



Customized Nutrition Program Playbook

Time: 75-90 minutes with client

Overview of Steps:

- Prior to visit, create an account for your client on the HSN dashboard**
- Determine a baseline
- Set goals
- Education on nutrition
- Have client highlight the foods they like in the “What is one serving?” section of the handbook
- Use the **customized plan creator** to develop plan while your client is highlighting their food preferences
- Customized meal plan is emailed to you - you will upload this to your client’s account on the HSN dashboard (they will be able to see their meal plan from the app)
- Customized day worksheet (**have the client write out each day and sit next to them to help**)
- Review MyFitnessPal, change calorie and % goals, explain how to use it by logging in the food they ate the previous day
- Connect MFP to the HSN app
- Create action steps**
- Send out immediate follow-up email (see template below)
- Schedule additional follow-up email to go out in 2 weeks (see template below)
- Schedule 2-3 face-to-face appointments (depending if your client bought the 4 or 6-week package)

Prior to the Visit:

1. Create a profile for your client on the HSN dashboard. You will need their first name, last name and email. They will be automatically emailed a questionnaire to fill out. This will save you time during the initial consult.
2. Ask them to download MyFitnessPal prior to the appointment.

Step 1: Determining a Baseline (about 20 minutes)

The goal of going through this exercise is to see the easy actions to change. Let your client do most of the talking!

How to determine your baseline?

- **C: Consistency/timing/eating around workouts**
 - Tell me about a typical day? What is the first thing that you have in the morning? How often are you eating? How many meals do you get in a day? Do you snack or graze throughout the day? Are you eating before and after your workout?



****You want consistency with your eating. Eat every 3ish hours alternating between meals and snacks. Set an alarm & get on a schedule.**

▪ **L: Liquids/hydration/alcohol**

- What types of liquids do you drink throughout the day? How much water do you drink a day? What other types of beverages do you drink? Do you drink sugar-sweetened beverages (juice, soda, sweet tea, lemonade, flavored coffees)? How much and how often do you drink alcohol?

****Water is KEY to maximizing metabolism and the breakdown of fat. Sugar sweetened beverages, artificially sweetened beverages and diet sodas don't count to your water intake. Focus on getting 80+ ounces per day. Add fruit, mint or cucumber to flavor. Use a water chart!**

▪ **E: Eating out**

- How often do you eat out? Where do you usually go? What do you usually get?

*****Beware of all the sodium and fat added to foods to improve taste when eating out. These can cause you to gain additional water weight. Ask for foods plain. Focus on the plate method when eating out. Know that you can ask for grilled chicken and veggies. Try to skip the apps and breads/chips. Take a look at the menu beforehand.**

▪ **A: Adequate calories/too much or too little**

- Do you track your food or make a food log? Have you ever use a food tracking application on your phone (MyFitnessPal)?

*****Tracking your food helps you to stay accountable to yourself. Clients who track their foods have a much higher success rate than clients who don't, even if they don't show it to anyone. Two options for tracking food; use the food log that you give them or MyFitnessPal.**

▪ **N: Nutritious foods/quality macronutrients over quantity**

- How many servings of fruits and veggies do you include into your diet? Do you include whole grains into your routine? Do you include protein and carbohydrates with all meals?

***** You want to focus on whole foods not food products. Try to shop the perimeter of the grocery store. The majority of your lunch/dinner should consist of non-starchy veggies. Look at the ingredients label; if you can't read it, skip it!**

Step 2: Test Biometrics (5 minutes)

What to test? weight, body fat, muscle mass, AND **measurements**

- Use biometric tracking sheet
- OmRon or InBody for testing

How to take measurements: <https://youtu.be/iYq3xkw5ITU>



Measurements:

- Shoulders: about ½ inch down around their shoulders
- Chest: around the client's nipple line
- Waist: around the belly button
- Hips: around the biggest point of their hips
- Arm: midpoint between shoulder and elbow
- Leg: 6 inches up from the knee cap (if you have an extremely short person, do 5 inches and make a note on the paper)
- Calf: biggest point around their calf
- **ALWAYS do the RIGHT side**

Step 3: Goal Setting (10 minutes)

Determine what your client is willing to change and focus on that. Explain that about 70% of the weight loss battle is directly related to nutrition and fueling your body. Focus on nutrition-related goals and maybe 1 goal of working out/X number of classes per week.

You want to set yourself up for success by setting SMART Goals!

