eating Is A Rapidly Growing Trend

The fact is, there’s an enormous trend towards healthy eating and whole foods. Bill Clinton and George Sorrell are now vegans. And motivation guru Tony Robbins is primarily raw!

Whole Foods Markets are cropping up everywhere. Even most mainstream grocery stores now have organic produce and “Natural Food” sections!

People everywhere want to live healthier lives. But when it comes to learning a new and unfamiliar cuisine, it’s hard to learn from books alone.

People want to see how you chop the vegetables, when you flip the spatula or stir the grains. That’s where you come in.

You can be the person who shows them ropes, answers their questions, and helps them turn over a new leaf.
So you're ready to teach your own cooking classes. But how do you control the cost of the ingredients?

Here are some tips from experts Meredith McCarty, Jill Nussinow, Lisa Books Williams and Elaina Love.

One mistake newbies make is spending too much on expensive ingredients. For example, organic almond butter, macadamia nuts, or raw cashews. The solution?

If one or two recipes use expensive ingredients, make just enough so that each student gets a spoonful. Then make larger portions of the recipes that have less expensive ingredients.

That’s what Nomi does. If a recipe calls for raw cashews, she makes just enough for each student to get a taste. For a meal, or a large crowd of tasters, she’d choose a different recipe entirely. For example, a recipe made from organic sunflower seeds, which are much cheaper than organic almonds or raw cashews.

When Meredith has leftover seasonings (i.e. soy sauce, tamari, ume vinegar, etc.), she keeps them for the next class. If you keep it on the down-low, you can take the leftovers home for personal use, even though you’ve written them off as business expenses.

Lisa has a policy that students who enroll in her public classes must prepay. So she always knows how many students are attending and multiplies that by the food fee. That gives her the amount she can spend on food.

Jill bases the price of a class on the cost of ingredients. So staying up on what things cost is essential. She can’t control costs, but she prices each class to cover the current cost of ingredients.

She includes a generous food allowance in her budget for each class – usually at least $8 per student for food. She usually overestimates. Then it’s not a problem if, for example, avocados are expensive that week.

If you found these four tips helpful, then you'll enjoy Cooking Class Riches, which includes six more tips for keeping ingredient costs low.
Certified Kitchen

When preparing meals – either for classes or catering jobs – they should be prepared in a certified kitchen. According to the Alameda County Health Dept, you cannot hold classes in your own home unless you have a separate kitchen permitted by the Health dept.

Here are two creative approaches to avoid the expenses of having a special kitchen built in your home:

1) **Give a client a private lesson in her home.** Then the kitchen doesn’t need to be certified. As long as you’re paid by the client and nobody else, the client can invite friends.

2) **Prepare bite sized samples only.** Then you can prepare them in a non-certified kitchen.

In [Cooking Class Riches](#), we give you five additional approaches to teaching cooking classes and providing food without building a special “business only” kitchen in your home.

Adding Value To Your Classes

How do the experts help students justify $50 to $80 for a single class?

Meredith explains that education is cheaper (and smarter) than medication. Taking her classes is a lot cheaper than becoming ill.

She also includes a mouth-watering menu in her ads, fliers, e-newsletters, and the Community Education catalog. She gives her recipes delicious names, such as “Bok Choy with Gingered Mushroom Sauce” and “Lemon Rosemary Tempeh”. So be sure to give your recipes mouth-watering names.

Ritamarie compares her class to the cost of a restaurant meal, the cost of making mistakes at home, and the cost of throwing food away and feeling frustrated.
Focus on The Benefits

People aren’t really paying for your class. They’re paying for the benefits they get from your class.

Two things motivate people to spend money: the desire for gain and the desire to end a problem or aggravation. For example, here’s what your students might gain:

- Better complexion
- Stronger immune system
- Waking up full of energy
- Turning heads wherever they go
- Living longer and healthier into their old age

Just as important, here are the aggravations your students (or family members they cook for) might get rid of:

- Unwanted belly fat
- Rollercoaster diets
- High blood pressure
- High cholesterol
- Fatigue
- Bloating, acid reflux, and indigestion
- Being at risk for heart disease and diabetes type 2
- Sugar highs and lows
- Taking diet pills that have side effects
- Spending too much at restaurants

Rather than selling your class as an end in itself, sell the benefits of your class. Emphasize the benefits and the problems that can be avoided when you talk to potential students or advertise.
Specific Techniques Experts Use To Add Value To Their Classes

Meredith has something for students to eat when they arrive, answers their questions, gives out supportive information, and ends on time.

