



# Course Catalog

## 2025

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**PRIMAL**<sup>™</sup>  
HEALTH COACH  
INSTITUTE

# Message from the Founder

**THE WORLD IS FACING A HEALTH CRISIS OF ITS 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. These factors also drive the rising rates of type 2 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 part of the Primal Health Coach Institute community of coaches, 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 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 and lengthen their lifespans.

Our curriculum includes complete coaching programs that cover nutrition, fitness, and the business of coaching, as well as speciality certifications and business-development courses specifically designed for health and wellness coaches to grow their business, reach more people, and increase revenue to boot.

If you're passionate about the courses offered, 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.

Co-founder of the Primal Health Coach Institute,



MARK SISSON

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## COURSE PILLARS





# Primal Health Coach Certification

## COURSE DESCRIPTION

A professional accredited health coach certification program that includes a complete health and wellness education, essential coaching skills training, and business-development instruction.



- Online, flexible, multimedia learning
- Lifetime access to the course and Career Resource Center
- Live monthly webinars and workshops

## WHAT YOU'LL LEARN

You'll learn the **blueprint to optimal health**. We'll show you the science, you'll see the results first-hand, and you'll gain the knowledge you need to coach others toward health changes that last a lifetime.

Next, you'll **refine your coaching skills**, strengthening your connection to and influence on clients. You'll also have the chance to coach your peers and work through case-studies, so you feel confident coaching people as soon as you graduate.

We round out our certification program with the business of coaching. You'll **build your business**—figuring out your avatar client and your coaching niche—and even launch your website, create your first offer, and develop a marketing plan.

## WHO IT'S FOR

This course is for anyone with a passion for health who enjoys helping others reach their goals. There are no prerequisites, and it's appropriate for both aspiring and current health professionals. Due to its distinction as an ancestral-health-based certification program, it's a worthwhile investment for health coaches who have already completed a general health coaching program and are looking for more comprehensive and focused wellness training.



## LEARNING EXPERIENCE

We've created an effortless learning experience for busy professionals ready to invest in themselves and a fulfilling career while juggling life and all its commitments.

- Course length:** - 23 weeks (complete one chapter a week or slow the pace to fit your schedule)
- Course format:** - Online curriculum (each week unlocks new chapter lessons)  
- Multimedia educational resources  
- Live monthly webinars
- Course includes:** - 23 chapters of videos, audio files, text lessons, webinars, and supplemental eBooks
- Course bonuses:** - Lifetime access to the course  
- Lifetime subscription to the Business Resource Center  
- Invitation to a private PHCI Facebook Community  
- The opportunity to join our Find a Coach Directory  
- An optional subscription to PrimalPro, our 12-week, done-for-you coaching program to use with clients in your own branded app
- Graduation requirements:** - Pass each chapter exam  
- Complete all coaching practicums  
- Complete and business-development projects  
- Pass an 84-question final exam (you get more than one shot if you need it, and we're always here to help)

## CERTIFICATION

As a graduate of this course, you will earn the special distinction of being a certified Primal Health Coach and be prepared to enter the field of health professionals equipped with the knowledge and training necessary to effectively coach others toward lives of lasting wellness.



## PROFESSIONAL OPPORTUNITIES

As a Primal Health Coach, you get your pick of opportunities. You can start your own coaching practice and fill your roster with individual and group coaching clients. You can develop online courses for a passive income stream, coach clients in your own app, or join a medical practice, corporation, insurance company, or wellness center as a resident health coach.

## PRIMAL PERKS

- A global network of Primal Health Coaches**  
Join 1000s of graduates in 75 countries around the world.
- The first, and still the best**  
Get certified by the first ancestral health coaching course in existence.

**Continuing education opportunities**  
Advance your education with health coaching specializations.





# Primal Fitness Coach Certification

## COURSE DESCRIPTION

An accredited fitness coach certification program that includes a complete education in functional fitness training, coaching skills development, and a practical and easy-to-implement business-building curriculum to help you launch your career as soon as you graduate.



- Online, flexible, multimedia learning
- Lifetime access to the course and Career Resource Center
- Live monthly webinars and workshops

## WHAT YOU'LL LEARN

You'll receive a **well-rounded functional fitness certification** that prepares you to train clients to be fit for life. You'll also learn how to inspire comprehensive lifestyle changes, including dietary transformation, sleep optimization, and increasing all forms of general movement.

You'll **delve into the ins and outs of coaching**, including what you can and cannot do legally as a coach, and get the chance to coach your peers and work through case-studies to gain confidence coaching clients to optimal fitness.

As part of your business development training, you'll start **building your business**—attracting your ideal client, refining your coaching niche, launching your website, creating your first offer, and coming up with a marketing plan.

## WHO IT'S FOR

This course is for anyone with a passion for fitness who enjoys helping others become stronger, fitter, and healthier. There are no prerequisites, and it's appropriate for both aspiring and current fitness professionals. Due to its distinction as a fitness coach certification program, it's a worthwhile investment for personal trainers who want to offer a more holistic service to clients and go beyond reps and into complete body wellness.



## LEARNING EXPERIENCE

We've created an effortless learning experience for busy health and fitness professionals ready to level up their career.

- Course length:** - 23 weeks (go at your own pace)
- Course format:** - Online curriculum (each week unlocks new chapter lessons)  
- Multimedia educational resources  
- Live monthly webinars
- Course includes:** - 23 chapters of videos, audio files, text lessons, webinars, and supplemental eBooks
- Course bonuses:** - Lifetime access to the course  
- Lifetime subscription to the Career Resource Center  
- Invitation to a private PHCI Facebook Community  
- The opportunity to join our Find A Coach Directory
- Graduation requirements:** - Pass each chapter exam  
- Complete each coaching practicum  
- Complete each business-development project  
- Pass an 84-question final exam (we have a 100% pass rate!)

## CERTIFICATION

As a graduate of this course, you will earn the special distinction of being a certified Primal Fitness Coach and be prepared to enter the field of health professionals equipped with the knowledge and training necessary to be an effective fitness coach.



## PROFESSIONAL OPPORTUNITIES

There's no limit to the opportunities you can pursue. You can be a virtual fitness coach, run group coaching sessions at a local gym, join a wellness practice as the resident fitness coach, combine fitness and nutrition coaching to broaden your services, become an athletic coach, or specialize in a fitness niche such as corrective exercise or injury prevention.

## PRIMAL PERKS

**A global network of Primal Fitness Coaches**  
Join a robust community of committed health and fitness pros and get the support of the Primal Fitness Coach team.

**Don't just train. Coach!**  
Learn how to nurture the coach-client relationship so that clients become fit in every aspect of life.

**Continuing education opportunities and live events**  
Succeed as a Primal Fitness Coach with revenue-generating specializations.

