My Background

- School: Bachelors in Nutrition and Dietetics Minors in Business & Leadership then Masters in Science and Nutrition
- Opened HSN in 2012
- Started working with Crossfits in 2012 doing nutrition seminars soon after started Healthy Steps Challenges all over the state of FL
- Worked with over a thousand clients & Crossfit Athletes to help change their lifestyle through education

What to Expect

Goals:
1. Understand how to implement the nutrition program and make money at your facility
2. Learn the 3-tier nutrition system and how to determine which program would be best for each client
3. Be able to successfully execute the Healthy Steps 28-Day Challenge at your facility
4. Learn how to market the nutrition program and start getting clients
## Roles

<table>
<thead>
<tr>
<th>Nicole/Healthy Steps Consulting</th>
<th>Gym/Box Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backbone of the program</td>
<td>Go through training and receive Healthy Steps Nutrition Training Certificate</td>
</tr>
<tr>
<td>Provide training via webinars</td>
<td>Implement nutrition program using Healthy Steps Nutrition material</td>
</tr>
<tr>
<td>Interact with affiliate via mentoring calls/emails</td>
<td>Meet with clients</td>
</tr>
<tr>
<td>Provide all material affiliate is using to implement the program</td>
<td>Run Healthy Steps 28-Day Challenges</td>
</tr>
<tr>
<td>Ongoing support and continued education</td>
<td>Reach out to Nicole via email if issues arise or discuss during monthly call</td>
</tr>
<tr>
<td>Provide content to affiliate to use (website, social media, and around the gym)</td>
<td></td>
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</tbody>
</table>

## What’s Included?

- 2 Part Training Series with supplemental videos
- User guides and client handbooks, Meal Plans & tons of healthy recipes
- (1) 30 Minute Phone call after finish trainings to go over any specific questions about your facility before launching your program
- Once you finish the webinars & completion call, you are welcome to start seeing clients
  - Determine your launch date NOW & start building hype!
  - Announce in classes & on your social media
  - Add the nutrition program to your website
- You must continue with the Monthly Ongoing Consulting program for at least 6 months ($199/month)
  - As long as you are using the handouts, meal plans, user guides you need to continue to ongoing consulting

## What’s Covered

### Webinar Part 1
- Understanding User guides
- Determining a Baseline for your client (used in all programs)
- Goal Setting & what is a realistic goal (used in all programs)
- Foundations of Nutrition & Macronutrients
- Timing & Consistency
- Marketing & Branding

### Webinar Part 2
- Review of baseline and goal setting (all programs)
- Macronutrients and Zone Diet (Individualized Plan)
- Personalizing your clients Meal Plan (Individualized Plans)
- Challenge Info and Execution
- Popular Questions and Troubleshooting
### 3-Tier Nutrition Program

<table>
<thead>
<tr>
<th>Nutrition 101 Program (One Time Consult)</th>
<th>Customized Nutrition Program (4 Weeks)</th>
<th>Deluxe Customized Nutrition Program (8 Weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Printed handouts</td>
<td>• Comprehensive Nutrition Handbook</td>
<td>• Everything that the Customized Nutrition Program offers</td>
</tr>
<tr>
<td>• Basic nutrition coaching and lifestyle coaching</td>
<td>• Goal Setting</td>
<td>• Food log review and feedback during the 8-week program</td>
</tr>
<tr>
<td>• One basic week meal plan</td>
<td>• Nutrition 101</td>
<td>• Time: 75 minute initial consultation and Follow-up 30 minute consultation for measurements as well as a 15 minute phone call every week for ongoing coaching and continued support</td>
</tr>
<tr>
<td>Time: 60 minute consultation</td>
<td>• Customized plan based on goals and workout schedule</td>
<td>Cost to Client: $199 “Most Popular Package”</td>
</tr>
<tr>
<td>Cost to Client: $79</td>
<td>• Supplements and timing around workouts</td>
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</tr>
<tr>
<td>Great Giveaway Incentive for Personal Training or Build Into Fundamentals Program</td>
<td>• Measurements and body fat percentage testing before and after</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Before and after pictures Time: 75 minute initial consultation and 30 minute Follow-up Consultation and Re-measure</td>
<td>Cost to Client: $399</td>
</tr>
</tbody>
</table>

### Nutrition 101

- One-time consult (No follow-up visit)
- Folder Contents: Goal Setting, Food4Fuel: Nutrition 101, Reshape Your Plate, One-week sample meal plan includes ranges, Food log
- Great give-away for personal training packages
- Consider including in onboarding program (increases the value)

