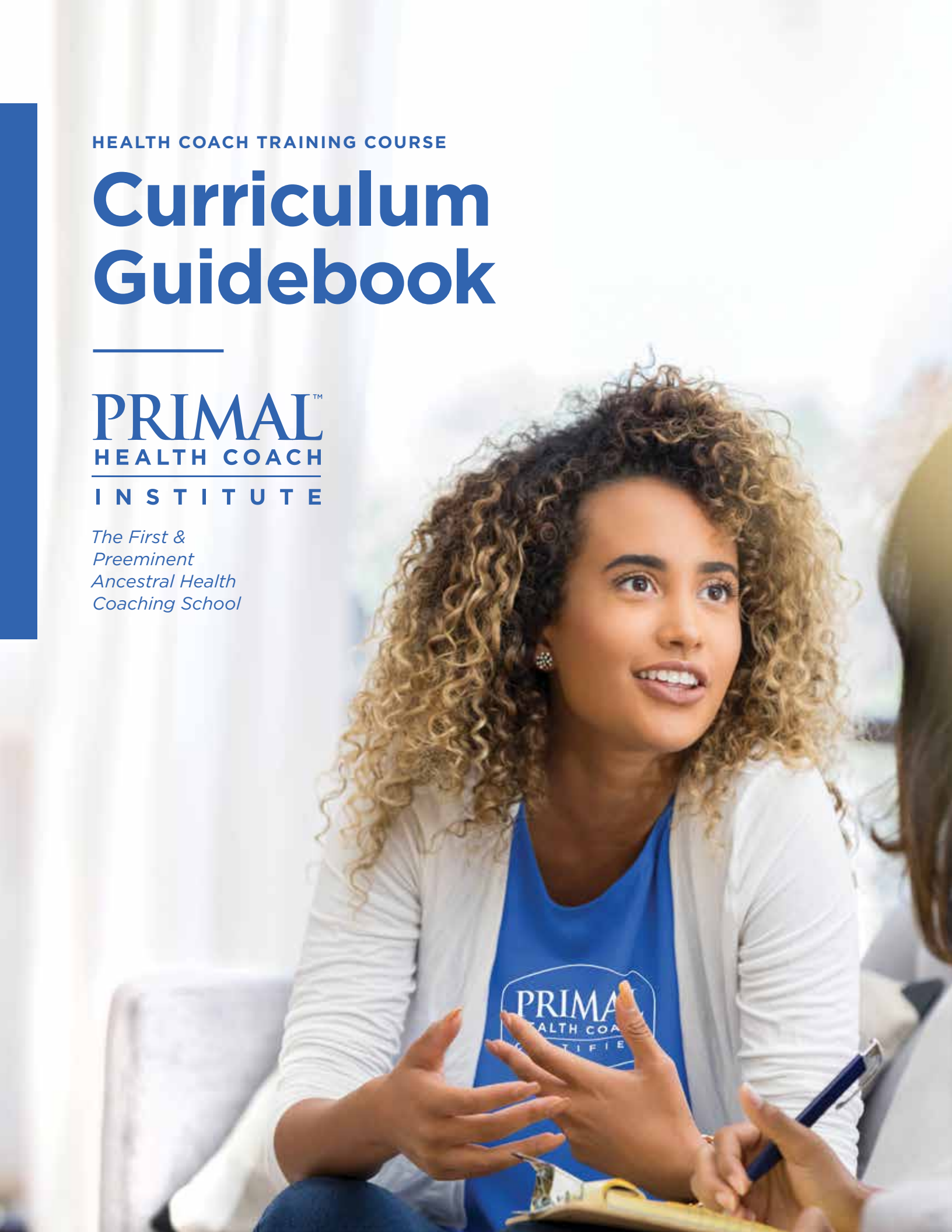


HEALTH COACH TRAINING COURSE

Curriculum Guidebook

PRIMAL[™]
HEALTH COACH
INSTITUTE

*The First &
Preeminent
Ancestral Health
Coaching School*



Primal Health Coach Overview

Discover how the world's premier ancestral health coach program can help revolutionize your health, catalyze an empowering career, and activate a purposeful life.

*Let's Follow in the Footsteps of the
Paleolithic Past and Reclaim the Future
Health of the World*

Our mission is to create a global network of Primal Health Coaches to transform the health and consciousness of our communities into ones of optimal wellness and happiness through ancestral health.



Message from the Founder

The world is facing a health crisis of its very own making. Cardiovascular diseases take more lives than any other malady, and the World Health Organization (WHO) contends that at least 80% of untimely deaths from cardiovascular events could be prevented if people ate a healthy diet, exercised and moved regularly, and avoided unhealthy addictions, such as the use of tobacco. These factors also drive the rising rates of type II diabetes, which claims the health of 10% of the world's adult population, and could be easily avoided altogether if wellness took precedence in people's lives.

That's where you come in. As a Primal Health Coach, you'll transform lives through the scientifically validated nutrition, fitness, and lifestyle principles of the ancestral health movement. I've devoted my life to health and wellness, and throughout my time as a professional endurance athlete (and as a recovering endurance athlete!) I've experimented with many different nutritional philosophies and programs. My research led me to primal living, and it was only by following evolutionary health science that I was able to cure my chronic conditions. I was hooked on ancestral health, and knew I'd uncovered the key to healing not just my health, but also the health of the world.

I can't do it alone, and need dedicated health professionals to help me spread the knowledge so we can reset those alarming statistics. Longevity is within everyone's grasp, so let's help people improve the quality of their lives, lengthen their lifespans, and relish in the happiness that comes with healthy living.

As you read through the overview of this program, I invite you to imagine your life as a Primal Health Coach. If you're passionate about the principles covered, the career that's waiting, and the impact you'll have on the lives of others, then I encourage you to join our team of exclusive experts. Thank you for taking the time to learn more about our mission, and for your dedication to the wellness of the world.