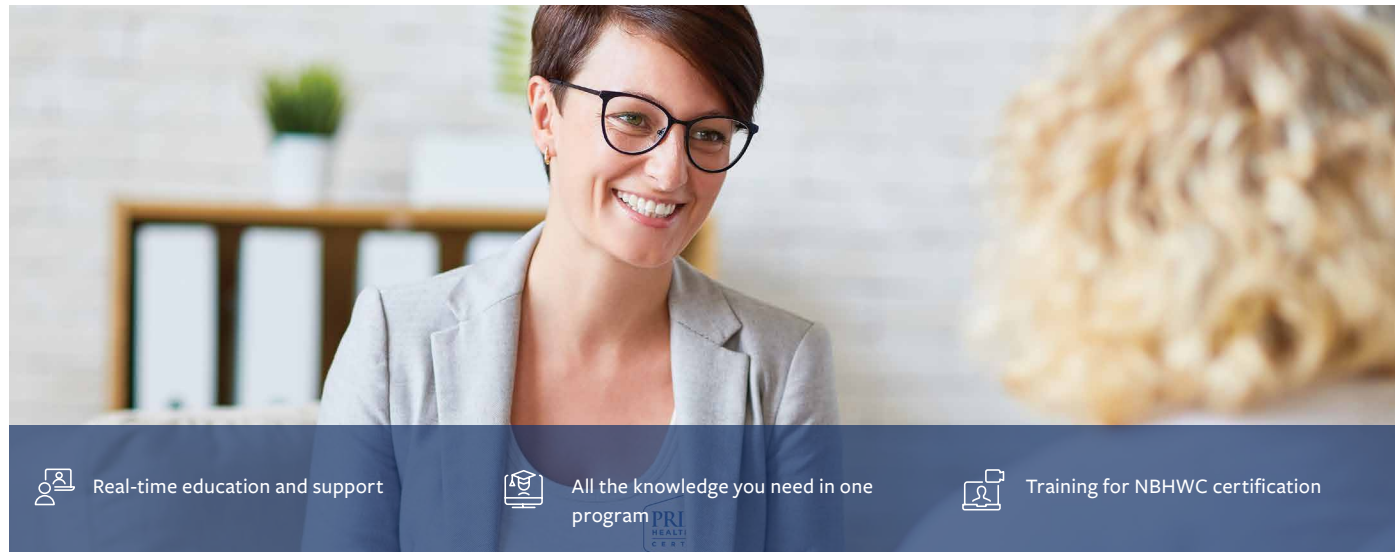




# Master Coach Certification

## COURSE DESCRIPTION

Our Master Coach Certification program is your all-access pass to our flagship health and nutrition course, coaching fundamentals course, and business development lessons. It takes your coaching expertise further with 12 weeks of live, interactive webinars, exercises, assignments, group projects, and facilitated coaching practice. You'll gain the skills and knowledge to thrive in your coaching career and qualify to sit for the National Board-Certified Health and Wellness Coach (NBHWC) exam.



## WHAT YOU'LL LEARN

You'll get a complete and up-to-date health and nutrition education, we'll build and refine your coaching skills, and you'll also be enrolled in our business development curriculum to develop a solid foundation for your health coaching career and start taking clients the moment you graduate. This course includes a 12-week live virtual training that delves into advanced coaching principles. Gain hands-on experience through one-on-one coaching, both as the coach and the client.

## WHO IT'S FOR

This course is for aspiring health coaches looking for a virtual program that integrates a comprehensive nutrition education, business training, and advanced coaching techniques. It also prepares and qualifies certified coaches to take and pass the credentialing exam to become a National Board-Certified Health and Wellness Coach.



## LEARNING EXPERIENCE

The program is divided into four distinct courses: the Primal Health and Nutrition Expert Certification Course; Coaching Expert Certification Course; Business Expert Certification Course; Advanced Coaching Expert Certification Course. The first three courses are meant to be taken sequentially and completed at your own pace. The fourth course is offered virtually twice a year.

**Course length:** - Approximately 6 months (the foundational components are self-paced, but the advanced coaching component must be completed in the scheduled 12 weeks)

**Course format:** - Online curriculum  
- Downloadable workbooks (featuring relevant exercises for every session)  
- Twice-weekly live webinars (with a bonus presentation handout for notes)

### Foundational courses in health, coaching, and business include:

- 23 chapters of videos, audio files, text lessons, webinars, and supplemental eBooks

### 12-week advanced coaching course includes:

- 24 live webinars - Graded peer-to-peer coaching practice  
- 12 chapters - Practical activities in every chapter

**Course bonuses:** - An exclusive Facebook group for you and your classmates  
- Lifetime subscription to our Master Course Resource Center  
- Special recognition in our Find a Coach Directory

**Graduation requirements:** - Complete the four required courses - Complete 3 coaching practicums  
- Attend the live webinars - Pass a 60-question final exam

## CERTIFICATION

As a graduate of this course, you will have attained Master Primal Health Coach (MPHC) status and recognition. You will also be qualified to sit for the NBCHWC credentialing exam.



## PROFESSIONAL OPPORTUNITIES

With MPHC status, the sky's the limit—whether you focus on individual one-on-one coaching, group coaching, run membership programs, or partner with a corporate wellness facility. Depending on your chosen career path, it's a good idea to strengthen your credentials for a leg up. The NBHWC is largely recognized as the industry authority for health coach board certification, and MPHC status coupled with board certification can strongly establish trust with clients.

## PRIMAL PERKS

### Get face time with a Master Coach

Learn from PHCI Coaching and Course Director Erin Power, who will lead you through each live training and a live coaching role play.

### 100% pass rate

Our Master Coach Course has a track record of success with a 100% pass rate for the NBCHWC exam.

### Lifelong relationships

Enjoy the lifelong friendships, business acquaintances, and mastermind opportunities that emerge when you spend 12 weeks in close (virtual) proximity with a community of peers.



# Strength Training for Women Specialist Certification



## COURSE DESCRIPTION

A specialist certification that addresses the many differentiating factors that can impact a woman’s health and fitness journey, including the physiological, hormonal, behavioral, mental, and cultural elements that come into play when coaching women.



- Online, flexible, multimedia learning
- Lifetime access to the course
- A 12-week strength-training template to use with clients

## WHAT YOU’LL LEARN

You’ll start with a brief history of **strength training, muscle-building, and fitness for women** before moving into topics like understanding macros, calories, and how to create a meal plan. We also dedicate a complete chapter to exercise recovery and stress management, followed by the hormonal, skeletal, and muscular differences of female physiology.

Every chapter includes a Coaching Your Client section that ties together the educational content with **specific recommendations for coaching women**. You’ll also have the opportunity to put what you’ve learned into practice with a practicum assignment.

You’ll graduate with a **12-week strength-training template** for beginner to intermediate-level clients that’s easy to tailor to specific goals.

