



HOW TO BE A WILDLY PROFITABLE WELLNESS PRO

The proven system.

with Cate Stillman



1. Uplevel to the most profitable, highest-impact revenue model

Do you want repeat, scalable profit? Then your business needs a **high-end upsell**. You already have business income. Now it's time to scale the most profitable, results-driven offer. So what do you offer? Some of your clients, students or fans want *better results faster*. The way to do this is to drive wellness habits. In order to drive habits you need a habit-based club. This is the **smartest, sustainable upsell that yields a steep increase in client-centered profit**.

So, what's a **Club**? It's a revenue model that is unique to you. A Club gives your clients what they need most: *your expertise, convictions and daily wellness habits*. Your insiders' Club is a significant commitment to a **year-long wellness journey**. This Club produces lasting wellness results much faster than medical visits, consultations, or classes. I'll explain...



2. Customize Your Wellness Club

First, you customize your Club to serve the clients who want profound transformation.

Ask yourself: What wellness expertise do my clients need? How do I define my wellness convictions? What are my daily wellness habits? What is my personal vibe? The answers are the foundation for your Club.

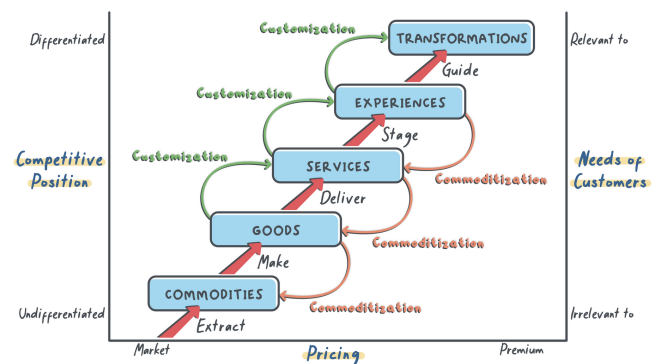
You are evolving from delivering a service (office visits, consults or classes) to guiding a **lasting transformational journey**.

Go hog wild customizing. We will help, as we do this for a living. Customizing drives pricing to premium. Your Club will serve a **select group**. Premium increases profit. Profit funds free classes and community-building events, which drive new members. Your impact soars.

You will have **less competition** the more you customize based on you or your crew as Club leaders.

3. Price & Enroll at a Premium

Next, you base your Club's tuition on the **value of the results**. In your Club, members become smarter investors -- in themselves. Earning a return on their wellness wisdom, members experience better, faster results. **The Club pays for itself**.



We guide you step by step to implement the whole Club system: from customizing to enrolling, coaching to building your waitlist.

4. Lead from Your Wellness Lifestyle

Your Club is customized to your wellness expertise, convictions, habits, and personal vibe. When you lead from your lifestyle, you **generate power**. This roots you in integrity. You lead the way by experience. This makes a **bigger impact** on your community by growing revenue AND client results.

I invite you to schedule your profit coaching session today!



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