A handwritten signature in black ink that reads "Mark Sorenson". The signature is fluid and cursive, with a period at the end.

Founder of the Primal Health Coach program



The Primal Health Coach Course Components

The course includes lifetime access to 20 comprehensive chapters based on evolutionary health, science, business building, and the model of Integrative Health Coaching.

- The first 13 chapters teach **ancestral health and nutrition science** including how to reprogram genes to direct optimal cellular function; the biochemistry of metabolism; and the absolutely best, research-supported ways to eat, move, and live, to help you and your clients achieve an optimal human experience. Each lesson consists of a video overview from Mark Sisson, reading material, audio supplements, and an examination.
- Chapters 14–20 explore **the art, science, and business of health coaching**. You'll begin with a chapter focused on Scope of Practice for health coaches, so that you can step confidently into your practice, while knowing and following the regulations in your region of the world. Following that, Master Coach Christine Hassler will teach you how to strengthen the coach-client bond with a practical approach to securing clients, structuring sessions, asking questions, and motivating transformation. You'll also learn how to develop a marketing strategy, so you can attract and enroll the clients who need your help. Finally, we'll teach you how to *be a health coach*, in practice.
- Interspersed among those 20 educational chapters are **14 Business Building Tasks, 3 Coaching Practicums, and 3 Business Development Projects** that help you achieve a clear focus on how you'll shape your health coaching practice, that provide you with the opportunity to test your health coaching skills and abilities, and that prepare you to launch your business upon graduating. You'll work on developing your business niche, identifying your avatar client, and establishing your unique value proposition; right through to the hands-on business pieces like building your website and developing your marketing content. These lessons include practical exercises crafted to lay the foundation of the health coaching business of your dreams.

You will gain lifetime access to the Business Resource Center, which contains all the business-related needs of a Primal Health Coach practice. We provide the inspiration, know-how, and practical tools for getting your health coaching business up and running as smoothly as possible, and for refining your current practice with a more solidified business plan, including legal considerations. We offer a comprehensive guide to rates and programming, as well as a turnkey health and fitness program to take your client through 12-weeks of exciting, game-changing, lifestyle improvement.

In order to share ancestral health knowledge far and wide, we've made accessibility and ease our top priorities. Learn from the comfort of your own home, online, and at your own pace.

As soon as you enroll in the Primal Health Coach Institute, you gain unlimited access to an online portal filled with multimedia educational resources, including videos, text, and audio additions, along with the online course material and examinations. We also include Primal Blueprint Publishing's bestselling digital books, audiobooks, and other resources.



Getting Started

The welcome screen features a table of contents containing all 20 chapters to be completed in numerical order. However, only Chapter 1 and Business Building Task #1 are accessible during your first week as a Primal Health Coach Institute student. One chapter a week is available every week thereafter. Chapters consists of a variety of media including video, audio supplements, and text material. You can proceed with your reading, viewing, listening, and test taking at your own pace, logging into and out of the course at any time and picking up at the bookmark you place when you sign off.

Passing the Exams

After you complete the video and text/audio supplements course material for each chapter, you can take the online exam ranging from 20 to 45 questions, a mix of true/false and multiple choice. To pass an exam, you must score 75 percent correct or better. If you score below 75 percent, you can return to the material for review and then attempt the exam again and as many times as you need to pass it. If you struggle on the exams, our staff is here to help you with one-on-one support to ensure that your experience is positive.

Guided Tasks, Practicum and Projects

While working through the 20 chapters, once you pass the exam, you'll be presented with Business Building Task, Coaching Practicum, or Business Development Project for that chapter. These exercises can be done at your own pace - and help prepare you to be a successful coach upon receiving your certification status.

Additional Multimedia Educational Materials

You can also take advantage of the following resources, which are continually updated with the latest multimedia materials produced by Primal Blueprint Publishing and Primal Health Coach Institute.

Audio Books

You will receive the following mp3 files for convenient download into your favorite audio player platform or for streaming any time from your login portal.

- *The Primal Blueprint*: Abridged recording (3.5 hours) of the original bestseller, narrated by Mark Sisson.
- *The Primal Blueprint 21 -Day Total Body Transformation*: Unabridged recording of the entire book, 5.5 hours in duration.
- *The Primal Connection*: Unabridged recording of the entire book, 6 hours in duration.

Digital Books

Digital copies in PDF format of five popular Primal Blueprint titles:

- *Primal Blueprint Healthy Sauces, Dressings & Toppings*
- *The Primal Blueprint 90-Day Journal*
- *Primal Endurance*
- *Primal Blueprint Quick & Easy Meals*
- *The Primal Connection*
- *The Primal Blueprint 21-Day Total Body Transformation*
- *The New Primal Blueprint*
- *The Primal Blueprint Cookbook*

You can download these files onto the device of your choice, or access them any time at your online portal.



What You'll Learn

No other health coaching school arms you with such in-depth, comprehensive ancestral health knowledge AND offers so much support, practical business-building skills, and a wide array of tools and materials to enable a speedy and successful launch of your thriving health coaching business. We are here to guide you every step of the way.

Chapter 1: Yes, You Really Can Reprogram Your Genes!

We can reprogram the genes that impact health and longevity by altering lifestyle habits to more closely resemble those of our hunter-gatherer ancestors. Genes can be viewed as “on/off” switches because they continually direct the production of protein molecules that influence every element of body structure and function. We explore in depth how to turn on the genes that direct optimal health, and turn off the genes that instigate disease, with signals provided by the foods we eat, the type of exercise we do (or don't do), our sleep habits, sun exposure, and much more. In this chapter, you'll learn all about:

- The function of genes, and how they are constantly working to repair, regenerate, or destroy your cells based on the environmental signals they are receiving.
- The distinction between the basic set of *Homo sapiens* genes that we all share, and the particulars of one's familial genes that create individual differences among humans.
- The mechanisms behind gene expression: transcription, translation, and everything in between.
- How to manipulate gene expression through foods, workouts, and lifestyle behaviors.

