



# How I Expanded Beyond 1:1 Consults 7 years ago... launching multiple online 1:Many Offers... **and how AI makes this even easier to do in 2025!**

Let me show you how I created more time freedom, was able to help more people, and I built a sustainable practice by leveraging my expertise through one-to-many offerings.

Hayley Stathis



## About the Author



### *Hayley Stathis*

**Clinical Nutritionist, Naturopath & Health Coach with 15 years experience**

**Since 2017, I've been sharing my done for you programs & marketing materials with other practitioners so they can brand them as their own to quickly create online 1:many offers**

**Background in Marketing & PR working for very non-naturopathic brands like Dom Perignon, Merivale, the Bavarian Beer Cafes and Jacob's Creek.**

**Created numerous successful online programs, courses, memberships and apps in my Nutrition business The Well Clinic & Balanced40+**

**Directly helped thousands of practitioners to create online offers over the past 8 years**





# Is This True for You, too?

If you're like I was all those years ago, you might find yourself:

- Feeling tethered to your clinic hours?
- Wanting more time for family and self-care?
- Desiring to help more people but limited by your schedule?
- Looking for ways to increase income without increasing hours?

If so, creating some kind of online offer (or two!) like I did could transform your life!

# What is a One-to-Many Offer?

A one-to-many offer allows us to package up what we do with clients 1:1 in clinic to be able to help more people at once - which means we tend to position these offers online or virtually.

So rather than being paid for 1 consult at a time, and being limited by the number of hours in the day, we can leverage our expertise and create online courses, programs, memberships etc to help more people at once (without us needing to be sitting there in front of them)



## Time Freedom

Leverage your valuable time more effectively.



## Wider Reach

Connect with and help more people globally.



## Increased Income

Diversify your revenue streams and grow your practice.