*Better success with the Customized Nutrition Program due to built-in follow-up and accountability for your clients*
**Step 1:**
**Determining a Baseline**

*Used in all Nutrition Programs (~ 20 minutes)*

- **Goals during Determining a Baseline:**
  - Addressing nutrition bright spots and potential areas for improvement
  - Building rapport with your client
  - *Give education in relation to their habits*
  - You are looking at the big picture then deciding what behavior modification strategies need to be put in place

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**CLEAN**

- Consistency
- Liquids
- Eating Out
- Adequate Calories
- Nutritious Foods

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**Consistency**

Are you eating on a schedule? What does a typical day look like? Are you eating around your workouts?

Things to keep in mind:

- Skipping meals causes you to more likely over eat later in the day
- Going extended periods of time puts your body into “starvation” mode and causes you to conserve energy/fat more efficiently making it harder to lose weight
- You don’t want to workout on an empty stomach, especially in the morning when your glycogen stores are the lowest
**Liquids**

How much water do you drink a day? What is your go-to beverage? Anything else besides water? Alcohol?

Things to keep in mind:
- Dehydration can cause up to a 20% decrease in performance
- Soda, tea and coffee doesn’t count towards your water intake for the day
- You need MORE water when trying to lose weight, 80+ ounces per day is recommended
- Many of the alcoholic drinks are loaded with SUGAR and contain empty calories that are converted to fat

**Eating Out**

How often do you eat out? Where do you typically go and what do you usually get? Apps?

Things to think about:
- Refer client to “Eating Out” handout to give good options when you need to eat out
- The Plate Method
- Skip the apps
- Salads aren’t always the best option
- Stick to the basics!

**Adequate Calories**

Have you ever tracked your food?

Things to keep in mind:
- Clients who track their food see better results even if they aren’t showing it to anyone
- Extra step of accountability
- MyFitnessPal is an awesome app to help with food logging
- It’s not just about what you eat, it’s about how much!
**Nutritious Foods**

What does a typical day look like? What do you snack on? Do you do the grocery shopping?

Things to think about:
- This ties everything together with understanding current eating habits.
- Look for balance of macronutrients.
  - Are you pairing protein and carbohydrates together with every meal and snack?
- Who does the food shopping and meal preparation?
  - FOOD PREP IS KEY!

**Wrapping Up: Determining Your Baseline**

- Good habits
  - Keep those same behaviors.
- Areas for improvement
  - Figure out what strategies they can put in place to keep them on track.
    - Consistency: timing issues? Lack of meal prep issue?
    - Water: forget? Don’t like the taste of water?
    - Eating out: where? How often? Why... lack of prep?
    - Nutritious foods: lack of knowledge about macronutrients?
  - Come up with a plan!

**Step 2: Goal Setting**

Used in ALL Nutrition programs + Challenge 1st handout in folder (~10 minutes)

- 70% of the battle to achieving your weight loss and health goals is nutrition.
- SMART
  - Specific
  - Measurable
  - Attainable
  - Realistic
  - Time Sensitive
Goals

- Set a long term goal and a one month goal
- Look at the big picture then break it down
- Don’t just focus only on the numbers, look at the total package
  - Measurements
  - Weight
  - Body Fat
  - Energy Levels
  - How clothes feel?
  - What habits are we forming?
- Have the client WRITE their goal down in their handbook!

Realistic Goals

- 1-2# per week is realistic weight loss
- 3600 calorie deficit to burn 1 pound of fat
- 500 calories deficit per day equates to 1 pound per week
- 0.2-0.25% Body fat per week is a good rule of thumb
  - The majority of my clients lose 1.5% body fat a month
  - 250+ pound clients have slower body fat percentage loss!
- 1-1.5 inches around waist in a month
- Before and after pictures/how feel in cloths
- Focus on behavior changes, set water goal, intake consistency plan to achieve goals
  - Food logging helps to stay accountable to the plan in place!
- Shoot for the low end of realistic and if a client gets more they will be motivated to continue!