In her advertising, Lisa emphasizes the ease of preparation. She also emphasizes that her recipes are low-fat and low-calorie, cholesterol-free, and full of fiber and nutrients.

Jill’s approach is to under-promise and over-deliver. She brings cloth napkins, bottled water, and something to snack on before the first recipe is ready. In her advertising, she might mention that a class sold out quickly when offered before.

Nomi has more success drawing a crowd when she’s a “special guest from out of town”. People understand that it’s a rare opportunity.

There’s a TV clip about Zohar’s classes at the top of his web page. It was done by a television channel so it's high quality and very inviting. People can see that he loves what he does, and he passes his love, excitement, and motivation to his students.

He also gives scrumptious names to the dishes, and focuses each class on the specific season. He also gives special classes like "Give Your Immune System A Boost". Finally, he emails every student PDFs of the recipes.

Ritamarie teaches raw food versions of special breads, cheeses, and ethnic foods. She explains the health benefits of different foods and teaches tricks for making it a lifestyle. She gives students the online videos and paper copy of the recipe guides. Plus, her students get to eat.
How YOU can motivate prepayment

If you decide to offer an early bird discount, we recommend inflating your original price by $10, then discounting it by $10 for those who prepay by a certain date.

For example, if the amount you actually want is $45, inflate that to $55. But offer a $10 early bird discount. The higher price will make students perceive your class as more valuable. ("Wow, it must be good if people are paying $55.") Yet students who prepay will feel like they’re getting a good deal.

After the early bird deadline, if someone contacts you begging for the early bird price, you can always make an exception. Here are some other methods to motivate prepayment:

- “Limited space”
- “Usually sells out ahead of time”
- “Rare appearance from out-of-town”
  “Only two spots left” (if reminding people via email)
- “This class is only taught once per year” (For example, a summer menu. Or a winter class called “Immune Boosting Foods to Get You Through Flu Season”).

In Cooking Class Riches, we explore the exact prices charged by six different experts and the three important questions you have to ask yourself to decide how much you should charge. And, we even provide a sample of an effective advertisement.

How can you establish boundaries when someone wants too much extra attention for free?

Jena and Ritamarie's answers leads directly to setting up a one-on-one consultation.

Jena says, “I can’t answer at this time but I’d be happy to book a consultation with you”.

Ritamarie says “Wow that's a great question. I usually answer questions like that in my XYZ coaching program. If you'd like, I can get with you sometime next week and we can see if it's a fit for you. When would be a good time?”
How To Get Volunteers To Set-up & Clean-up

Most of the experts attract volunteers by offering a work-trade arrangement. The volunteers get free participation in the class, along with the same handouts and food samples the other students get. In exchange, they help set up, clean dishes during class, and tear down at the end of class.

You can announce this work-trade opportunity on your ads, flyers, and emails about the class. Once you get going, prospects with tight budgets will probably inquire about work-trade without you having to advertise it.

Meredith arranges to have two volunteer assistants at each class who help her set up, receive payment, answer questions, clean up on-the-fly during class, and cleanup for 30-60 minutes after class.

When Zohar teaches up to 20 people, he has one work-trade volunteer do the washing. For big demos, the organizer brings support people.

Assistant Teachers

When Ritamarie was teaching classes by herself, she had 2-3 work-trade volunteers. Since then, she’s hired two assistant teachers. They help with cleanup, serving samples and general assistance. What are their roles?

Ritamarie does the introduction. She explains why she teaches classes, her goals, and gives a brief talk about the topic of the day. Then she introduces her assistant teachers and they proceed through the recipes.

One graduated from the Alissa Cohen “Living on Live Food” certification class, which Ritamarie taught. The other is a Living Light trained chef and instructor.

The assistant teachers tweak and test the recipes, photograph them, shop, prep the food, and do most of the demonstrations during class. Ritamarie does some of the explaining, shares from her 26 years of experience, and provides the nutrition facts. They still offer work-trade to one volunteer who helps with setup and cleanup.

It’s a win-win. Ritamarie gets to show up and teach, without all of the prep work and clean up. Her assistant teachers get to learn from her expertise. They also get the experience of being in front of a class without having to promote it.
**Hot Tips From The Experts**

Nomi recommends making your own recipes daily. Time yourself. Note the steps that you take. Type out each recipe, print it out with a giant type, and put the printed recipe in a zip lock baggie (or plastic sheet protector) so that it stays clean at the class. Then put the recipes in sequence.