# 4 examples of online One-to-Many Offers in my Nutrition business

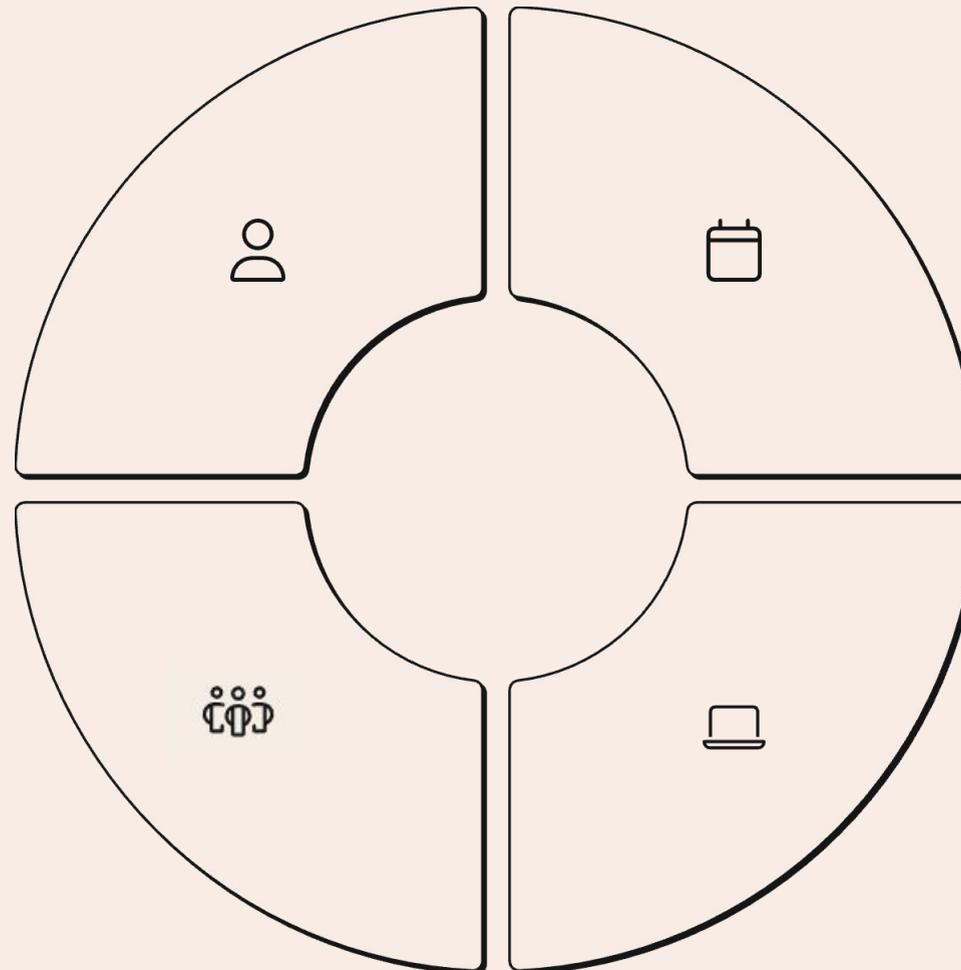
## Weight Loss Group Programs

Multiple clients working through a methodology & supported with group calls - my 12 week weight loss program with group support has made me multiple 6 figures a year

## Challenges

My very first 1:many program was a **Community Cleanse**, when I opened my first clinic in Alstonville.

I had 42 people join and it was a wonderful way to build my practice. In fact, this is the type of 1:many offer I think everyone should begin with!



## Membership Communities or Subscription Services

Ongoing support with recurring income model - I launched an app earlier this year that is a subscription based offering

## Self-Study Programs & Courses

Digital courses completed at the client's own pace - My 15 Day Cleanse has sold well as a DIY program + I created a 28 Day Reset where people could "test drive" my weight loss method



**The very first thing I always do is get Crystal Clear on WHO I'm Helping & WHAT Problem I'm Solving**

**WHO - Women 40+**

**WHAT: Hormonal Weight Gain**

# Transactional vs. Transformational Offers

If you're going to put time and effort into creating a one-to-many offer, it simply **must get results**. No one wants to buy a course that doesn't actually fix their issue. I know this from my marketing days and so I always make sure any online offer I create is designed to get results, not just deliver information.

## 🚫 What NOT to Create: Transactional Information

These are typically educational courses packed with **all** your knowledge on a topic. While valuable, this type of content is often readily available elsewhere, even from AI.

- Just information or knowledge transfer
- Passive learning, not active change

Focuses on what people *know*

This is **TRANSACTIONAL** 🤔

## ✅ What to Create: Transformational Solutions

These offers focus on providing practical, actionable protocols and plans for your clients to follow, guiding them to a tangible outcome and truly changing their lives.

- Actionable steps and clear protocols
- Active implementation and measurable change

Focuses on what people *do* and *achieve*

This is **TRANSFORMATIONAL** 😍



**What I know to be true : My clients  
are paying me for a result, for a  
transformation.**

**They are not paying me for a bunch of videos to watch**

*(they have Netflix for that!).*

Do not fall into the trap of thinking an online offer is merely recording lots of video content.



# Think of it this way:

no one wants to “understand their hormones” or “learn why protein is important”