Chapter 2: The Clues to Optimal Gene Expression Are Found in Evolution

Two and a half million years of selection pressure and harsh environmental circumstances created the perfect genetic recipe for human health and longevity. Our genes expect us to be lean, fit, and healthy by adapting the lifestyle behaviors and diets of our primal ancestors into the realities of comfortable, high-tech modern life. Together, we explore a comprehensive view of the human timeline of evolution, including the spread of the human population and the advent of civilization and its impact on gene expression. We cover how the lack of selection pressure since the advent of civilization has halted human evolution, and explain the continued increases in genetic diversity, as we look to our hunter-gatherer ancestors for guidance. In this chapter, you'll learn all about:

- The 10 Primal Blueprint laws that drove human evolution.
- The advent of civilization and modern living's severe cost to human health.
- The fitness and nutrition choices of primal humans, and how we can mimic certain aspects of their lifestyle to enhance gene expression.
- The truth about human lifespan from pre-civilization to now.

Chapter 3: Your Body Prefers Burning Fat Over Carbohydrates

Humans have been hardwired through environmental selection pressure to prefer fat as their primary fuel source from both storage and dietary sources. In contrast, the modern high-carbohydrate, grain-based diet has created a dependency on external carbohydrates for energy at the expense of efficient fat metabolism, while stimulating chronically excessive insulin production. A high -carb, high insulin-producing diet is pro-inflammatory, immune suppressing, and hormone balance disrupting, which increases the risk of assorted health problems and serious disease. In this chapter, we'll show you how to:

- Reprogram your genes to become efficient at fat and ketone burning.
- Minimize the breakdown of lean muscle tissue into glucose for quick energy.
- Improve caloric efficiency, the ability to survive and thrive on fewer ingested calories.
- Avoid unhealthy fats and choose healthy fats for metabolism activation.
- Take advantage of the sweet spot for carbohydrate consumption.

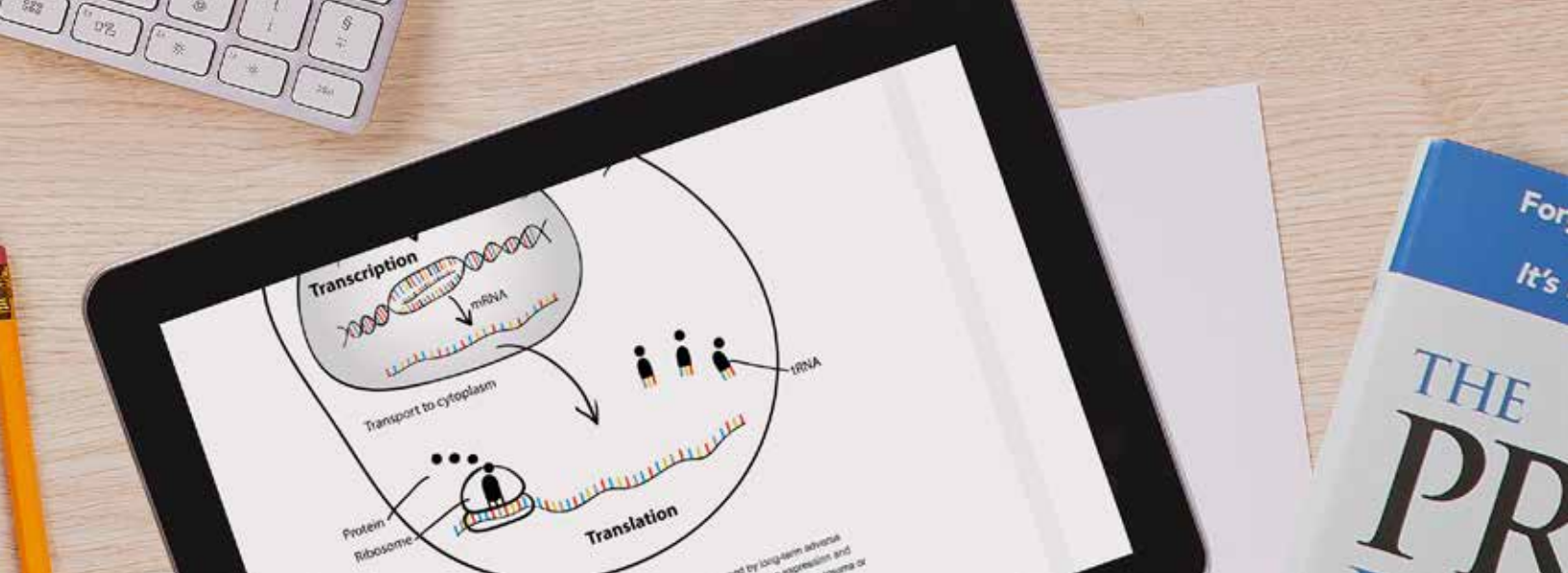
Chapter 4: 80% of Your Body Composition Is Determined by How You Eat

Excess insulin production from a high-carbohydrate diet is believed to be the worst health problem in modern life; it drives fat storage and systemic inflammation and interferes with healthy immune and hormonal function. A low insulin -producing diet, on the other hand, promotes the use of stored or ingested fat as the primary source of fuel. We also reveal the truth about exercise and how it relates to weight management, and give

you the low down on the compensation theory, which suggests that the burning of calories through vigorous exercise actually triggers an increase in appetite, a decline in metabolic rate, and an increased propensity to store fat in the aftermath of a workout. In this chapter, you'll gain knowledge on:

- The role of insulin and how to effectively regulate insulin production for optimal gene expression.
- Insulin resistance, and how it keeps the body locked in a chronic fat-storage pattern.
- How skinny doesn't necessarily mean healthy, and how a high insulin-producing diet may be drastically affecting health.
- How to reverse insulin resistance and other disease risk factors in as little as 21 days.
- Why what you eat determines 80% of success with body composition goals.