You need every recipe in front of you – even if you know it backwards and forwards. That’s because you’re doing three things at once: talking, demonstrating and following a recipe. Your hands and mind will be flying everywhere. You'll want to be able to quickly reference your recipe at any moment, especially after distracting questions.

Lisa suggests using recipes that students can realistically make at home. She avoids recipes that are too complex or that have weird ingredients. If you teach a successful class, the students will go on to make your recipes in their day-to-day lives, spreading news about your class by word-of-mouth. People will ask, “Where did you learn this recipe?” And they'll say, “Oh, I took a class with Lisa. It was great!” The more likely the students are to make the recipes at home, the more the news of your classes will spread.

Ritamarie gives her students a list of upcoming classes, and a list of products and books she carries. She also gives her students free access to the online video of the class they just attended (Normally $27.). By including your services and products along with recipes (especially if printed on the same paper or booklet), you'll be guaranteeing that your advertising makes it home with them. By collecting their e-mail addresses (with the promise of a PDF and/or video), you can guarantee that you'll be able to notify them about future classes.

Meredith keeps the class interactive by passing around ingredients like miso and vinegar – with the lids off. Then students can see and smell the food, and see the brand/logo/container. She passes nuts around before and after toasting, so students can taste the difference. She also passes a green vegetable around (such as kale or collards) so they can feel it.

Jill has three suggestions for having smooth efficient classes. First, keep track of what works and what doesn't. Second, err on the side of simplicity (vs. overly complicated). Third, figure out how much you want to earn at the outset, and work backwards from there.

Zohar found that he connects better when he reveals that he’s a lot like the students… always learning new ways to care for himself, and not perfect.

In [*Cooking Class Riches*](#) you’ll also learn:

- When to serve full meals and when to serve samples
- Where to teach and the 13 “must haves” in a teaching location
- How frequently you can teach classes without lowering attendance, and how to teach more often if you want to
How can you get students to refer their friends?

Zohar emails past students a regular newsletter, which they can forward to friends. Ritamarie offers an add-a-friend discount of 20%.

In any business, customer acquisition is the biggest cost. You can spend money on traditional advertising (which has no guarantee of results). Or you can reallocate those ad dollars to students who bring you more business.

You can certainly offer a referral fee. That’s similar to an affiliate commission, something we discuss at length in the Advanced Book of Trade Secrets.

But unlike affiliates, for whom referring people is a business, some students may feel uncomfortable “making money off their friends”.

So instead, you can offer each student a free class, once they’ve referred 1-2 friends. Or, offer a 2-for-1 deal to any student who returns to your next class with a friend. These strategies do three things:

1) Generate a new student.

2) Motivate the original student to return (something which you wouldn’t be guaranteed otherwise).

3) Eliminate the risk of traditional advertising (you only pay for results).

If you worry about the small profit margin created by a 2-for-1 deal, then let me introduce you to a concept called “lifetime customer value”.

Definition: Lifetime Customer Value

Suppose you normally charge $40 and the cost of food is $7. So your gross profit is $33 per head.

Offering a 2-for-1 deal means you’ll spend $14 on food to make the same $40. That leaves you with a gross profit of $26… or $13 per person.

On that basis, you might be shaking your head. You might be thinking, “Forget it, I want a gross profit of $33 per student, not $13!” But so far, we’ve only looked at your earnings for the first class.

Now let’s suppose 2/3 of your students disappear after one class, but 1/3 of your students come back repeatedly. (That’s what happens for Meredith.) Further suppose that the average repeat student takes 10 classes from you over her lifetime.

So for each repeat student, your lifetime revenue is $400 and your lifetime gross profit (after food costs) is $330.

Now whenever three new students show up, you know your gross profit on two will only be $33, but your gross profit on the third will be $330. Here’s what this means:
Your average lifetime gross profit per student is $132. (We get that number by dividing $396 ($33 + $33 + $330) by three.)

If every new student is worth $132, does that change your perspective on offering 2-for-1 deals?

What didn't go so smoothly in class for the experts? How did they handle it? What would they do differently today?

Jena has gotten stuck in traffic and been late for her own class. Now she gives herself more than enough time to arrive at early.

Jill sometimes takes a “McGyver” approach, teaching in places that have no stove. A few times in these situations, she’s run out of fuel to cook!

Even in full kitchens, she’s forgotten ingredients. When this happens, she just keeps going with what she has. She explains the difference the missing ingredient makes to the recipe.