Mary Jane’s Goal

- MJ is a 54 year old female who weighs 185# she is 5’1. She wants to lose 50#.
- Long term goal: 50# weight loss
- Short term goal: 5-6# per month

  - Execution plan: Follow the meal plan, prep food on Sunday. Use the crockpot at least 2x week, drink 80 ounces of water, get in the gym 3-4x a week and walk for 45 minutes on the weekend, limit the alcohol to two glasses of wine per week
Step 3: Macronutrients

Used in ALL Nutrition Programs + Challenge
2nd handout in folder (~20 minutes)

- The meat and potatoes of your session
- Carbohydrates, Proteins, and Fats
- You need ALL of these in your daily eating routine to achieve optimal health
- Pairing these foods together will help optimize hormone balance and metabolic rate
- Use the PLATE Method

Carbohydrates

- Functions: body’s main source of fuel, spares protein from being used as energy, aids in the oxidation (breakdown) of fat
- Fiber:
  - Soluble: acts as a gel when mixed with water and slows digestion
    - Bran, barley, nuts, seeds, beans, psyllium husk
  - Insoluble: bulk up your stool and allows things to move through intestines
    - Wheat bran, vegetables, and whole grains
- Glycemic index: how much will your blood sugar increase after eating a specific food
  - Goal: limit this inflammatory response by sticking to lower sugar/higher fiber foods
- Sources: starches (bread, pasta, rice, cereal), starchy and non-starchy veggies, fruit, dairy, juice, and sweets

Sugar

- Causes an inflammatory response in your body and a hormone chain reaction
- Eat sugar → Saliva contains enzymes to start breaking down → More enzymes break down in the stomach → goes into the bloodstream → Insulin is secreted by the pancreas help blood sugar go back to desired ranges
- 8X more addicting than cocaine
- Watch the movie: Fed Up!
- Average American consumes 160 pounds of sugar per year (breaks down to about 20 teaspoons or 80 grams per day)
- American Heart Association recommends no more than 6 teaspoons for women and 9 teaspoons for men per day
- Look at the nutrition label! 4 gms of sugar = 1 tsp
Protein

- Functions: provides your body’s structure, regulates body function, immune health, enzymes and hormone regulation
- Essential AA: can’t be synthesized by the body and therefore need to be eaten in our diet
- Conditionally Essential AA: under stressful conditions, high intensity prolonged exercise, we can’t make enough (i.e.: glutamine, arginine)
- Sources: lean meats** (chicken, fish, turkey, cottage cheese, egg whites, Canadian bacon) medium fat meats (cheese, chicken), high fat meats (full-fat dairy, red meats, bacon, cheese, pork, ribs, eggs)

Fats

- Functions: make up the brain and nervous system, aids in absorption of fat-soluble vitamins, may be used as a source of energy
- Omega 3’s: decrease your body’s reaction to stress, increase HDL, improve mood and brain function
  - Sources: almonds, walnuts, pecans, chia seeds, salmon, herring, flax seeds and some fortified foods
- Saturated Fats and Cholesterol
  - Coconut oil: comprised of 2/3 MCTA which are much easier to break down than other saturated fats that are mostly LCTA
  - Sources: dairy, nuts, avocado, olives, coconut milk, cream, medium/high fat meats

The Plate Method

1. ½ plate Non-starchy veggies
   - broccoli, green beans, asparagus, carrots, cauliflower, salad, brussels sprouts, squash etc
2. ¼ plate Lean Meat
   - chicken breast, fish, turkey, pork tenderloin
3. ¼ plate complex carbohydrate
   - sweet potato, butternut squash, quinoa, brown rice
ReShape Your Plate
Used in Nutrition 101 & 28-Day Challenge
3rd handout in folder (~5 minutes)

1. Drink Up
   - Water is key and plays an important role with many functions in your body, including fat loss!

2. Make it Lean
   - Lean meats are going to be the best quality of protein

3. Load Up on the Whole Foods
   - Shop the perimeter of the grocery store sticking with mostly fruits, veggies, lean meats and nuts/seeds

4. Cut Back on the Sugar
   - Sugar causes inflammatory response and increases cravings!
      - The more you eat the more you crave. Cold turkey for 28 days!!

5. Limit the Processed Junk
   - Look at the ingredients label, if you can’t read it, put it back
   - Shopping the perimeter of the grocery store will help cutting many of the junk foods

Portion Distortion

- Focus point with your client
  - You can eat the right foods in the wrong amounts and not lose weight
  - What we think is a portion and what is actually a portion are two very different things
  - Overconsumption is one of the leading causes of obesity
    - Moderation is key
  - Use smaller plates & tupperware containers
  - Portion sizes relative to your hand
    - Protein- palm of your hand
    - Carbs- ½-1 fist (have them make a fist)