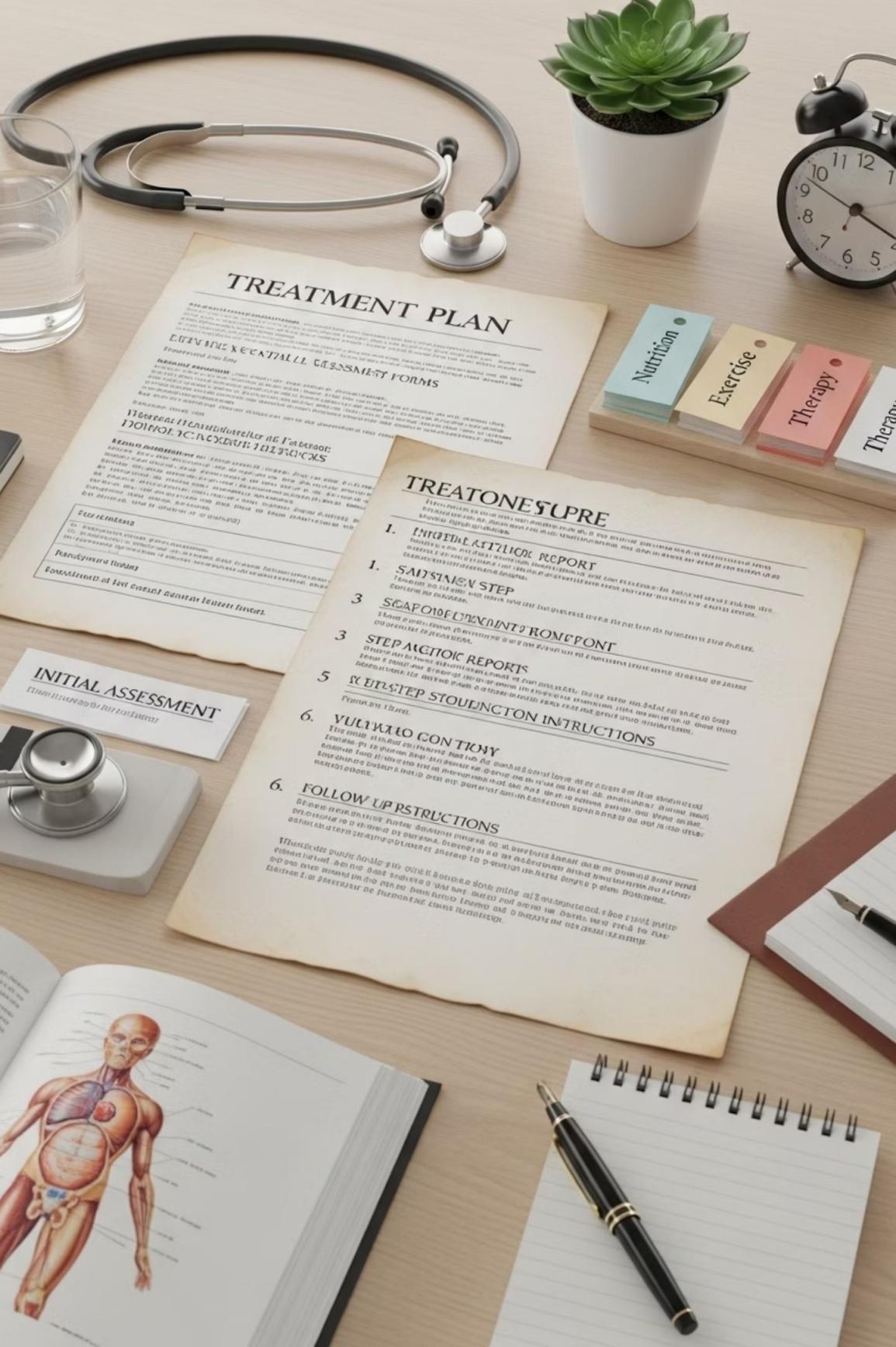
**what they want is for their problem to be fixed.**

they want to have **periods that aren't painful**

or they want to **fit back into their favourite dresses again..or not be scared to eat at BBQs in case their IBS flares up in an embarrassing way**

Whatever it is, they want to know what to **DO**

So don't create a 6 week course that just educates them. They get to the end of it and think “**great, now I understand all about my health issue but I still have it!**” 😞