One time, Nomi grabbed a large bowl from the other end of the counter, and didn't realize it was filled with water. She sloshed water all over the whole front row of a very packed class, dousing the notes one student was taking.

She got them all laughing about it and went on with the class. Her advice is to be prepared and keep your recipes in plastic page protectors.

Once, Ritamarie forgot to put the Vitamix top on tightly. When she turned it on high, food spattered all over her and two guests. Everyone laughed. She apologized and moved on.

In Cooking Class Riches you'll also learn:

- How much lead-time it takes to promote a class and have good attendance
- When to teach hands-on classes and when to do demonstrations
- How to outline your class and plan your classes' menus and select appropriate recipes
- The pros and cons of teaching long classes versus short classes
- How many recipes can be realistically taught during one class
- How to avoid going overtime — the most common pitfall of teaching classes
- How to organize your student stations for hands-on classes, and an equipment check list
- Five more tips for keeping classes interactive and engaging
Key Safety Tips That All The Experts Recommend

All students must...

- Wash their hands with hot soapy water – not just at the beginning, but throughout
- Wear hair back if it’s long
- Wear aprons
- Wear closed toe shoes (for safety)
- Wear gloves (recommended if the food requires handling, like kneading bread.)
- Clean all knives, cutting boards and utensils at the end of the class

What Cuisines and Topics Attract The Most Students?

The experts having varying experiences, but some cuisines and themes clearly stand out as being effective. People love learning about foods that boost their immune system or get their kids to eat healthier. Healthful desserts is popular. Among ethnic cuisines, Italian is very popular. For raw food and gluten-free classes, you can use zucchini or kelp noodles instead of traditional pasta.

Another very popular class topic is “seasonal”. Foodies are curious about what they can do with the less-known ingredients used only at certain times of year. Seasonal classes also have “limited time only” value. People are more likely to purchase something when they feel that the offer is only for a limited time.

In Cooking Classes Riches you'll also learn:

- Other popular cuisines and topics
- How much to vary classes to keep students coming back
- How to tailor classes to the students so that they get the most value
- How to make extra money selling specialty foods, supplements, gadgets, and appliances
- How to find your very first students, get free publicity and use meetup.com
- How to get your local health food stores to promote you
- How to utilize blogging, facebook, twitter and other social media avenues

If you’re interested in writing guest blog posts for The Vegetarian Health Institute, and receiving exposure to our 63,000+ email subscribes, visit http://www.veghealth.com/guest-expert-opportunities.
5 Ways To Multiply Your Income With Your Own Recipe Book

Do you have your own recipes? If so, creating a recipe book is an easy way to multiply your income.

Best of all, you don't need a ton of recipes. Our friend Lisa Books Williams has a mini-recipe booklet with 24 recipes. And our friend Nomi Shannon has several booklets with just 10 recipes each. Both Lisa and Nomi sell these booklets for $7 each.

You don't have to be a nutrition expert or even a good writer. You just compile your recipes and "Voila"… you're an author!

**Benefit #1: Get more sign-ups for your classes**

You can offer your book as a “special bonus” to anyone who signs up for your class by an early bird deadline. Or anyone who signs up for a series of three classes. Or anyone who brings a friend.

Because books have big profit margins, they also have a high “perceived value”. In other words, a $15 book seems like a lot of added value to a $45 class… even if it only costs you $3 to produce.

It's always a good idea to inflate the retail price of your books. Then you can “discount” them and make customers feel like they're getting a bargain.

So if you're willing to sell a book for $15, price it at $25. Then you can offer $10 off to anyone who signs up for next month's class before leaving this month's class. Or anyone who enrolls in a series of three classes.

**Benefit #2: Increase your revenue at classes**

Suppose six people take your class and pay you $45 each. That's $270 in revenue. Now imagine you have a book to sell, and four students buy it for the “discounted” price of $15. That's another $60 in revenue, with no additional time or effort on your part. Your hourly wage just increased!

**Benefit #3: Get exposure to a ton of new customers… through affiliates**

With your own affiliate program, other people can earn money by promoting your book on their blogs and websites, or recommending it to their email subscribers and social media fans.

You can have hundreds of affiliates who are highly motivated to tell the world about your book. Best of all, you don't pay out a dime until after the sales have been made.
Two companies that can help you set up an affiliate program are www.topwebcart.com and www.clickbank.com. Whichever you choose, your affiliate software will automatically calculate the commissions you owe each affiliate.