- S: Specific
- M: Measureable
- A: Attainable
- R: Realistic
- T: Time Sensitive



Tips when setting goals:

1. Look at the big picture first. What are your health/ fitness/ weight/ financial/education/family goals in a specific amount of time: 1, 5, 10 years down the line?
2. Set smaller goals for what you would like to accomplish 1, 2 3, 6 months.
 - Have a to-do list
 - Use a calendar
 - Prioritize
3. Set performance goals (ie: lifting weights, weight loss) that will motivate you. Write down WHY it is important for you.
4. Always have an action plan. Write down the steps you are *realistically* going to take to achieve your goals.
5. Stick with it! By telling your family and friends, you will have someone to stay accountable to and keep you motivated.



*****Have your client write down their goals on their goal handout! Realistic weight loss is 1-2# per week. Realistic fat loss depends on how much they weigh; morbidly obese take longer to lose body fat percentage. When clients lose weight rapidly, explain you are losing muscle or water weight by cutting carbohydrates or drastic calorie deprivation. Balance is key and focus on the big picture, not just weight.**

Step 4: Nutrition 101 and Healthy Steps Keys to Success (15 minutes)

The Macronutrients!

1. Carbohydrates: our body's main source of fuel, spares protein from being used as energy, aides with the oxidation (breakdown) of fat

- Fiber: non-digestible carbohydrate, delays glucose absorption, helps you stay full, decreases cholesterol levels, aides with reducing triglyceride levels
- Glycemic Index: tells us how fast our blood sugar will rise after eating a food (stick with low-glycemic index foods)
- Sources: starches (bread, pasta, rice, beans), starchy veggies (potatoes, peas, corn), fruit, juices, dairy

2. Protein: made from amino acids that provides our body's structure, regulates body function, components of enzymes, aides with immune system health and hormone regulation

- Essential amino acids: amino acids that can't be synthesized by the body (**eggs** contain all essential amino acids). Complementary proteins are two or more foods that when are eaten together they provide all essential amino acids (legumes & rice, mushrooms & broccoli)
- Conditionally essential amino acids: body can make the precursors but under some conditions we can't make enough (ie: glutamine and arganine during stress)
- Sources: fish, chicken breast, pork loin, legumes, nonfat dairy, turkey (stick to the lean meats)

3. Fats: components of membranes particularly in the brain and nervous system, aides in the absorption of fat-soluble vitamins, used as a source of energy... WE NEED FAT

- Stay away from saturated and trans fats (increase your bad cholesterol, trans fats decrease HDL cholesterol)
- Increase Omega 3 intake (salmon, herring, canola oil, olive oil, flaxseeds, **chia seeds**, some eggs are fortified, **supplements**)
- Cholesterol: component of cell membranes, needed for hormone production, our body makes cholesterol, found in animal fats (egg yolk, organ meats, fish roe)
- Sources: fats, meats, dairy, nuts/ nut butters, avocado, olives, butter, cream, coconut milk



Step 5: Customizing Your Client's Meal Plan

1. Open the Active Nutrition Clients course
2. Go to the Customized Program lesson
3. Click: Create Customized Plan
4. Fill out your client's name, goals, actions steps and email
5. The meal plan will have your clients name, your gym name, goals and action steps on the first page
6. Meal plan will be emailed to the two emails entered in the form
7. Download the meal plan - print and upload to their client dashboard in HSN app
8. On the front page of the meal plan, it will tell you the clients calorie and macronutrient goals- change these goals in the HSN dashboard.

Meal plan options on the calculator:

New clients: use set A

Old clients: use set B

Performance plans are designed for clients who are looking to build muscle, athletes doing 2-a-days, extended training beyond a 60-minute class

Step 6: Meal Plan Activities (10 Minutes)

1. Have client go through the "What is one serving?" section of their handbook and highlight the foods in each category that they would eat.
2. Give the *Designing My Meal Plan* handout. Have client make sample meals using the highlighted foods in each category.

Goals with the Customizing a Day activity:

- Clients learn to pair protein, carbs and fats together
- Design meals based on meal preferences
- Clients learn portions of food to meet their calorie and macronutrient goals for the day
- **Clients must write these plans themselves (you are not legally allowed to write meal plans unless you are a Registered Dietitian)**

Step 7: Meal Plan Tips (10 Minutes)

- **Once the client designs their own day, go through their customized meal plans as 28 different options for each day**
- You can interchange any of the boxes in the rows, for instance if you want oatmeal instead of protein pancakes one day, go for it. Just make sure you keep the same food groups paired together and portion sizes.
- If you don't like a protein, switch it out for another lean meat (chicken, fish, turkey) and limit the high fat red meats to only 1x per week.
- Pair protein and carbohydrates together at all times, even for snacks. It helps with metabolism and also helps to keep you full longer.
- Give one week of meal plans, draw attention to the bottom of the meal plan; on our website under the nutrition tab they will find healthy recipes. They are welcome to try *any* of the recipes.