Chapter 5: Grains Are Totally Unnecessary

Here's the truth about grains: they have minimal nutritional value, stimulate excess insulin production, and contain “anti nutrients” that compromise digestive and immune function, promote systemic inflammation, and inhibit the absorption of vitamins and minerals. In this chapter, we cover:

- The facts about refined grains as well as whole grains, busting apart conventional wisdom in the process.
- What you and your clients need to know about legumes.
- How whole grains and other complex carbs burn slower than sugars, but still make an identical contribution gram-to-gram to one's total insulin production over time.
- How lectins, gluten, and phytates compromise nutrition and health.
- How today's harvesting methods and genetically modified wheat crops can cause digestive disturbances and trigger chronic conditions.

Chapter 6: Fat and Cholesterol Are Not Your Enemy

Conventional wisdom got it wrong: cholesterol and saturated fat aren't the true causes of today's heart disease epidemic. The real culprits are oxidation and inflammation in the bloodstream, a state that is caused by poor dietary and lifestyle habits. Saturated fat is actually an excellent source of energy and supports healthy cellular function—our cell membranes are comprised mainly of saturated fat and many hormonal and metabolic processes utilize saturated fat. We detail the dietary pattern that instigates the heart disease process and cover everything you need to know about good and bad cholesterol, and its role in cardiovascular complications. In this chapter, you'll learn all about:

- Saturated fat and its part in human evolution.
- Triglycerides, LDL and HDL cholesterol, and their relationship to heart disease.
- Statins, and how they have minimal impact on the most important heart disease risk factors, and have numerous problematic side effects.
- The true catalysts for heart disease, oxidation, and inflammation.

Chapter 7: Fitness is Built on a Foundation of Frequent, Low-Intensity Movement

Here we expose the myth of exercise as imperative to weight loss/management. While the calories in -calories out equation is literally true, the variables of appetite, energy level, and hormone function make this equation an incidental component of the weight management challenge, rather than the end -all. We show you how to utilize general everyday low-level movement to promote optimal health, immune function, fat metabolism, and brain function... and how to take advantage of brief, high-intensity strength and sprint workouts for enhanced organ function, optimized body composition, elevated mood and cognitive function, and total body, functional fitness. In this chapter, we reveal:

- Why exercise doesn't support weight management.
- The greatest benefits of exercise: the movement of muscles and joints and the optimization of adaptive hormones.
- The body's specific genetic requirements for comfortably paced exercise to move closer toward optimal health, fat metabolism, and protection against common sedentary-related health problems.
- The dangers of chronic cardio, and how to break out of this deleterious pattern.
- The maximum heart rate to achieve optimal aerobic benefits without triggering the fight-or-flight response.
- The true relationship between body composition and metabolic rate, and the biggest benefits of building lean muscle mass.

Chapter 8: Maximum Fitness Gains Can Be Made in Minimal Time

The body must engage in maximum effort exercise in order to stay strong, healthy, and resilient against chronological aging and to withstand and recover from unforeseen trauma and illness. High-intensity, shortduration workouts stimulate the release of adaptive hormones in the bloodstream, which help boost energy and delay the aging process by optimizing the function of all organs and systems in the body. Even basic efforts to integrate some highintensity strength workouts and sprints into an exercise routine can positively impact body composition, energy levels, mood, and longevity. In this chapter, we cover:

- The scientifically proven health benefits of brief, high-intensity workouts, and how and when to apply them.
- The preferred types of strength exercises: functional, full-body movements that activate large muscle groups.
- How to correctly taper exercise volume and intensity to actually improve peak competitive performance.
- How to pair intense exercise with fasting to prolong the benefits of adaptive hormones in the bloodstream and to accelerate fat burning for those interested in reducing body fat.
- The cause of delayed onset muscle soreness (DOMS) and how to best heal.
- Carbohydrate consumption for devoted high-intensity exercisers.
- The effects of high-intensity exercise on mitochondrial biogenesis, which helps to synthesize hormones, metabolize fat, and optimize glucose, insulin, and calcium levels in the cells.

Chapter 9: Eliminate SAD Foods

SAD stands for “Standard American Diet,” which is rife with foods that trigger a high insulin response and thwart health and weight goals. Some SAD foods speak for themselves, such as junk food and fast food, while others play such a prominent role in the diets of Westerners that they are more difficult to spot and eliminate. We’ll teach you how to identify the SAD foods that compromise health so you can conduct a pantry and refrigerator purge with your clients. In this chapter, we pinpoint:

- The three most offensive and over-emphasized elements of the Standard American Diet.
- Polyunsaturated fats and chemically altered partially hydrogenated fats and trans fats and how they are inextricably linked to chronic disease.
- The foods to avoid in the following categories: grains, baking ingredients, beverages, condiments, dairy products, fast food, fats and oils, fish and seafood, legumes, meat, potatoes, processed foods, sweets.

Chapter 10: Choose (The Best) Primal Foods

To “forage” in the traditional sense means to “search for and secure food.” These days foraging is all about discernment—moving away from instant availability and industrial processing, and moving toward quality and nutrient-dense foods. You’ll learn all about how becoming a fat-burning beast will likely reduce the amount of calories needed to sustain energy, which in turn promotes enhanced cellular repair and longevity. In this chapter, we discuss:

- How to eat primally without breaking the bank.
- How to honor the 80% rule and eat at the highest end of the spectrum of food choices whenever possible, without stressing or obsessing about perfection.

- Your primal-approved options, and how to take advantage of local and in-season fare.
- The importance of choosing local pasture-raised or USDA-certified organic meat and poultry.
- What you need to know about wild-caught fish and farmed fish, and the best options for each.
- Sensible sweets that will up your antioxidant intake without raising your carbohydrate load.