**Benefit #4: Make money as a guest speaker**

People who run Meetup groups, potluck groups, and other monthly groups like to bring in guest speakers. Being an author boosts your credibility. So you'll be sought after as a guest speaker. After you give a talk – or a recipe demonstration – attendees will want to buy your book.

Meetup organizers sometimes even charge admission, and they'll give you at least half of the door money (often more). So if 30 people each pay $15 to attend, generating $450 in admission fees, your half would be $225. And if you sold 15 books, you'd collect another $225 in revenue.

**Benefit #5: Plant seeds for future sales**

People who buy your book are more likely to buy your more expensive products and programs in the future. Even if they haven't met you in person, they'll come to know you, like you, and trust you. They'll feel like they have a relationship with you.

Then when you develop more expensive products and programs in the future, such as a tele-seminar series or coaching program, they'll be much more apt to buy.
16 Ways To Get Paid For Coaching People

So you don’t have a nutrition degree or chef certification? Well, guess what?

I bet there are still a dozen ways you could help people as their coach. Here are some examples.

1) Help people develop better habits

Basic healthy habits are typically common sense. However, most of us need to be told or shown how to have them.

Some examples of great health habits are: Eat healthy food most of the time, eat the right quantity and quality of food, get enough sleep on time, find time to relax and play every day, drink water, exercise or move your body at least a little bit each day, etc…

We all know we should do these things, but we get so caught up in our lives that we forget the simplicity of healthful living.

Here’s another consideration. Many people are unaware of habits they have that could be harmful to their health — until it’s brought to their attention. So your job is to help make them aware.

The easiest way to do this is to take some time to sit with yourself and reflect on what has or hasn’t worked in your life.

When you look at yourself first, it becomes much easier to see the truth for others. And really, all you need them to do is talk with you. Most of the time, they will spill their life stories if there is a willing ear to listen.

2) Boost their confidence in the kitchen

Some people just need to see that food and cooking are fun. Show them a few of your favorite quick recipes. You will see their mind start to wonder how easy other recipes may be.

It’s also fun to find out what they love to eat. Then, show them how to cook it with more healthy pizzazz. For example, if they love nachos, teach them to make nachos with healthy organic ingredients and a few fresh veggies mixed into their salsa. It will only take them one new view to open a world of ideas in healthful eating.

3) Give them a tour of a local health food store

You’ve probably already been there a hundred times before and know just where to find everything you need. Now all you have to do is show them how to know it like you do.

It’s easier than you may think. All you need to do is compare and contrast the options available to them. And remember to only say what you know. It’s okay if you don’t know the answer to every question. Just write it down and say you’ll look into it. You can give them the answer the next time you meet.

Fresh fruits and veggies are what we need most in our diets. Yet many people don’t know the diversity of produce available to them. So you’ll probably spend most of your time in the
produce section. You can also teach them to look for organic labels and how to know what is in season.

4) Ask them to make commitments and hold them accountable

When you talk with your client about healthy eating and lifestyle habits your goal is to actually help them practice those habits. Before every session ends, have them make a very specific and detailed commitment. Make sure that they know the next time you meet you will ask them how things went with their commitment.

The next time you meet, if they have not followed through, find out why. No need to make them feel bad but it is important to help them to see that they only hurt themselves by not following through. Then help them find ways to stick with it the next time around.

5) Show them where to shop for supplies, food, and unfamiliar ingredients

If you know that one particular shop carries the best local veggies, show them. Or if you have taught them to cook some healthy Indian food, show them the local Asian market. Every ingredient in any recipe you may hand your client should be easy to find once you client is trying it out at home.

6) Teach them to set diet and exercise goals

What ever the goal is, it should always be realistic and healthy. If they never exercise and sit at a desk all day a great goal would be to have some 15-20 minutes of light exercise 3-5 day a week. Once it has become a habit and they notice that they are feeling better from it then see if they can step it up a notch.

It should be the same with diet too. Always meet your client where they are at. If they eat a SAD diet than start by helping them to lessen their intake of animal products and adding in veggies. If they eat lots of carbs and no protein, help them to find fun ways to include more protein. Once they see that they like what they are trying, the next time you meet it will be easy to set another goal. So help them to set one realistic goal at a time to work on.

7) Teach them to stock their kitchens with healthy food

The easiest way to do this is to take them on a health food store tour with a pre-made grocery shopping list designed just for them. While on the tour you will add all the items to the cart and let them buy them to take home and stock their home full of nutritional love.