Interpreting the Meal Plan

- Nutrition 101 includes 1 week sample meal plan (there are ranges with this meal plan, not specified blocks)
  - Low end of ranges (weight loss of women) → middle of the ranges (women performance/weight loss men) → high end of ranges (performance men)
  - You can swap food in and out
    - Keep boxes within the rows
      - For instance: you can have Monday’s lunch on Tuesday but not Monday’s lunch for Tuesday’s dinner
  - Reiterate water with every meal!
  - Focus on veggies and protein first then protein and the carbs at the end
    - Why? You will be more satisfied with the portion of carbohydrates if you have it at the end!
  - *** Means there is a recipe on the website!
    - At the bottom of the meal plan is my website which has all the recipes in PDF form under the “Healthy Recipes” tab
Staying on Track

- Food Log (2nd handout on right side of folder) or use MyFitnessPal
- Tracks food, water & exercise
- Accountability partner in the gym to ensure consistency
- Prepping food, have easily available snacks (hummus, nuts/nut butters, pre-cut fruits and veggies, Low Sugar Kind Bars, protein shakes)
- Everyone at home needs to be on the same page
  - This is a great way for kids to eat too! By starting them eating this way at an early age, you are setting them up for success the rest of their life.
  - If junk food is in the house, you are likely to grab it (remember sugar is 8X more addicting than cocaine)

Your Focus in Nutrition 101

- Determining points of interest in the baseline
- Set Realistic Goals with steps to achieve each goal
- Basics of Nutrition
- Importance of hydration & water
- Behavior Modification
  - Reshaping your plate
  - Cutting out many processed foods and sugar
  - Give options for snacks
- After nutrition education piece, go back to their goals and behavior modification strategies before they leave!

For Your Knowledge
Base & Cover If You Have Time
On the Road

- Plan ahead
- Bring snacks with you (nuts and an apple or a low sugar kind bar)
- Bring a cooler with some food that you could eat cold (triple zero or chiaboni simply greek yogurt or hard boiled eggs)
- Drink lots of water
- Get up and exercise first thing in the morning

Eating Out

- Skip the bread/chips for an appetizer
- Look at the menu and pick 3 things that look good
  - Then pick the one that would be the healthiest choice
  - Keep in mind, salads aren’t always the best choice (loaded with fat from cheese and dressings)
- Maybe get a side salad out first instead of an app, skip the croutons and cheese, get a vinaigrette or oil/vinegar dressing on the side
  - Skip your fork in the dressing then in the salad (this will cut down on the amount of dressing you use)
- Remember sauces contain added sources of fat and sodium, ask for the sauce on the side
- Try to fit whatever you get into the plate method, if you get a salad out first, try do protein and double non-starchy veggies

Understanding a Nutrition Label

- Portion Control is the #1 issue with the obesity epidemic:
  - Have clients first look at the serving size and servings per container
- Look at the types of fat (focus on good types of fat, mono and polyunsaturated fats)
- Sodium content, especially people with blood pressure issues should limit sodium ≤1500-2000 mg per day
- Look at the breakdown of carbohydrates (how much sugar, remember of thumb, less than 5 gms)
- Focus on fiber and increasing natural sources of fiber
- Focus on protein and veggies first!
Food Substitutions

- Spaghetti squash for pasta
- Ground turkey for ground beef (tacos, meatloaf)
- Nuts instead of trail mixes and granola bars loaded with sugar
- Water for juice
- Cut out the flavored coffee beverages use almond milk or coconut milk creamer instead
- Grilled instead of frying
- Old fashioned oats instead of sugary cereal
- Veggies for dipping instead of crackers

Hydration

- Water plays a vital role for all metabolism functions. You need water for body temperature regulation, disposal of waste products/bi-products of fat, lubricant for your joints and bones as well as your brain and spinal cord
- Focus on WATER (at least 60-80 ounces per day)
- Beware of sugar sweetened and artificially sweetened beverages including juices and smoothies
- Limiting the alcohol is key. Beware of how much sugar is in the frozen and fruity drinks. Alcohol is empty calories that your body can't use for energy.