Chapter 11: Shop, Cook, and Dine Primally

We don't want to leave you or your clients hungry, so in this lesson we show you where to shop for budget-friendly, primal-approved foods. Alternative grocers, farmers' markets, co ops, ethnic markets, and Community Supported Agriculture (CSA) are stocked with the highest quality, most nutritious foods. In this chapter, we teach you how to:

- Maneuver through mainstream markets to make sure you're avoiding SAD foods and taking advantage of primal-approved offerings.
- Establish relationships with local farmers that can benefit both you and your clients.
- Steer you toward ethnic markets, which feature a vast array of innovative meat options and exotic herbs and spices.
- Cook with products that can withstand high temperatures, such as butter, ghee, and coconut oil.
- Listen to your body and learn its signals of hunger and satiation.

Make the most of dining out.

Chapter 12: Exercise Primally: Move, Lift, and Sprint!

Primal Blueprint fitness mimics the physical activity of our ancestors with a combination of functional full-body strength training efforts and regular bouts of all-out sprints. At its core are three basic laws: move frequently at a slow pace, lift heavy objects regularly, and perform occasional all-out sprint workouts. We show you how to move clients away from a conventional training program focused on regimented, physically exhaustive workouts and toward a sensible primal exercise routine manageable for (and enjoyed by!) all levels and body types. In this chapter, you'll learn:

- How the lifestyle of our ancestors determined the body's fitness preferences.
- Why moving frequently at a slow pace is so important, and how to best add low-level aerobic activity into daily and weekly routines.
- Suggestions for brief, high-intensity strength training sessions.
- The Primal Essential Movements (PEMs)—pushups, pullups, squats, and planks—for a highly functional, high intensity, total body workout that is simple to learn and safe to perform.
- The importance of brief, all-out sprints, and how (and how often) to perform them, including proper warmup and form.



Chapter 13: Primal Lifestyle

Sleep, sunlight, play, and creative intellectual outlets, along with diet and exercise, helped perfect the DNA recipe for a healthy, vibrant human being. Our hunter-gatherer genes crave a reconnection to the natural environs from which we evolved. Unfortunately, we've created an artificial microcosm of glaring lights, computers, digital gadgets, text messages, emails, Tweets, and Facebook updates that rule our days and over stimulate our nights, overriding the powerful circadian rhythm that governs sleep, hunger, wakefulness, and the hormones that support health and well being. Here, we reveal why it's imperative to reconnect with our original bearings in nature and restore the social orientations that are so critical to our human identity and wellness. In this chapter, you'll learn:

- How to enhance your appreciation of food by eating meals with full awareness, at a comfortable pace, and in a calm, relaxing environment.
- The impact of social networking and the importance of establishing and maintaining authentic interpersonal relationships.
- How to reset your circadian rhythm and optimize sound sleep.
- Why “adrenalin-rush” type adventures are necessary, and how engaging in the occasional thrill energizes and refreshes.
- Ideas for connecting with nature, because our genes still expect age-old nature-based inputs.
- The significance of sunlight, and how to obtain optimal levels of vitamin D.
- How to tame our addiction to a hectic daily pace and multitasking behaviors, which undermine personal relationships and individual fulfillment.

Chapter 14: Scope of Practice

Health Coaches represent a few of many important unlicensed health care practitioners in the emerging preventative health paradigm. It is essential to know and to adhere to the regulations for operating legally as a health coach, no matter where or how you decide to roll out your business — in private practice, in a gym, as part of a corporate wellness offering, in a functional medicine clinic, in person or online. Your first line of legal protection is to ensure you are always operating within scope of practice, and in this chapter you'll learn all about it, including:

- Defining your value as a health coach: What health coaches CAN say and do.
- How to operate as a health coach without giving individualized nutrition advice.
- The power of behavior to change in the role of preventative healthcare.
- What health coaches CANNOT say or do.
- What type of language and tactics are considered generally within scope for health coaches, regardless of regional regulations.
- Education and resources to help you understand the specific and oft-changing regulations in your region of the world.
- The importance of collaborating with a lawyer to ensure you are on the right track for the regulations in your region.
- Creating and publishing your Terms, Conditions, and Waiver.
- Creating a Client Agreement that communicates clearly what you can and will do for the client; what you can't and won't do; and what your expectations are of your client, too.
- BONUS: Scope of Practice Worksheet to help lead you through understanding what is in scope and out of scope as a practicing health coach, in your particular region.

Chapter 15: Coaching Foundations

Your coaching education begins with an exploration into the fundamentals of the practice of coaching. Health coaching as a practice is growing, and becoming increasingly exposed to regulation and rules around conduct and professionalism. In this chapter, you'll begin to get clear on the role of the coach inside the container of the health coaching relationship: as a collaborative leader. You'll learn:

- Why motivational interviewing, positive psychology, and active listening, and goal-setting are the skills to master for a transformational health coach
- Rethinking your leadership role: the coach leads from beside the client, in partnership; not from in front.
- The Primal Health Coach model, and to deliver ancestral health education to your clients.
- Uncovering the unique attributes that you will bring to your health coaching practice.
- The practice of ethics, professional conduct, and integrity in the quickly-growing coaching industry
- The difference between “illness” and “wellness,” and the health coach’s crucial role in moving their clients along this continuum.

Chapter 16: The Art & Science of Health Coaching

Your knowledge of essential coaching skills begin to take shape in this chapter, which goes deep into the theories that are foundational to coaching: asking open-ended, evocative, value-oriented questions and holding space while your clients search for the answers. This chapter explores the key concepts of coaching, including:

- The client-centered coaching relationship, which puts the client squarely in the driver’s seat
- Why it’s necessary to move away from the student/teacher paradigm in nutrition, health, wellness, and fitness coaching.
- The stages of change. How to know if and when your client is ready for change
- Helping your client consistently navigate the choppy waters of change.
- Delivering your client to self-efficacy: the belief that they have the skills, resources, and knowledge to “do it themselves”
- The nuances of self-determination, autonomy, and the impact of environmental inputs.
- Motivational interviewing, active listening, goal-setting and accountability planning: the nuts and bolts of coaching.