The other way to do this would be to do a pantry make over, take out all the unhealthy stuff, and find a healthy alternative to replace each unhealthy item (plus add in a few other healthy items for them to try out for fun). Its fun and educational all in one.

8) Teach them to make healthy meals

There is no learning quite like a hands on in your own kitchen cooking class. Show them how a pro can use their kitchen and kitchen tools to whip up some healthy delights. Sometimes all we need is to see that it can be done to believe it.

Be sure to have a menu planned out and tested before you let your client try it with you. Also, it is a great time to let them invite a guest or two for free. There are a couple reasons to do this. 1.
You never know who your next client could be and 2. Everyone sticks to habits better when they have a “partner in crime”.

9) **Teach them to use unfamiliar ingredients in recipes**

Diversity is very important in adding a wider variety of healthy vitamins and minerals to our bodies. Try adding unusual ingredients like seaweed into a stew or kudzu root as a thickener. Plus, when they don’t know what you are talking about yet they get super impressed and excited to learn from you.

10) **Teach them to make healthier versions of their favorite comfort foods**

Comfort foods are a product of our childhood usually. They make us feel nurtured and loved and can be super important when people are moving into a scary unfamiliar dietary or lifestyle change. For every comfort food out there, there is a healthier alternative. Find out what their comfort foods are and whip them up a batch of your healthy version so that the next time you meet they can’t say they broke their health goal commitment because they really needed some mashed potatoes and gravy.

11) **Teach them to use unfamiliar kitchen appliances and gadgets**

There are so many tools in the kitchen that can make cooking and food prep way more easy and fun. Use them! When people spend money on kitchen gadgets they want to use them, and if all they can do with them are prep more healthy food, it’s a pretty good way to help them reach their health goals faster. An avocado slicer, a food processor, a Vitamix – these are just some of the easy to use tools your clients may want to purchase and uses.

12) **Show them quick and easy recipes that aren't overwhelming**

Whatever you show your client, to be sure they will try it on their own time, it will need to be easy. For most people, the less time and thought that goes into cooking, the more likely they are to do it. If you can make your recipes take no longer than 15-20 minutes, your clients will be sold!

Hands-on learning is effective because it is the proof most people need to try it on their own. If you can, pick recipes that will not require any prep time so you can do every step of the instructions together. Make sure your recipe clearly states *all* steps in the instructions.

13) **Show them how to read and evaluate ingredients labels**

Unless shown, most people don’t know how to read ingredient labels. Teach them key things to look out for like “high fructose corn syrup” or “hydrogenated oil”.

14) **Show them why organic food is worth the extra cost**

Organic food is all the rage these days. Its better for the environment and your health. Organic produce has more vitamins and mineral by as much as 70% compared to its non organic version. That in itself should be the convincing argument. But, if they need more convincing, the pesticides are super harmful to their body and may even lead to diseases.
15) Show them the relationship between food and health

You are what we eat. An old saying, but its true. Everything you ingest becomes the cells in your body. You chew it, it goes into your stomach and gets broken into smaller components that can be absorbed into your blood stream etc…Your food literally becomes you. If you want to look like a couch potato, than sit on a coach and eat potato chips all day. Dancers tend to eat low fat and lots of veggies and they look like it. The food you ingest is your medicine if you use it right.

16) Preparation tips (i.e. when to start soaking beans or almonds in preparation for tomorrow's lunch)

Always try out the recipes you are teaching or sharing ahead of time. If you are really new to them, then give yourself at least one week before hand to make sure you know exactly how much time you will need to prep and finish.

If you can, practice with a friend or family member first to make sure the most forgiving souls will get the brunt of your errors!

Well there you have it… you just identified over a dozen ways you could serve coaching clients. And none of them requires a certification!

You might not have a degree in nutrition. But let me ask… Do you know more about healthy eating than most people?

If not, are there practical tips you can teach? For example, can you show people how to…

– Combine foods properly for good digestion?
– Eat well while traveling (with no refrigeration)?
– Use unfamiliar ingredients in recipes (like seaweed or tempeh)?
– Make healthier versions of their favorite comfort foods?
– Use unfamiliar kitchen appliances and gadgets?
– Navigate the local health food store?
– Read and evaluate ingredients labels?
– Determine when avocados and tomatoes are ripe?

If you can teach practical tips like these, then you're in business!

Do you find these tips valuable?

If so, I've just scratched the surface here. In our program Cooking Class Riches, we go much deeper, including covering why and how to start your own e-mail list, how to get students from online traffic, and more.
How I Got Started Teaching

Now listen closely as I reveal how I got started teaching….