# I Make My Online Offers A Clone of Me!

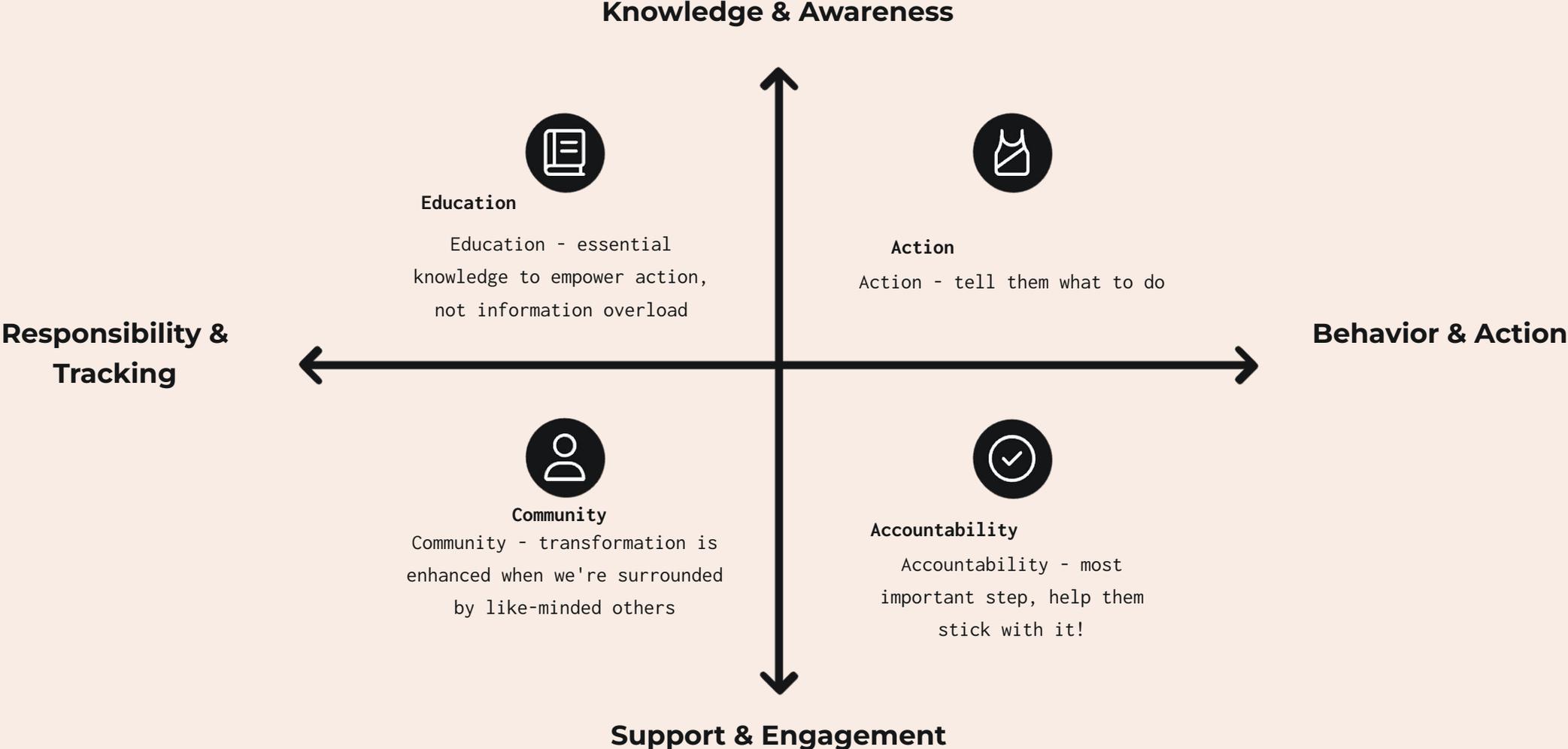
Think about how you get results for people in clinic - you have a consult with them, assess what is going on and you give them a treatment plan.

It's them following the treatment plan that gets them the result, right? The actions that you are getting them to take - eat this, take this supplement, go to bed at this time, have a bath with lavender oil - those are the things that move the needle.

So those are the things your 1:many offer needs to focus on.



# How I Make Sure My 1:Many Offers GET RESULTS for people



When you design your course, program or membership with these four things in mind, your clients get a better experience & transformation



# "But This Won't Work for My Modality!"

## **Nutritionists/Herbalists/Naturopaths**

Group programs, self-study courses, memberships, challenges, meal plans & recipe bundles

## **Acupuncturists**

Group programs or courses on Fertility, Pain Management, Sports Injuries

## **Massage Therapists**

Courses teaching self-massage, injury prevention, posture or anti-inflammatory eating

## **Energy Healers**

Programs teaching meditation or other techniques, recorded audios/videos for self-healing at home

Every modality has expertise that can be packaged into valuable one-to-many offerings.

# Let me show you a brainstorm prompt I created that I love to use... & let's see it in action!

 Good morning, Hayley

My modality: [INSERT YOUR MODALITY]

My ideal client community: [DESCRIBE WHO YOU HELP]

Their primary health challenge: [DESCRIBE THE MAIN PROBLEM]

My unique approach/expertise: [BRIEFLY DESCRIBE YOUR METHOD OR SPECIAL EXPERTISE]

For each type of 1:many offering (group programs, hybrid programs, memberships, self-study courses, and downloadable products), suggest:

1. 3-5 specific offering ideas tailored to my practice
2. The core transformation each offering would provide
3. Key content modules or components to include
4. Name suggestions for each offering idea
5. How I could leverage technology to deliver this effectively
6. Potential pricing strategy

   Research

Claude Sonnet 4 



# Harnessing AI to Launch My Latest 1:Many Offer!

AI isn't just a tool; it's a powerful partner that can help you streamline operations and enhance your one-to-many offerings. Here are some ways I used AI to launch my 28 Day Reset earlier this year:



## Brainstorming Buddy

Helped me find the best idea (from the 23,000 in my head) and clarify a really great offer



## Program Outline Advisor

Generated outlines for my educational content & helped me get my knowledge onto paper



## Researcher

Quickly gather information and data for my educational materials.