Chapter 17: Advanced Coaching Layers

Much of what you'll spend your coaching relationship working through with clients will actually have very little to do with food, fitness, or lifestyle. You'll find yourself often digging into what motivates your clients behaviorally, mentally, emotionally, spiritually, and in their relationships. A health coach that can come to the table with deeper coaching skills will be in a stronger position to encourage lasting health and happiness.

In this chapter you'll meet and learn from life coach Christine Hassler. You'll learn:

- **Working with clients on the behavioral level.** How and why we gravitate to certain behaviors, and techniques to encourage behavior modification.
- **Working with clients on the mental level.** A dive into helping clients overcome the mental hurdles of (sometimes uncomfortable) change.
- **Working with clients on an emotional level.** Emotional attachment to food habits runs deep; you'll find yourself navigating the emotional waters with your clients often. Learn teaching tools you can use to gently release your clients' emotional attachments."
- **Working with clients on a spiritual level.** Tapping into a spiritual connection to anything—a religion, a thought leader, nature and the world around us—can help encourage transformation in your clients' lives.
- **Working with clients on their relationships.** This chapter teaches tactical tools to tease out the support networks in our clients' lives.
- **PLUS: Live coaching demos.** Learn from the pro, as Christine uses these tools of the trade with real coaching clients."

Chapter 18: The Business of Health Coaching: Programming

Chapter 18 is all about Programming: how to on-board your client into your care and build a transformational coaching relationship with them. We base this chapter off of the 12-Week Primal Health Coaching program, a one-on-one coaching program we've developed that helps nurture clients into an ancestral health template.

This chapter goes very deeply into what it's like to be a health coach.

Chapter 18 includes:

- One-on-one coaching versus group coaching: which is the best way to begin your Primal Health Coaching business?
- Suggestions for other health coaching formats a coach may choose to implement.
- A deep dive into the benefits of running short-duration “challenges” to help drum up business.
- Assets and program materials for the 12-Week Primal Health Coaching program, a turn-key coaching program that enables you to go to business immediately after graduating.
- A complete run-down of how to decipher and answer to the information clients provide in their Intake and Follow-Up forms.
- Assets and program materials for a 21-Day Primal Challenge, a great tool for coaches to use as an on-ramp or reboot program.
- Case studies demonstrating Primal Health Coaching practices in action from some of our seasoned and successful alumni.
- A list of commonly-asked questions from clients embarking on an ancestral health transformation, as well as suggestions as to how to answer them.
- Health coaching demos. Immerse in some real-life coaching conversations between Primal Health Coaches and their clients.
- Live coaching demos of a 12-week health coaching program with PHCI Coaching Director, Erin Power, and a real health coaching client. Read the forms, listen to the coaching calls, and learn exactly what it looks, sounds, and feels like to lead a client through a transformational coaching relationship.



Chapter 19: The Business of Health Coaching: Marketing

It all comes down to this: you want to help as many people you can, in your own unique way. So... where do you find the clients? **The answer is: they find you.**

Your marketing strategy will attract the clients who need your help... but none of us is a born Marketing Manager and “not knowing where to start” is the #1 hurdle aspiring entrepreneurs face. This chapter was specifically designed to teach you the essentials of marketing and business development so you feel confident going to business. Designed to layer over the Business Building Tasks completed in the first 12 chapters of the course, this chapter covers:

- The Sales Funnel. What is it, why is it important for a small business owner, and how does it work?
- Inbound Marketing: Driving traffic to your website.
- Converting traffic to leads via an effective opt-in and a valuable lead magnet.
- Nurturing leads with a simple, automated email marketing campaign.
- How effective marketing communications does half the work for you, where enrollment is concerned.
- PLUS: Tutorials to help you build your website, set up your email sequence, and more.

Chapter 20: The Business of Health Coaching: Discovery, Sales, Enrollment, and On-boarding

Now that you know nutrition and health; now that you know who you help, and how you help them; and now that you have coaching confidence under your belt, it's time to sign on some clients. In this chapter you'll explore:

- Sales isn't scary. Sales is service: if you have a solution to a client's problem, it is your duty to offer it to them.
- Becoming absolutely clear on your area of expertise, and what problem you can solve for whom.
- Developing confidence in offering your services.
- Understanding the origins about your beliefs around money, abundance, and asking what you're worth.
- How much to charge, and rethinking the value of what you're offering.
- Exactly how to execute a Discovery session
- What to do when the client says Yes (or No).

BONUS: Business Building Tasks at a Glance

Our students and graduates are an enterprising bunch of people who know the world needs their help; but who perhaps have never embarked on building a business of their own before.

These non-compulsory lessons appear in our coursework right from the get-go, and are designed to encourage our students to think about the business they want to build well before graduation. Hit the ground running and start helping the people who need you, ASAP.



Business Building Task #1: Your Story.

The first step in building your business is determining who you are; as a person and as a coach.

Business Building Task #2: Your Niche.

Your niche (also called your target audience, or “avatar client”) will unfold from your story.

Business Building Task #3: Your Unique Value Proposition.

Your UVP expresses how you’re uniquely qualified to help a targeted niche with a specific challenge.

Business Building Task #4: Your Business Name.

Now that you’ve written your story, determined your niche and created your unique value proposition, you might have a few ideas of what to call yourself.

Business Building Task #5: Your Web Presence.

Buy a web domain; build a website; and hook up an email address, and you’re ready to go to business!

Business Building Task #6: Your Product.

In this task, you’ll learn what kind of services you might want to offer in your business, whether it’s one- on-one or group coaching, workshops, partnerships, a collection of niche services or something completely different. Really, the sky’s the limit.