## WHO IT’S FOR

There are no prerequisites to participate in the Strength Training for Women Specialization. It’s intended for people who coach women in some capacity and understand the complexity of balancing day-to-day life, overall health, and fitness goals.

## LEARNING EXPERIENCE

This flexible online course consists of written chapters with complementary video and audio supplements for all learning styles.

- Course length:** - Approximately 8 weeks (depending on your pace)
- Course format:** - Online curriculum (each week unlocks new lessons)  
- Multimedia educational resources
- Course includes:** - 8 chapters of videos, audio files, and text lessons
- Course bonuses:** - Lifetime access to the course  
- Invitation to a private PHCI Facebook Community
- Graduation requirements:** - Complete the coaching practicum assignment  
- Pass a final exam

## CERTIFICATION

As a graduate of this course, you will earn the distinction of being certified as a strength training specialist for women, solidifying your expertise as a coach who is well-versed in female-centric challenges and concerns.



## PROFESSIONAL OPPORTUNITIES

A certification in women’s strength training opens up numerous revenue-generating opportunities. You’ll possess a keen understanding of the challenges, questions, needs, and goals of women looking to get stronger and fitter, and can leverage your expertise by offering specialized courses and coaching programs for individuals, groups, corporations, or wellness centers.

## PRIMAL PERKS

### A global network of Primal Health Coaches

Join 1000s of graduates in 75 countries around the world.

### Join our Private Facebook Group

Get access to a global community of fitness pros from around the world in a private Facebook group.

### Learn from an expert

Learn from health coach, author, and podcaster Ashleigh Vanhouten who sheds much needed light on the importance of coaching women and men differently.

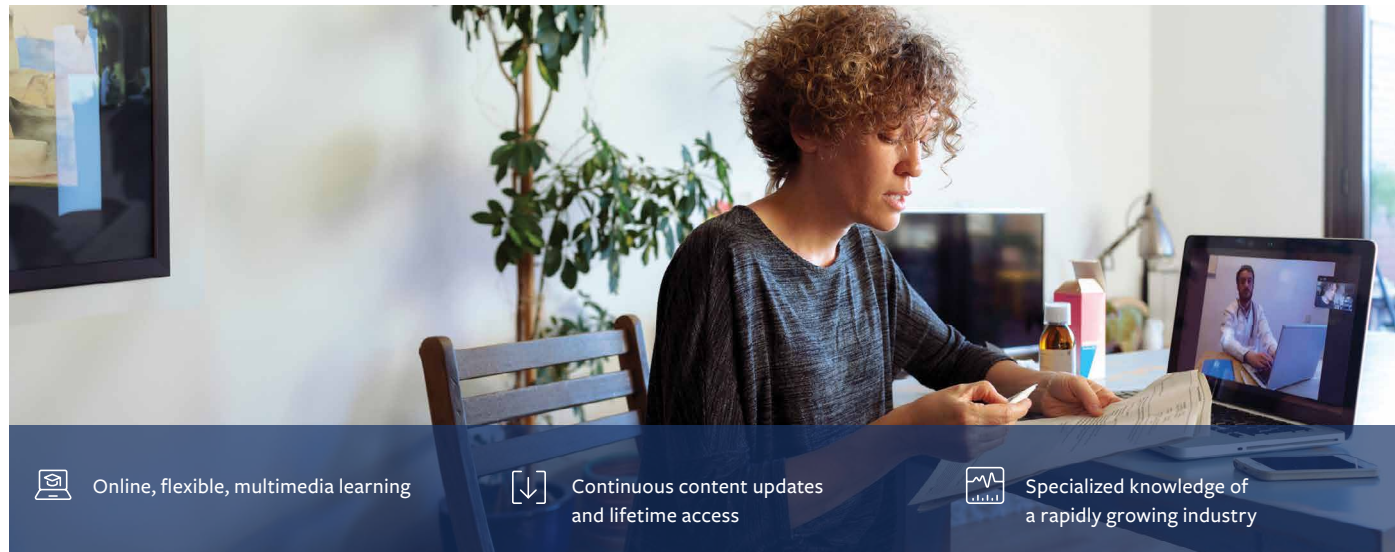


# Functional Lab Testing for Health Coaches Specialist Certification



## COURSE DESCRIPTION

Developed with practicing physician and health educator Dr. Ken Berry, this course teaches health coaches how to personalize the lab testing process for individual clients, understanding when and why to suggest tests and guiding clients in preparation while staying within the scope of a health coach's role.



## WHAT YOU'LL LEARN

Discover the **legal boundaries of your role as a health coach**, gaining insights into what you can recommend, suggest, and interpret regarding consumer-directed lab testing. From the **fundamentals of lab testing and data tracking**, to the various biomarkers across metabolic, cholesterol, thyroid, and sex hormone panels, you'll gain a solid understanding of when and why to suggest different lab tests, their effectiveness, and the procedures involved.

By the end of this course, you'll have the **expertise needed to guide behavior and lifestyle changes based on results interpreted by medical professionals**, ensuring your clients make informed health decisions.

## WHO IT'S FOR

This program is designed for health coaches who want to learn more about consumer-directed lab testing and coach clients through a diverse range of health tests. Insights gained will help coaches offer informed suggestions for improved well-being alongside physician recommendations. Whether you're a seasoned health coach or just starting, you'll be well-versed in the evolving field of functional lab testing and how to apply it for client success.

## LEARNING EXPERIENCE

This virtual learning experience lets you tailor your study speed, timetable, and surroundings to your schedule and preferences.

- Course length:** - Approximately 50 hours
- Course format:** - Online curriculum made up of text and video  
- Sample physician-interpreted test results  
- Real-world coaching scenarios to enhance practical knowledge
- Course includes:** - 9 chapters
- Course bonuses:** - Lifetime access  
- Continued support and up-to-date resources  
- Specialist designation in our Find a Coach Directory
- Graduation requirements:** - Pass a final exam

## CERTIFICATION

As a graduate of this course, you will earn the special distinction of being a Functional Lab Testing Specialist, with practical knowledge of the current state of consumer-directed lab testing and how it can inform and enhance your coaching practice.



## PROFESSIONAL OPPORTUNITIES

As someone passionate about health and wellness, this course offers a unique opportunity to deepen your understanding of testing and data tracking, including when and why to recommend specific tests, ultimately empowering you as a health coach and making a real impact on the lives of your clients. Having a resource that provides clear details on popular tests, including what they entail, how they work, what information they offer, and their current effectiveness, is incredibly helpful—as is clear guidance on legal boundaries.