First, I made a list of topics I could talk about (like the ones on the previous page).

Second, I timed the material, and found out that it was a 2-hour lecture.

Third, I advertised it for $10, but offered 50% for anyone who RSVPd five days ahead of time. (Back then I didn't have a paypal account. But that's what I'd use today).

I did most of my advertising on Yahoo groups.

If you're not a member of a Yahoo group yet, visit http://groups.yahoo.com and look for local groups you can join… especially groups oriented towards health, nutrition, vegetarianism, or raw foods.

Today, Google groups is giving Yahoo groups a run for it's money. You can search for local Google groups here: http://groups.google.com/

Once you're a group member, you can announce your lectures, classes, or anything else. This costs nothing, and only takes a few minutes once you're a group member!

Now you might wonder… how could I justify spending two hours when the attendees only paid me $5-10?

I used the lecture to win people over, and get them excited about healthy eating.

I also let them know upfront that I'd be teaching a 2-hour cooking class right afterwards — which was $45. Some people RSVPd for the cooking class ahead of time.

The rest were free to attend the lecture with no further obligation. But I encouraged them to keep those two hours open, so they'd have the option to take the class if they wanted to. Well guess what?

Anywhere from 50% to 65% of the people stayed for the cooking class.

So on a typical Saturday, I'd have 12-15 people paying me $5 to $10 each for the lecture, and 6 of them pay me another $45 for the cooking class.

Now you might wonder… did people grill me for my qualifications? Did they scrutinize my resume? Did they ask about my certifications?

No. Never. Most of them were new to the vegan diet, and understood that I was a long-time vegan with more experience.

That – combined with my belief in myself and the low cost of attending the lecture – made attending a no-brainer.
Lessons from Lisa Books Williams

When interviewing expert Lisa Books Williams, she told me some very interesting things about how she got started. She lived in a suburban neighborhood, the “soccer mom capital of the world” she calls it. There wasn't a vegan movement there, much less a raw food movement. So when she started advertising her classes, she used the words “vegetarian” or “plant-based” to not scare-off people unfamiliar with veganism.

Even if you're teaching vegan or raw food classes, its still correct to call your classes “vegetarian” or “gluten-free”. This helps you reach a wider audience and get students you wouldn't normally interest. Lisa also advertised using terms like “high fiber” and “zero cholesterol” which are popular terms with an older crowd.

You can still be transparent about what your meals include, but if you live in an area with few vegans, avoid buzzwords like “vegan” or “raw”. Instead, you can provide menus with your advertising. They'll see that fish, cheese and meat don't appear in your titles and that'll be enough of a clue. When you include the menu, you can even skip using the word “vegetarian” and just say “healthy” or “nutrient rich”.

Lisa suggests using titles like “Vegetarian Cooking for Non-vegetarians. How to get more vegetables into your life without even knowing it” when you're advertising to an omnivorous crowd.

Another way Lisa fills her classes – which happen as often as twelve times per month – is by “tabling”. This is where you stand behind a table at a fair, market, convention or other event. Lisa finds community centers and events where she can do this for free. She easily and enthusiastically brings the event organizers on board by telling them about her healthy food and her free samples.

By giving out free samples she may spend $5 to $20, but in one event she can get 50 new names onto her e-mail list. And these new names are not just random passers-by on the internet. These new names have tasted the food and they've met and liked Lisa in person. These people are perfectly primed to sign up for the next class mentioned in Lisa's newsletter.

Lisa says that the magic is really in being out there live, giving away your free samples of your best recipes. “I feel that as the chef and the creator of these recipe, it’s important for me to be there meeting people, serving them, greeting them, and telling them about my classes.”

In Cooking Class Riches, you get the full mp3 interview with Lisa Books Williams and all of our other guest experts and the accompanying transcripts. In Lisa's interview alone you'll learn how she started out, how she got her first classes, how she was able to grow to doing up to thirteen classes in a month, what sort of classes her students prefer, how her profit structure works and more.
How To Liberate Yourself From Trading Hours For Money

Until you have products for sale, you’re merely trading hours for dollars. And you’re limited to customers in your local area. That’s why Meredith, for example, only teaches one class per month in her county.

In order to teach a second class each month – without hurting attendance – she teaches in another county that’s an hour away. Traveling to another area is the only way she can teach two classes per month and still get plenty of signups at each class.

Information products liberate you from trading hours for dollars

Did you ever read the book, Rich Dad Poor Dad?