Business Building Task #7: Your Pricing.

Are you going to charge hourly? A flat rate for a health coaching package?

Business Building Task #8: Payment Systems.

Learn how to find the best payment system for your needs and check out some of our top picks.

Business Building Task #9: The Customer Experience.

We want you to walk through the process of actually working with you — as if you were the client. The process should be seamless. If not... back to the drawing board!

Business Building Task #10: Liability.

In this task, you’ll learn about writing disclaimers and client agreements as well as the benefits of having liability insurance and working with someone who understands the laws in your region.

Business Building Task #11: Setting Up Your Business.

We’ll walk you through the pros and cons of different types of business entities, including sole proprietorships, LLCs and S Corps.

Business Building Task #12: Uncovering Your Brand.

The importance of creating and curating content so that when clients find you they know what you stand for..

Business Building Task #13: Putting Yourself Out There

In this task, we solve for the most consistently-asked question we receive from our students and grads. We tee you up to create your first content calendar and pieces of content to begin sharing across your marketing platforms.

Business Building Task #14: Understanding Your Scope.

With a worksheet to guide you, you’ll be armed with the ability to determine precisely what the rules and regulations on health coaching are in your jurisdiction.

Coaching Practicum Assignments

The best way to learn is by doing. The Coaching chapters of our course feature three coaching assignments to help you begin to build the “muscle memory” that you’ll need to step comfortably into your coaching practice. At this point in the course, you’ll be impressed by how masterful you’ve already become.



Coaching Practicum #1: Reframing Imposter Syndrome

Imposter Syndrome is a perfectly normal cascade of emotions to be expected when we attempt almost anything new. In this exercise, we challenge you to change your language of self-doubt into language of self-confidence. You’ll achieve what you believe, and that starts with mindset.

Coaching Practicum #2: Peer-to-Peer Coaching Role-Play

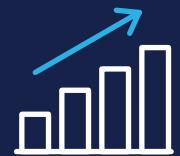
It’s time to practice coaching! By now you’ve learned the nuts and bolts of a coaching relationship and a coaching conversation. This exercise immerses you in a real coaching conversation with two of your PHCI peers. This is one of the most incredible learning experiences of the whole program. You’ll be impressed at how naturally it comes to you!

Coaching Practicum #3: Case Studies

In this assignment, you’ll be presented with a series of example clients who have come to you, the coach, with some commonly-heard concerns and curiosities. Here, we’re looking to see how you get to the root of your clients’ concerns, and offer them appropriate, actionable feedback.

Business Development Projects

It’s time to get tactical. In this section of the course we take some of the initial brainstorming you completed during the Business Building Tasks and build on it. It’s getting real! At this point, nothing is stopping you from launching your coaching practice *immediately*.



Business Development Project #1: Define the Product You’re Selling

Before you can get out there and find clients, you’ll need to have a sense of what, specifically, it is that you’ll be enrolling them into. At this point, with all of the work you’ve done up to now, some clarity should be forming in terms of how you plan to help your avatar client. We’ll have you start to formulate your coaching product, so that you have a tangible item to put on sale.

Business Development Project #2: Produce a 90-Day Marketing Plan

We know from experience that one of the most consistent stumbling blocks for new coaches is feeling unprepared or unknowledgeable about marketing themselves. In this project, we encourage you to step boldly into building out your own very simple marketing plan, so you can get your coaching business into the hearts and minds of your avatar client.

Business Development Project #3: Create a Framework for Enrollment

If all goes according to plan, pretty soon you’ll find yourself on a Discovery Call with a prospective client. In this project we have you build out a framework for how you’ll structure that call, so that the client feels heard; understands what solution you offer; and cannot wait to get started with you.



Graduation Gratis

The perks of being a Primal Health Coach grad! Once you pass your final exam, we will mail you a completion kit consisting of:

Primal Health Coach Institute Digital Certificate

Suitable for sharing on your social media accounts (LinkedIn, Twitter, Facebook, etc.), or on your website, signed by co-founders Mark Sisson and Aaron Fox. The certificate is print-ready, so you can produce a physical copy at any time.

Primal Health Coach T-Shirt

Men's or women's style in your specified size. Fabulous super-soft tri-blend weave.

Primal Health Coach Die-Cut Sticker

This tasteful black and white sticker cut into the PHC Graduate logo shape is great for your car window to advertise your services.

Primal Blueprint Poster

A 24" x 30" poster beautifully illustrates the Primal Blueprint principles for all to behold when they visit your office, home, or home gym.

PHC Graduate Keychain

Magnificent and unique item with a three-dimensional detailed Primal Health Coach Graduate artwork and a double antique brass finish.

PHCI Stainless Steel Drinking Cup

This outstanding product from Klean Kanteen will compel you to permanently switch away from glass. Ice-cold beverages have never tasted better.

PHCI Branded Tote Bag

Tote your credential around with pride, with this lightweight, handy nylon bag, emblazoned with the Primal Health Coach Certified logo.

Client Reading Materials

If you work with clients and want to get them cranking with important materials, we will provide up to three copies each of the *21-Day Transformation* book and the *90-Day Journal* in your shipment upon request.