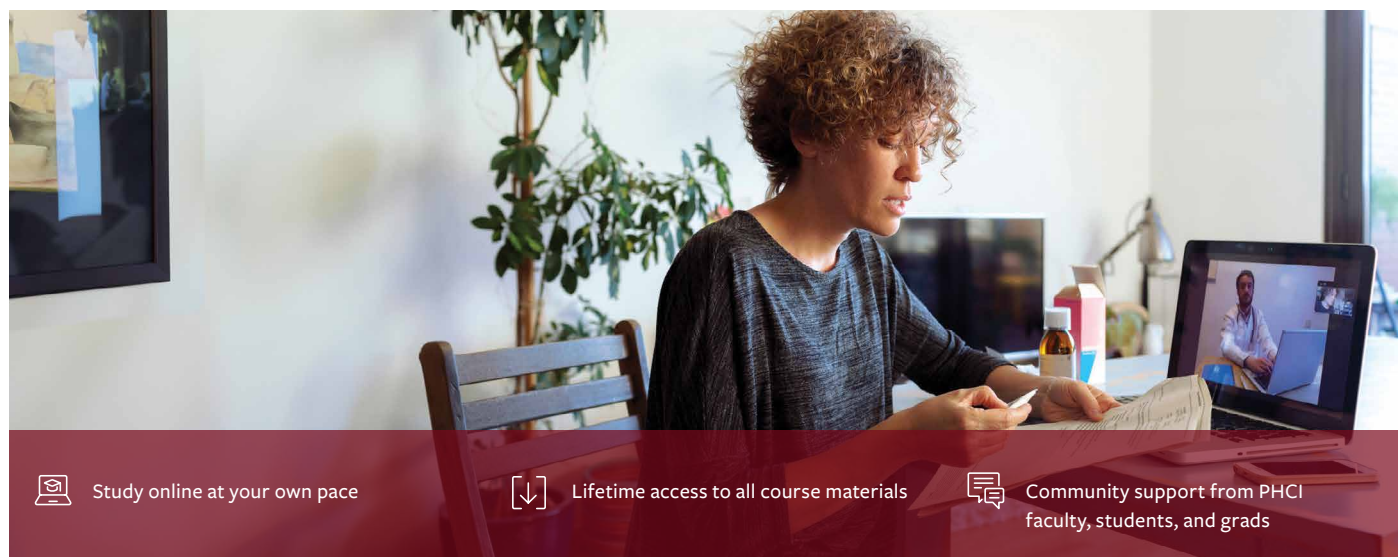
## PRIMAL PERKS

- Gain practical insights**  
Get real-world examples of physician-interpreted results that come with a detailed plan instead of just raw data, as well as practical suggestions for follow-up health coaching.
- Display your expertise**  
Be featured in our Find a Coach Directory with the special distinction of Functional Lab Testing Specialist.

**Get lifetime access to updates**  
The consumer-directed lab testing market is continuously growing and evolving. Lifetime access and dynamic updates keep your expertise up to date.

## COURSE DESCRIPTION

A specialized course designed to equip certified health coaches with the tools and strategies necessary to successfully navigate the job market, secure employment, and thrive in various health coaching roles.



- Study online at your own pace
- Lifetime access to all course materials
- Community support from PHCI faculty, students, and grads

## WHAT YOU'LL LEARN

This course provides a comprehensive overview of the health coaching industry and the skills required to stand out in a competitive job market. You'll learn how to identify the best career opportunities, tailor your resume, and excel in interviews. Additionally, you'll explore different career paths within the health coaching field, from working in medical settings to opportunities in the private sector.

Key takeaways include mastering job search strategies, understanding the mental shifts that distinguish top candidates, and building a professional in-person and online presence that attracts potential employers.

## WHO IT'S FOR

This course is ideal for certified health coaches who prefer traditional employment over entrepreneurship. It's perfect for those looking to secure a stable position within the health coaching industry, whether in medical practices, corporate wellness programs, or other health-focused organizations.

## LEARNING EXPERIENCE

Designed for busy professionals, this online course offers flexibility and lifetime access, allowing you to learn at your own pace. The curriculum includes engaging video and text lessons, real-world insights from industry experts, and interactive webinars to enhance your learning experience.

- Course length:** - Self-paced (complete at your own pace with lifetime access)
- Course format:** - Online curriculum with video and text lessons  
- Webinars and Q&A sessions with hiring managers
- Course includes:** - 4 chapters and 18 lessons  
- Webinars and Q&A sessions  
- Additional resources for continued learning
- Course bonuses:** - Lifetime access to the course  
- Lifetime access to course updates  
- Access to PHCI's private community
- Graduation requirements:** - Complete all lessons and quizzes  
- Participate in the webinar and Q&A session  
- No formal exam — the focus is on practical application

## CERTIFICATION

Upon completing this course, you'll be fully prepared to enter the job market as a health coach, armed with the knowledge and confidence to secure your desired role.

## PROFESSIONAL OPPORTUNITIES

Graduates of this course can explore diverse career paths within the health coaching industry, from roles in medical practices to corporate wellness programs. This course prepares you for traditional employment opportunities, making it a valuable addition to your professional toolkit.

## PRIMAL PERKS

- Join a global network of Primal Health Coaches**  
Be part of a community of 1000s of graduates worldwide
- The first, and still the best**  
Get certified by the first and most comprehensive ancestral health coaching program.

**Continuing education opportunities**  
Expand your expertise with specialized certifications.







# Health Coaching in Medical Practices Specialist Certification

## COURSE DESCRIPTION

A specialist certification that prepares you to coach patients with medical conditions or risk factors while working alongside physicians, nurse practitioners, and associated staff within an established medical practice.



## WHAT YOU'LL LEARN

You'll gain an in-depth understanding of the US healthcare system and the importance of health coaches as a key member of the patient care team. We'll address the difference between coaching a competent individual empowered to seek health coaching vs. the patient who may be referred by a physician. We'll also cover issues of race, ethnicity, culture, and health disparities among patients.

You'll learn how to work alongside a clinician and advise and motivate patients to change unhealthy lifestyle habits and manage chronic conditions. In addition to receiving a toolkit for getting your foot in the door and securing a clinical health coaching position, we provide a blueprint for evaluating health coaching programs with individual patients.

## WHO IT'S FOR

This course is designed for health coaches with a passion for helping patients get the life-changing information, encouragement, and accountability they need to make sustainable changes in their lives.



## LEARNING EXPERIENCE

This online course consists of written chapters with complementary video and audio supplements for all learning styles and flexible self-study.

- Course length:** - Approximately 6 weeks (at your pace)
- Course format:** - Online curriculum (each week unlocks new lessons)  
- Multimedia educational resources
- Course includes:** - 6 chapters
- Course bonuses:** - Lifetime access  
- Invitation to a private PHCI Facebook Community
- Graduation requirements:** - Pass a final exam

## CERTIFICATION

There are growing opportunities for health coaches who want to join an established medical practice and give patients the support and guidance they need to manage their illnesses and improve wellness. This certification prepares you for this specific career path.