If not, here’s a key point. The author tells us to stop trading hours for dollars and, instead, buy or create assets. An asset is something that generates income without requiring your time.

Now think about it. Every time you create a downloadable ebook or MP3, you create an asset that can generate income 24/7.

The same goes for DVDs and paperback books. You can pay a small percentage of each sale to a fulfillment house. Once you do, you’re liberated from trading hours for dollars.

You can leverage yourself by having other people sell your info-products.

If you produce physical books or DVDs, you can wholesale them a dozen at a time. If you have a website, you can sell your products through affiliate.

Each of these is outlined in detail in our Advanced Book of Trade Secrets.

Leveraging Surveys & Market Research Tools

What’s the best way to create info-products that sell? Offer solutions to people’s biggest problems, challenges, and frustrations. That’s right. Escaping pain motivates people more than benefits.

So how do you find out what your prospects’ problems, challenges, and frustrations are? Ask!

If your email list is small – for example, just a few hundred people – you can email your subscribers a short list of questions, and invite them to hit “reply”. Only a fraction of your subscribers will reply. So if you have a list of 200, for example, you might only get 40-50 replies. This takes more time than using a web-based survey tool, but more people will participate.

If combing through all of the replies seems daunting, then your email list is probably too large for this low-tech approach. In this case, use one of these web-based survey tools:

www.surveymonkey.com

www.zoomerang.com

www.constantcontact.com
The first two let you take surveys for free, as long as you don’t exceed a certain number of questions or responses.

**Surveys tell you what people want, and what they will pay**

We recommend surveying people before you create new products. But if you’ve already created a new product, don’t let on. Instead, tell people you have a “product idea”. Explain that you need to know if this product will be profitable. Like this:

“This survey will help me determine if I can charge enough to justify creating this product.”

That statement will help you get more accurate answers to the price questions below. Then ask questions like these:

- What kinds of recipes/meals are you most interested in learning to make?
- What kitchen or food prep techniques would you like to learn most?
- When it comes to ________, what are your biggest challenges or frustrations?
- How do you prefer to learn? Reading, listening, or watching videos?
- What price would seem like a good deal?
- What price would seem expensive, but still worth paying?

At the end of your survey email, we recommend adding one final question that says something like, “What else do you want to know about veganism?” Or, “What else do you want to know about raw foods?” Or, “What questions do you want answered in my next newsletter?”

Nomi has found surveys helpful in deciding what NOT to offer. She found out from one survey, for example, that there wasn’t enough interest in a program on holiday raw food strategies. That saved her from wasting time creating it.

**Why open-ended questions?**

Some questions are obviously multiple choice. For example, “How do you prefer to learn? Reading, listening, or watching videos?” (By the way, Nomi has found that younger people prefer video and older people prefer to read.)

However, leave your price questions open-ended. You have no idea what prices people are going to type in. Suggesting multiple choice price points will bias their answers.

Likewise, when you ask questions about people’s interests, concerns, or challenges, don’t make them choose from a list of predetermined answers. Instead, allow open-ended answers.

Why is this important? You’ll hear people’s concerns in their own words. So you’ll get the most accurate results. For example, by asking open-ended questions, Ritamarie found that “hormone balance” and “belly fat” really strike a chord. When you come across phrases like these, use them verbatim in your sales copy. Then readers will nod their heads as they read, thinking “Wow, you understand exactly how I feel!”.
How to increase your product’s value

People buy solutions to their problems. If someone perceives your book or video as “just” a compilation of recipes, $20 is probably the most she will pay.

But if she feels deprived of her favorite comfort foods, you can make your book or video seem more valuable by romanticizing the benefits.

For example, don’t call it a book. Call it “a Godsend that’ll liberate you from deprivation, making it effortless to stay on your healthy diet and look youthful for decades”. That’s an example of good sales copy.

Some vegans feel deprived of brownies that are moist and buttery. No wonder some enterprising chef is commanding $5 for a single brownie recipe, which she describes as the “world’s best vegan brownie recipe”.

Raw fooders arguably have greater challenges. After all, they’ve given up vegan comfort foods like hot soups, sweet potatoes, bread, cookies, and pasta.

The more deprived someone feels, the more money she’s likely to pay for solutions. No wonder raw fooders pay Ritamarie $197 for her DVD set, “Dried and Gone To Heaven”. They’re so eager to enjoy the comfort foods they crave, they’re wiling to invest a lot to learn how to make convincing raw versions.