Tips for Drinking More Water

- Carry a water bottle with you
- Use a straw
- Set a timer
- Drink at least one water bottle after your workout and at least one cup during your meals
- Infuse water with berries, citrus, mint or cucumber to change up the flavor naturally
  - Milo and Crystal Light contain chemicals and artificial sweeteners we are trying to cut back on
- Dehydration Indicators:
  - Elevated body temperature
  - Color of your urine (you want it to be clear)
Eating Around Your Workouts

- Crucial for your morning workout warriors because glycogen stores are the lowest in the morning, need to be replaced prior to working out.
- Myth Buster: If you workout on an empty stomach, your body doesn’t break down fat for energy when during high intensity workouts, you breakdown muscle!!
- Liquids digested much faster over solid food, focus on liquids for 6AM (smoothie, ½ protein shake, yogurt, fruit puree, applesauce with protein powder)
- Beware of pre-workout supplements loaded with chemicals and caffeine
- 30 minute window post workout to replace glycogen stores, focus on liquids (absorbed into the blood stream faster)
  - Whey protein most efficient in building lean muscle mass
- Higher glycemic foods around your workout

Tips for Client Success:

- Sunday Prep-Day
  - Pre-portion food and separate in containers
  - Pre-cut veggies
  - Sleep (at least 7 hours) to reset hormone levels including ghrelin, leptin and cortisol
  - Water (at least 60-80 ounces per day)
  - Balance protein and carbohydrates with every meal
  - Portion Control (size of your fist is about 1 cup, palm hand about 4 ounces)
  - The plate method (focus on protein and veggies first)
  - Importance of food tracking: either with food log or MyFitnessPal

Marketing & Branding Your Nutrition Program
What Makes This Program Different

- Written and under the supervision of a Registered Dietitian
- Easily implementable in real life
- Focus on behavior modification & making lifestyle changes; not just the quick fix
  - Shifts the focus from elimination to substitution
  - Covers many aspects of changing your lifestyle
- Education program to teach clients how to implement strategies to make health a way of life
- Clients walk away with a concrete plan that fits into their lifestyle & realistic goals that they set

Target Audience

- Weight loss
  - Food Addictions: turn the focus away from food and redirect to another avenue
  - All ages
- Family Plans
  - Discount when husband/wife come together
  - Family plans tend to be very successful because everyone is on the same page
- Athletes and improving performance

Marketing

- Advertise on social media and when talking to clients
  - Program is written and supervised by a Registered Dietitian
- Post nutrition tips on social media weekly (I give them to you, just post it) ©
  - Post your tips with pictures of healthy foods, quotes or inspirational sayings
  - Introduce new vegetables with a recipe (Spaghetti Squash or Kale Chips from the website)
- Post healthy recipes or include a link to the recipes on your website (you can take any recipe off my website and post the PDF)
- Discuss the importance of nutrition during your classes
  - Questions of the day
Examples: Questions of the Day

- What was the first thing you had to eat this morning?
  - Breakfast is the most important meal of the day. Glycogen (carbohydrate) stores are the lowest in the morning. You want to start the day off fueling your body appropriately.

- What did you have for dinner last night?
  - Balance is key. You want to include all food groups: carbohydrates, protein and fats with every meal to help you achieve health goals and improve your performance in the gym.

- How much water did you drink today?
  - Water is needed for all metabolism functions on many different levels. Dehydration can cause up to a 20% decrease in performance in the gym. It’s extremely important to come hydrated to class. You should be getting 60-80 ounces of water per day.

Get the Nutrition Program on Your Website

- Advertise that your program is written by a Registered Dietitian and has been used to help hundreds of clients and athletes over the years
- List the 3-tier program and descriptions
- Example of a Nutrition Landing Page

<table>
<thead>
<tr>
<th>Nutrition 101 Program (1 month)</th>
<th>Customized Statistics Program (8 week program)</th>
<th>Between Consultation Nutrition Package (8 week program)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day One Consult</td>
<td>Personalized Nutrition Plan</td>
<td>Personalized Nutrition Plan</td>
</tr>
<tr>
<td>Day Two Consult</td>
<td>Individualized Feedback</td>
<td>Individualized Feedback</td>
</tr>
<tr>
<td>Day Three Consult</td>
<td>Individualized Plan</td>
<td>Individualized Plan</td>
</tr>
<tr>
<td>7 Days</td>
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</table>

Between Now & Next Webinar

- Practice a sample Nutrition 101 client
  - If you took this training with another coach from the gym, do a consult with each other
  - Run through with the User Guide
- Download MyFitnessPal
  - We will go through how to change profiles, calorie and macronutrient goals during the next webinar
Thanks for attending!

If you come up with questions between now and the next webinar, please write them down and ask at the beginning of the next webinar. Others will likely have the same questions!

The next step is to sign up for a call so that we can nail out any final details before launching your program. Please click this link to sign up for your call:
https://app.acuityscheduling.com/schedule.php?owner=12106007&appointmentType=1211865