## PROFESSIONAL OPPORTUNITIES

With certification in hand, you'll be ready to approach the medical practice of your choice with confidence, armed with the tools you need to assess, plan programs, accept referrals, coach patients, evaluate your progress, and fit seamlessly into the medical team.

## PRIMAL PERKS

- A global network of Primal Health Coaches**  
Join 1000s of graduates in 75 countries around the world.
- Join our Private Facebook Group**  
Get access to a global community of wellness pros from around the world in a private Facebook group.

**Learn from an insider**  
Dr. Judith Boyce will teach you how to navigate the labyrinthine healthcare system.

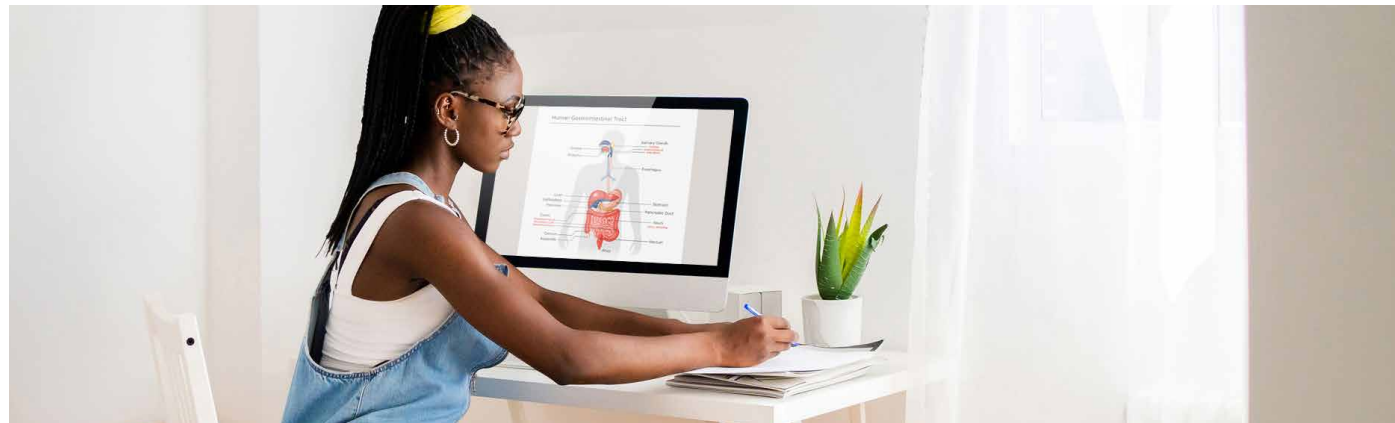


# Human Intestinal Microbiome in Health and Disease Specialist Certification



## COURSE DESCRIPTION

This certification prepares health coaches to deal with a broad range of systemic and gastrointestinal diseases by applying the emerging and powerful insights into the human intestinal microbiome.



- Online, flexible, multimedia learning
- Lifetime access to the course
- Practical health coaching tips

## WHAT YOU'LL LEARN

Any **course on the human microbiome** is naturally academic, but your instructor, Dr. William Davis, approaches every video and text lesson in a conversational and easy-to-understand manner. You'll gain an in-depth understanding of basic microbiology and GI anatomy and physiology from a microbiome perspective. You'll learn how the intestinal microbiome impacts health and disease, the current methods of microbiome assessment, and how to manage the microbiome for optimal health.

Throughout, there's an **emphasis on practical coaching tips**, and because this area of health is evolving rapidly, we provide **resources for continued support** and feedback to all course grads.

## WHO IT'S FOR

This course is designed for health coaches who want to become gut health experts and help heal the human intestinal microbiome in various disease states.

## LEARNING EXPERIENCE

This online course consists of written chapters with complementary video overviews, graphic supplements, and additional resources and reading suggestions.

- Course length:** - Approximately 9 weeks (depending on your pace)
- Course format:** - Online curriculum (each week unlocks new lessons)  
- Multimedia educational resources
- Course includes:** - 9 chapters
- Course bonuses:** - Lifetime access  
- Continued support and up-to-date resources
- Graduation requirements:** - Pass a final exam

## CERTIFICATION

The more we learn about the human microbiome, the more we understand its grip on human health. A specialty certification in gut health ensures you have the knowledge you need to help people heal the root problem of many of their health symptoms and conditions.

## PROFESSIONAL OPPORTUNITIES

As an expert in gut health, you can offer unique programs and services to clients looking to manage or reverse a diagnosis, such as an autoimmune disease, irritable bowel syndrome, or type 2 diabetes, or who wish to improve their overall health.



## PRIMAL PERKS

### Show off your speciality

Be featured in PHCI's Find a Coach Directory with the special distinction of Gut Health Expert.

### Get lifetime access to gut health updates

We continually update the course to reflect the latest microbiome findings and provide continued support and feedback.

### Learn from a gut health expert

Bestselling author Dr. William Davis will show you how to heal health problems by addressing the microbiome.

## COURSE DESCRIPTION

This specialist certification program is designed for health coaches with a passion for helping patients achieve optimal health through diet and lifestyle changes. You'll gain the knowledge and skills necessary to support clients with medical conditions and risk factors through dietary interventions.



## WHAT YOU'LL LEARN

Throughout this program, you will gain an in-depth understanding of the role of food and lifestyle in the prevention and management of chronic disease. You will learn to assess individual needs, identify which clients are candidates for specific diets, and guide them towards optimal well-being.

You'll become an expert in issues like gut health, inflammation, and the role of food sensitivities in chronic disease. And you'll learn how to support patients with a range of medical conditions, including autoimmune disease, digestive disorders, metabolic syndrome, and more.

## WHO IT'S FOR

This course is suitable for registered dietitians, nutritionists, integrative and functional medicine practitioners, health coaches, and other healthcare professionals interested in incorporating functional therapeutic diets into their practice. However, individuals with a passion for health and wellness who want to explore using food as medicine to promote healing and optimize health can also benefit from this course.

## LEARNING EXPERIENCE

The course offers online and adaptable learning options to fit your schedule. Once enrolled, you'll have lifetime access to the course materials, allowing you to review and revisit them at your convenience.

- Course length:** - Approximately 12 weeks (at your pace)
- Course format:** - Online curriculum  
- Multimedia educational resources
- Course includes:** - 12 chapters
- Course bonuses:** - Lifetime access  
- Invitation to a private PHCI Facebook Community
- Graduation requirements:** - Pass a final exam

## CERTIFICATION

Upon completion of this program and passing the final exam, you will receive a certification as a Functional Therapeutic Diets Specialist from Primal Health Coach Institute.



## PROFESSIONAL OPPORTUNITIES

As a Functional Therapeutic Diets Specialist, you'll have a comprehensive understanding of various diets and their benefits and how they can be used to promote increased health and vitality. This course is ideal for healthcare, nutrition, and wellness pros who want to differentiate themselves and expand their career opportunities. By demonstrating your expertise in this specialized field, you'll position yourself as a knowledgeable expert to clients and colleagues alike. This certification also offers access to a professional network where you can connect with clients and make a significant impact on improving their health and well-being.