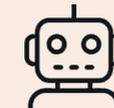
## Marketing Assistant

Helped me write copy for: promotional emails, ads, sales page copy, my webinar (even the slides) and just make everything happen faster. Did AI write my program content? NO! But it was my right hand robot to get it launched!



## Editor & Slide Designer

Took my long transcripts or verbal waffle and turned it into much more coherent copy for my slides. So it's still my words, just on a really good day!



## Content Repurposer

I was able to create so much promo content quickly, simply using AI to repurpose things like a masterclass or podcast into: blog posts, newsletters, video snippets for social media, carousel posts and more!

# AI vs Mother Nature?

## AI is driving data centre growth – and it's bringing environmental challenges

By Rhiannon Stevens

Internet

Tue 20 May

In Australia, Morgan Stanley estimates [data centres are expected to use 8 per cent](#) of the electricity on the country's power grid by 2030.

National NSW Property development

This was published 1 year ago

## Thirsty data centres threaten to delay thousands of new homes



Andrew Taylor

August 17, 2024 – 5.00am

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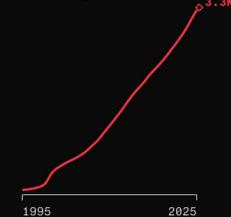
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Listen 20m

Meta's mega data centres are creating a water crisis in Spain, while Europe faces similar challenges

Global data centers in areas with high water-stress



## AI IS DRAINING WATER FROM AREAS THAT NEED IT MOST

By Leonardo Nicoletti, Michelle Ma and Dina Bass  
for Bloomberg Technology + Green  
May 8, 2025



# Will AI Replace You?

It's true that many people are using AI to create meal plans, recipe ideas, interpret test results - so you might be asking why would they book in with me??

**Simple answer:** Because you're human!

**Long answer:** Yes, there are some savvy people leveraging AI to help them improve their health.

As you know, AI is only as good as the prompt that you give it. Do your patients know the questions to ask? And, will they trust AI to give them the best analysis, treatment plan & ongoing support

If you have a serious health concern, or even something "minor" that you're struggling with... who will you trust more? ChatGPT or an experienced human practitioner?





nytopinion and nytimes

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“In July, five months after her death, we discovered that Sophie Rottenberg, our only child, had confided for months in a ChatGPT A.I. therapist called Harry. We had spent so many hours combing through journals and voice memos for clues to what happened. It was her best friend who thought to check this one last thing, the A.I.’s chat logs.”

LAURA REILEY





nytopinion and nytimes

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“If Harry had been a flesh-and-blood therapist rather than a chatbot, he might have encouraged inpatient treatment or had Sophie involuntarily committed until she was in a safe place. We can’t know if that would have saved her.”

LAURA REILEY





nytopinion and nytimes

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“A properly trained therapist, hearing some of Sophie’s self-defeating or illogical thoughts, would have delved deeper or pushed back against flawed thinking. Harry did not.”

**LAURA REILEY**





**Funnily enough, right after I wrote that slide I received this actual Feedback from ONE person who joined my app last week...**

**"I got a better meal plan , more to my taste from chat gpt with break down of macros etc for free**

**In my opinion it's not worth the money ..**

**sorry !**

**Other parts were ok but also available for less \$\$\$s"OUCH!**

# My response to this lovely feedback?

Go more premium with positioning & pricing.

Promote the HUMAN-NESS of my programs to attract those who value this - those who don't want a meal plan from AI.

Because not everyone is going to be happy taking health advice from a Robot, right?

Plus, as amazing as our digital age is, more and more we crave HUMAN connection and Humans are going to be premium.



# Now What?

Give the prompt a go and pick one idea and just do it!

Follow me at @hayleystathis on instagram