MANUAL

PRIMAL
BLUEPRINT

90-DAY
JOURNAL

$n=1$
A Personal Experiment

MARK SISSON

CERTIFICATE OF ACHIEVEMENT

This is to certify that

Aaron Fox

has successfully completed the necessary coursework and examinations to qualify and work with clients professionally as a

PRIMAL HEALTH COACH

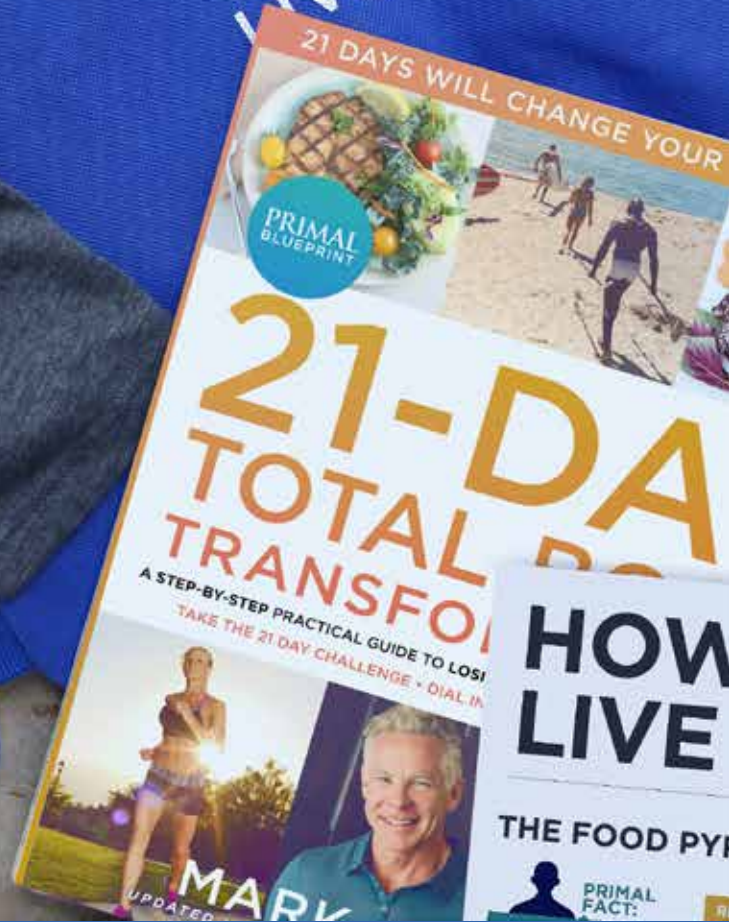
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th Coach, LLC

February 8, 2017



Certificate

PRIMAL
BLUEPRINT®
LIVE AWESOME™



Additionally, once you're a certified Primal Health Coach you can:

Be Listed in Our Primal Health Coach Directory

Being listed in the directory is a great way to attract new clients. Upon graduating the program and at your request we will publish your name, email contact, city, headshot, and optional text field comments on our Primal Health Coach directory at PrimalHealthCoach.com.

Get Branded

What's ours is yours. You'll have access to Primal Blueprint Publishing materials to use as teaching tools with your clients. This includes fair use of our copyrighted material, such as using short excerpts or educational tools like the Primal Blueprint Carbohydrate Curve with proper attribution, and Primal Health Coach logos.

Buy PHCI Gear

You'll get access to the PHC online store where you can purchase branded clothing, gear, and gadgets, so you can wear your PHC grad status, loud and proud.

Get Wholesale Discounts on Primal Products

If you are inclined to dispense Primal Blueprint products to others, you qualify for a wholesale account at PrimalBlueprint.com. You'll enjoy great savings on quantity orders of Primal Blueprint supplements, books, educational products, apparel, and promo items.

Access Our Exclusive Business Resource Center

The Business Resource Center covers How to Start a Primal Health Coach Business and How to Be an Effective Primal Health Coach. We set you up with the Primal Health Coach 12-Week Program. You'll also find logos, handouts, forms, and other materials to help kickstart a health coaching business. We continually update this learning center, providing tutorials on a range of topics that are of high interest to Primal Health Coaches.

Be Accredited and Affiliated

PHCI is an approved school with the National Board of Health and Wellness Coaches (NBHWC), the Health Coach Alliance (HCA), and the UK Health Coaches Association; and is nationally accredited with the Association of Drugless Practitioners (AADP).

As a Primal Health Coach you'll qualify for continuing education credits with ACSM, The Canadian Association for Integrative Nutrition, CrossFit, AFAA, NASM, NESTA, CanFitPro, the Nutritional Therapy Association (NTA) and the International Coach Federation (ICF).



Embark On Your Health Coaching Career!

No other coaching certification program trains you within the field of ancestral health and arms you with the coaching know-how and practical business tools you need to fast track your health coaching career.

Ancestral Health Education

We've got you covered in evolutionary science from 2 million years ago to today, so that you become an epigenetic expert with the mastery to transform your clients' relationships to food, body, and health. Under your primal guidance, wellness wishes really do come true!

Get Coached by a Master

Expert coach Christine Hassler walks you through finding clients, getting clients to sign on, setting rates (and feeling confident about your worth!), developing the client-coach bond, coaching clients through even the toughest of circumstances, asking questions to inspire insight and commitment, and motivating lasting transformation.

Coaching Manual: *The Science, Application & Business of Health Coaching*

This 719-page publication brings the online course curriculum to life in a beautifully designed

hardbound book, so that you always have the best coaching strategies and tactics available at your fingertips. Included in the manual are the client forms you need to jumpstart your practice.

Unlimited Access to Multimedia Educational Resources

Our library is yours. Fortify your knowledge and earning potential with continually updated educational videos, bestselling books and eBooks, webinars, audio additions, and supplemental courses.

Business Support

As a Primal Health Coach, you get the boons of being credentialed and associated with the highly respected Primal Blueprint brand, and we also offer continued business support, both with branding materials, client resources, and community connection. We're here to help you succeed!



Are You Ready to Embark on an Adventuresome Career as a Primal Health Coach?

Contact an admissions representative at 844-307-7662 (or 310-579-6596 for international callers). We're here to answer any questions you may have about the Primal Health Coach Institute.

Don't let financial constraints deter you. We have flexible financing options as well as student and group discounts available. Ask us how we can make the Primal Health Coach education affordable for you.

One Call to Ignite the Rest of Your Future...

Call Now 844-307-7662

PRIMAL[™]
HEALTH COACH

I N S T I T U T E