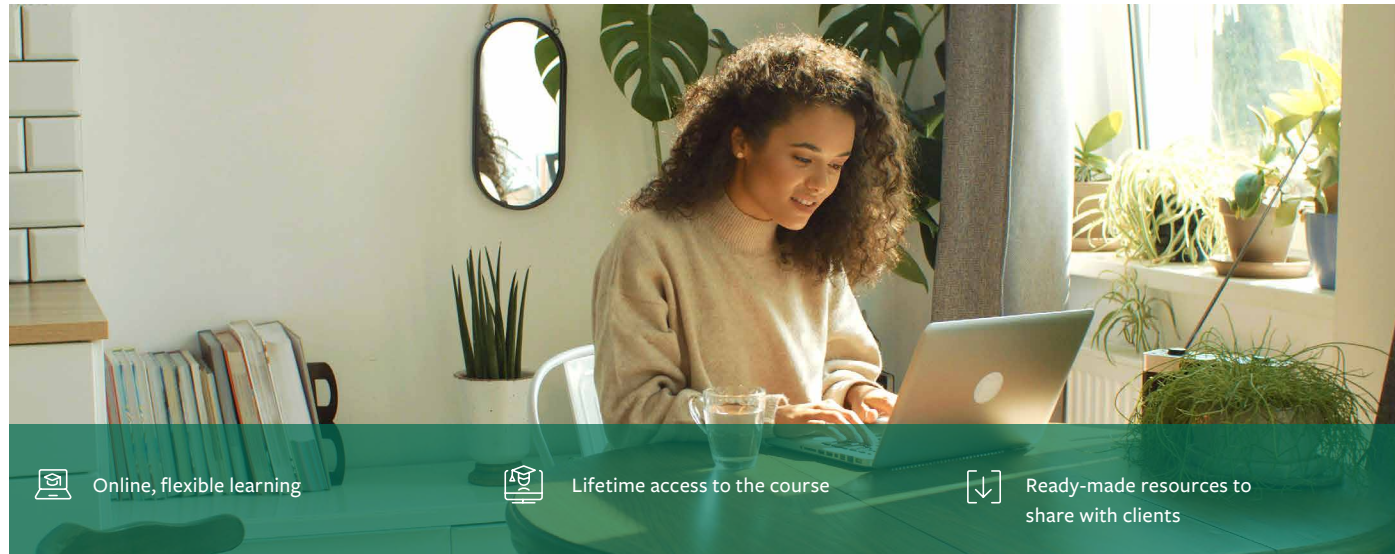
## PRIMAL PERKS

- A global network of Primal Health Coaches**  
Connect with a worldwide community of Primal Health Coaches.
- Join our Private Facebook Group**  
Develop relationships with your peers and expand your network.

**Learn from an insider**  
Health coach and registered dietitian Martha Tettenborn takes you deep into the most effective functional therapeutic diets.

## COURSE DESCRIPTION

This specialized certification program turns coaches into keto experts well-versed in the intricacies of the ketogenic diet and able to lead clients toward a path of improved well-being and heightened vitality.



- Online, flexible learning
- Lifetime access to the course
- Ready-made resources to share with clients

## WHAT YOU'LL LEARN

You'll acquire not only a deep understanding of the science behind keto nutrition and living, but also the expertise to skillfully implement ketogenic principles. This course teaches you how to tailor the keto diet according to unique needs and potential dietary concerns. We also provide downloadable resources—like what types of food to eat and avoid and how to monitor metabolic health—which makes it easy to start coaching clients in the keto way as soon as you're certified. You'll graduate with the expertise to guide clients toward success, making impactful strides in their health through targeted nutritional interventions.

## LEARNING EXPERIENCE

This online course consists of written chapters followed by chapter quizzes to help solidify what you've learned.

- Course length:** - Approximately 8 weeks (depending on your pace)
- Course format:** - Online curriculum (each week unlocks new lessons)  
- Supplemental downloadable resources
- Course includes:** - 8 chapters
- Course bonuses:** - Lifetime access  
- Continued support and up-to-date resources  
- Specialist designation in our Find a Coach Directory
- Graduation requirements:** - Pass a final exam

## CERTIFICATION

The ketogenic diet has been used since the early 20th century, initially gaining attention as a therapeutic approach to epilepsy. In recent years, the keto diet has gained popularity for other potential benefits, including weight management, metabolic health, increased energy and mental clarity, among other wellness goals. As a certified keto expert, you'll guide your clients on their journey to a healthier, more energized life.

## PROFESSIONAL OPPORTUNITIES

The possibilities are expansive for those looking to make an impact in the field of ketogenic coaching. You can offer personalized one-on-one keto consulting services, collaborate with fitness centers to help clients integrate a keto diet into their routines, develop a dynamic online coaching program, and partner with corporations to design bespoke keto wellness programs for employees. You could even carve out a niche as a keto influencer, sharing innovative keto recipes and insights online.

## PRIMAL PERKS

### Display your expertise

Be featured in our Find a Coach Directory with the special distinction of Applied Ketogenic Diet Specialist.

### Get lifetime access to keto updates

We continually update the course to reflect the latest ketogenic findings and provide continued support and feedback.

### Learn from keto experts

In this course, seasoned keto researcher, educator, and nutrition expert Chris Irvin, and best-selling author of The Keto Reset Diet, Mark Sisson, combine cutting-edge keto science with practical expertise to help you gain the confidence and credibility to help clients improve metabolic health for increased energy, healthier weight, enhanced memory, cognition, and more.