- Explain to clients that it is highly recommended to track their food and water intake. Include our food log and tell them another option is to track via MyFitnessPal

BONUS TIP:

- Do not exceed more than 6 servings of protein per sitting (42 grams of protein). Always pair your protein and carbohydrates together in this ratio of 1:1 zone blocks. Then add in the healthy fat at the end.

Step 8: Creating Action Steps

This is the most important step!! After you set goals and give basic nutrition education, it's time for your client to set action steps!

What **3** things to do they need to focus on over the next month to help them achieve their goals? *Write them down in the handbook. Write your client's goals and action steps in their profile under the notes section of the HSN online dashboard.*

Start with their baseline - what do they struggle with?

- Consistency? Get them on a schedule
- Not eating enough veggies? Focus on the plate method, load up ½ your plate with non-starchy veggies with every lunch and dinner
- Water intake? Buy a 30-ounce water bottle and set a goal of drinking 1 before lunch, 1 by the end of your work day and 1 before bed
- Breakfast? Draw attention to 3 easy breakfast recipes (smoothie, protein pancakes and amish oatmeal). Maybe switch the AM snack and breakfast, have a RX bar first thing in the morning

Step 9: Setting Up MyFitnessPal

One action step needs to be logging food, ideally through MFP, so that you are able to check in and see how everything is going.

- Set your client up with the HSN app
- Change your client's goals and macronutrient amounts to match their meal plan
- Have them connect MFP to the app
- Set their goals and action steps
- HSN recipes are under foods (Healthy Steps Nutrition official)

Helpful MFP Videos:

Diary Sharing: <https://youtu.be/SCyCzyr7584>

Adjusting Macronutrient and Calorie Goals: <https://youtu.be/6UmvOMoMp3Q>

Copying Meals: <https://youtu.be/g5g8cONdJPs>

Downloading & Syncing MFP to the HSN App: <https://youtu.be/Okz9QRKuNXQ>



Step 10: Beyond the Consult- Setting up the HSN App & Dashboard

- Add client's workout and training plan to their profile on the HSN dashboard
- **DO NOT DELETE ANY PROGRAMS under the Program tab on the dashboard**

To add a program:

- Go under the program tab
- Click the 3 dots next to the program name for which you would like to add to the client's profile → click copy to (**do not click delete**) → type your client's name → add the start date (needs to be a Monday)
- Once the program is added to a client's profile, each week's videos will appear related to a nutrition topic
- Tricking in content allows for clients to be constantly reminded of their nutrition program

Adding a client's meal plan to their profile:

- Search your client's name at the top left corner
- Go into their profile → click Nutrition and Meal Plan in the middle section → this brings you to the client's calendar → click meal plans in the left side of the screen → add a meal plan → upload the client's customized meal plan

Automated messages through the app: after the first meal, after they check into the first workout, after they have been on the plan for two weeks (you will see these messages in the private messages with your client)

Your client should leave the office with their goals, action steps, HSN app connected to their MFP account and a follow-up visit on the books!

In your client's folder include:

- ✓ Customized Package Nutrition Handbook
- ✓ Customizing Your Meal Plan Handout
- ✓ Customized Meal Plans (emailed to you from the customized creator)
- ✓ Initial assessment form (**you keep this for your records**)
- ✓ Biometric Screening tracker (**you keep this for your records**)
- ✓ InBody Scan form (**you keep this for your records**)

Following Up with Your Clients:

- Send email follow-up within the **same day** of seeing your client recapping the consult, bright spots, goals and **three clear steps of action**



Email Template for Immediately After Consult:

Hi (name),

It was a pleasure meeting you today! I'm excited to help you on your journey to achieve your x goals!

Today, we discussed your path of action for success. Here are the top 3 things to focus on:

1. Step 1
2. Step 2
3. Step 3

Keep up the good work with (bright spot). I look forward to helping you achieve your goals! Can't wait to see you on (insert follow-up date and time).

Let's do this!
(your name)

Email Template for Two Week Follow-up:

Hi (name),

I just wanted to check in and see how you were doing over the past couple weeks with the plan that we put in place! Two weeks ago we discussed ways to achieve (insert their goal).

We came up with an action plan together to:

1. Insert Steps 1
2. Insert Step 2
3. Insert Step 3

Hope all is going well so far! Please let me know if you have any questions!

I look forward to seeing you on (insert follow-up date).

Can't wait to see you,
(your name)