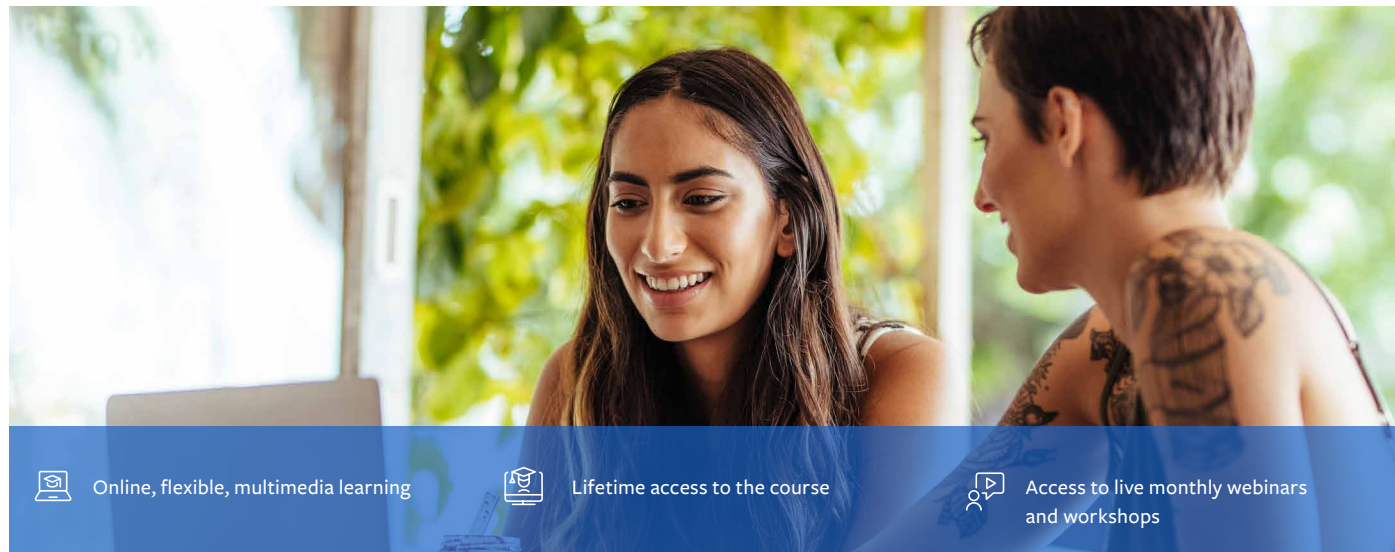


# Primal Health and Nutrition Expert Certification



## COURSE DESCRIPTION

A health and nutrition certification program that develops experts in primal health. Primal health incorporates diet and nutrition within a holistic framework that includes exercise, stress management, sun exposure, and lifestyle behaviors.



## WHAT YOU'LL LEARN

The Primal Health and Nutrition Expert Certification Course provides the most **in-depth and up-to-date ancestral health, nutrition, and lifestyle education** in the world. You will graduate with a deep understanding of how to reprogram genes for optimal wellness, which food groups are best for the human body and why, how to develop lifelong fitness while avoiding injury and burnout, and so much more.

This course will also teach you **how to use everything you've learned about health, nutrition, and fitness to help others**. You'll be guided through a series of tasks to create the bones of a signature program to use with clients should you choose to apply your expert certification to professional endeavors.

## WHO IT'S FOR

This course is for anyone with a passion for health who wants a back-to-the-basics approach to wellness that emphasizes real, nutritious food, physical activity that utilizes our muscles and cardiovascular systems, and life choices that keep stress at a minimum, sleep at a maximum, and balance at the center.

Due to its distinction as an ancestral-health-based certification program, it's also a worthwhile investment for health and fitness coaches looking to acquire a more advanced nutrition certification.

## LEARNING EXPERIENCE

This virtual learning experience sets you up for success. You can study at home or on vacation and from your favorite device!

- Course length:** - 14 weeks (complete one chapter a week or slow the pace to fit your schedule)
- Course format:** - Online curriculum (each week unlocks new chapter lessons)  
- Multimedia educational resources  
- Live monthly webinars
- Course includes:** - 14 chapters of videos, audio files, text lessons, webinars and complementary eBooks
- Course bonuses:** - Lifetime access to the course  
- Invitation to a private PHCI Facebook Community  
- An optional subscription to PrimalPro, our 12-week, done-for-you coaching program to use with clients in your own branded app
- Graduation requirements:** - Pass each chapter exam  
- Pass an 84-question final exam (with multiple opportunities to pass)

## CERTIFICATION

As a graduate of this course, you will earn the special distinction of being a Primal Health and Nutrition Expert, solidifying your expertise in ancestral health science.



## PROFESSIONAL OPPORTUNITIES

A certification in Primal Health and Nutrition opens up numerous revenue-generating opportunities. This niche certification sets you apart from more general nutrition and health coaches. With this distinction, you can offer specialized courses and coaching programs for individuals, groups, corporations, or wellness centers.

## PRIMAL PERKS

**A global network of PHCI Graduates**  
Join 1000s of graduates in 75 countries around the world.

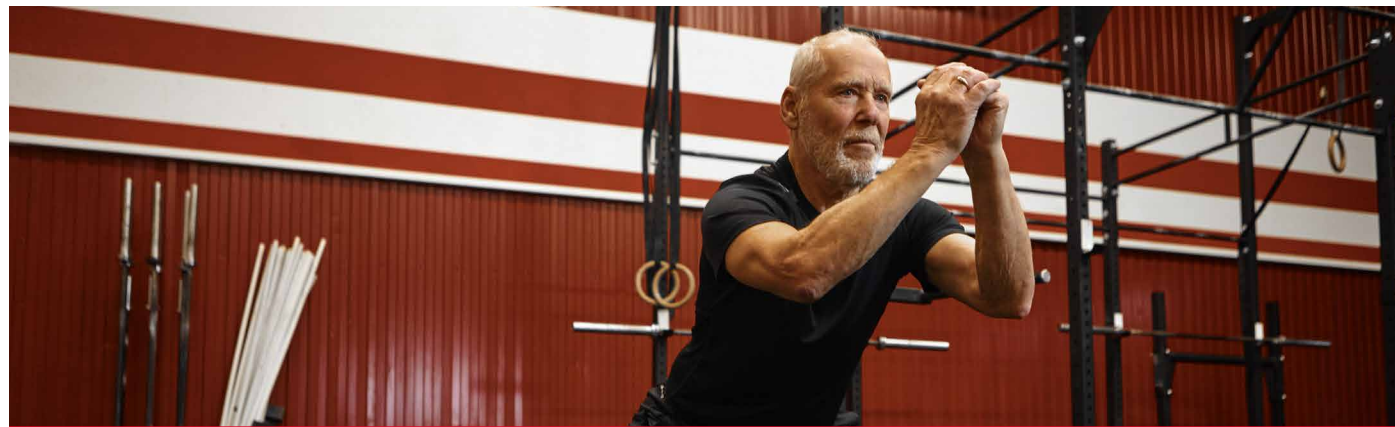
**The first, and still the best**  
Get certified by the first ancestral health coaching course in existence.

**Continuing education opportunities**  
Advance your education with other expert certifications.



## COURSE DESCRIPTION

A functional fitness certification program that trains you in fitness the human body was actually designed for. Primal fitness is a sustainable, big-picture approach that emphasizes movement that feels good, improves quality of life, and promotes healthspan.



- Online, flexible, multimedia learning
- Lifetime access to the course
- Live monthly webinars and workshops

## WHAT YOU'LL LEARN

You'll learn how to **train clients to be fit for life**—to avoid injuries, increase mobility, develop lean muscle mass, protect joints, and optimize metabolic health. We cover best practices for daily movement, strength-training and conditioning, HITT exercises, sprinting, achieving peak performance, recovery, and avoiding overtraining and burnout.

You won't be left stranded with know-how and no idea what to do with it. The programming chapter closes the loop on the fitness concepts learned and creates an **actionable method for coaches to think through developing training programs for their clients**. This includes everyday movement, structured exercise sessions, play, mobility, and more.

## WHO IT'S FOR

This course is for you if you believe in a back-to-the-basics exercise methodology that takes a playful approach to movement and focuses on functional fitness fully integrated with healthy living. It's perfect for existing health and fitness professionals who'd like to expand their knowledge and train clients in Primal Fitness, or for health and fitness enthusiasts who'd like to learn how to build a strong and resilient body for life.

The Primal Fitness Expert Certification is also available to Primal Health Coach graduates and students interested in becoming a certified Primal Fitness Coach.

## LEARNING EXPERIENCE

With a flexible self-paced online course you get to learn on your own time, wherever you want.

- Course length:** - 14 weeks (one chapter a week or at a slower pace)
- Course format:** - Online curriculum (each week unlocks new chapter lessons)  
- Multimedia educational resources  
- Live monthly webinars
- Course includes:** - 14 chapters comprised of text, video, and audio lessons
- Course bonuses:** - Lifetime access to the course  
- Invitation to a private PHCI Facebook Community  
- Lifetime invitation to live virtual webinars and events for continued learning
- Graduation requirements:** - Pass each chapter exam  
- Pass an 84-question final exam (we don't let anyone fail)

## CERTIFICATION

This elite certification rounds out your knowledge as a health or fitness professional and deepens your skills if you are an existing coach.



## PROFESSIONAL OPPORTUNITIES

Our experts and coaches are well-versed in all primal fitness exercises and principles and prepared to use their knowledge in a variety of personal and professional contexts. You can run group training sessions at a local gym, join a wellness practice as the resident fitness expert, combine fitness with nutrition coaching to broaden your services, or specialize in a fitness niche such as corrective exercise or injury prevention.

## PRIMAL PERKS

**A global network of PHCI Graduates**  
Join 1000s of graduates in 75 countries around the world.

**Higher-education fitness**  
Get a college-level fitness education with an emphasis on sustainability, lifestyle, and longevity.

**Continuing education opportunities**  
Advance your education with other expert certifications.

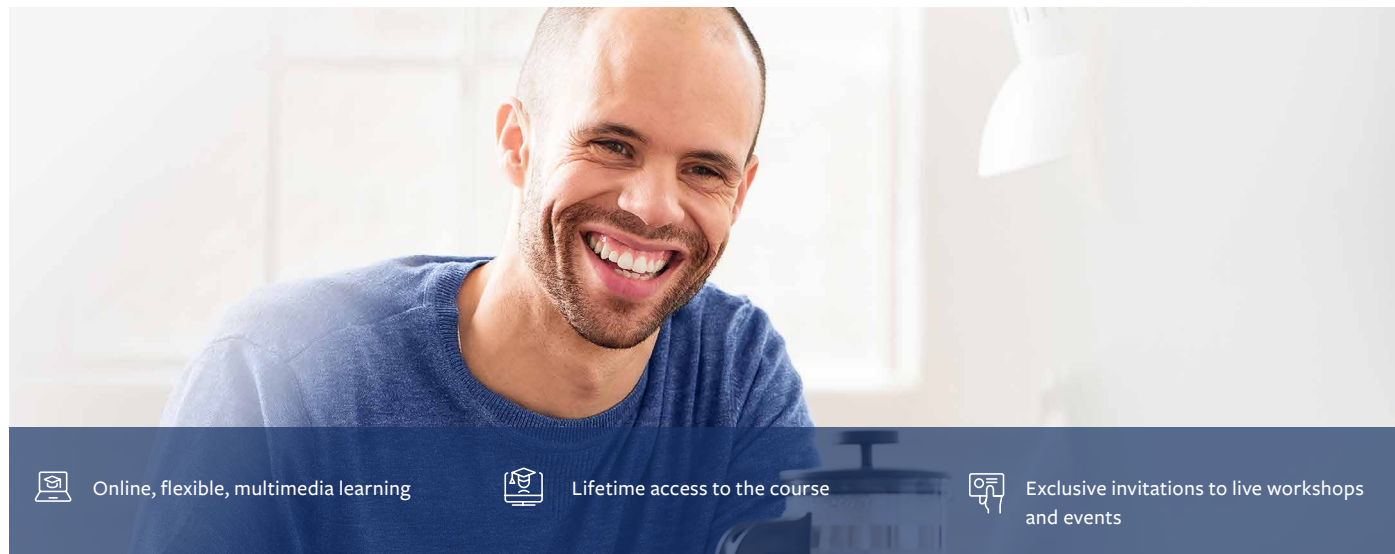




# Coaching Expert Certification

## COURSE DESCRIPTION

With an emphasis on the client-centered coaching relationship, this certification improves your ability to help clients develop, take action, and reach their goals. You'll double down on learning how to connect, communicate, motivate, inspire, and support people in your care.



## WHAT YOU'LL LEARN

You'll explore the **art and science of coaching** with corresponding practicums to help you further develop your coaching competency. You'll begin with Scope of Practice, so that you can step confidently into your practice knowing and following the regulations in your region of the world. Following that, you'll connect to your personal story and reframe limiting beliefs into empowering intentions. We'll work together on structuring sessions, asking questions, and motivating transformation.

We also tackle more **advanced coaching techniques** to help you connect with the emotional, behavioral, mental, spiritual, and relational issues that your clients will be navigating as they work with you on their health coaching goals.

## WHO IT'S FOR

This course is for certified and aspiring health coaches who want to augment their coaching skills and confidence.



## LEARNING EXPERIENCE

This flexible, self-study certification is all online for a convenient learning experience.

- Course length:** - 4 weeks (complete an introduction, plus one chapter a week or go at a slower pace)
- Course format:** - Online curriculum (each week unlocks new chapter lessons)  
- Multimedia educational resources
- Course includes:** - An introduction followed by 4 chapters of text, video, and audio lessons
- Course bonuses:** - Lifetime access to the course  
- Invitation to a private PHCI Facebook Community  
- Lifetime invitation to live virtual webinars and events
- Graduation requirements:** - Pass each chapter exam  
- Complete all 3 coaching practicums

## CERTIFICATION

This certification is designed to unlock your full coaching potential and sharpen the key competencies required to become an effective coach.



## PROFESSIONAL OPPORTUNITIES

Offering programs, challenges, and one-on-one packages is a must for coaches, but first it's imperative to know how to coach individual clients. This certification strengthens your communication skills, your listening skills, and your ability to connect with and promote lasting changes. The knowledge and skills you develop can be easily leveraged into any coaching opportunity you pursue.

## PRIMAL PERKS

### A global network of PHCI Graduates

Join 1000s of graduates in 75 countries around the world.

### Coaching confidence

Become an expert in your field and become an expert coach.

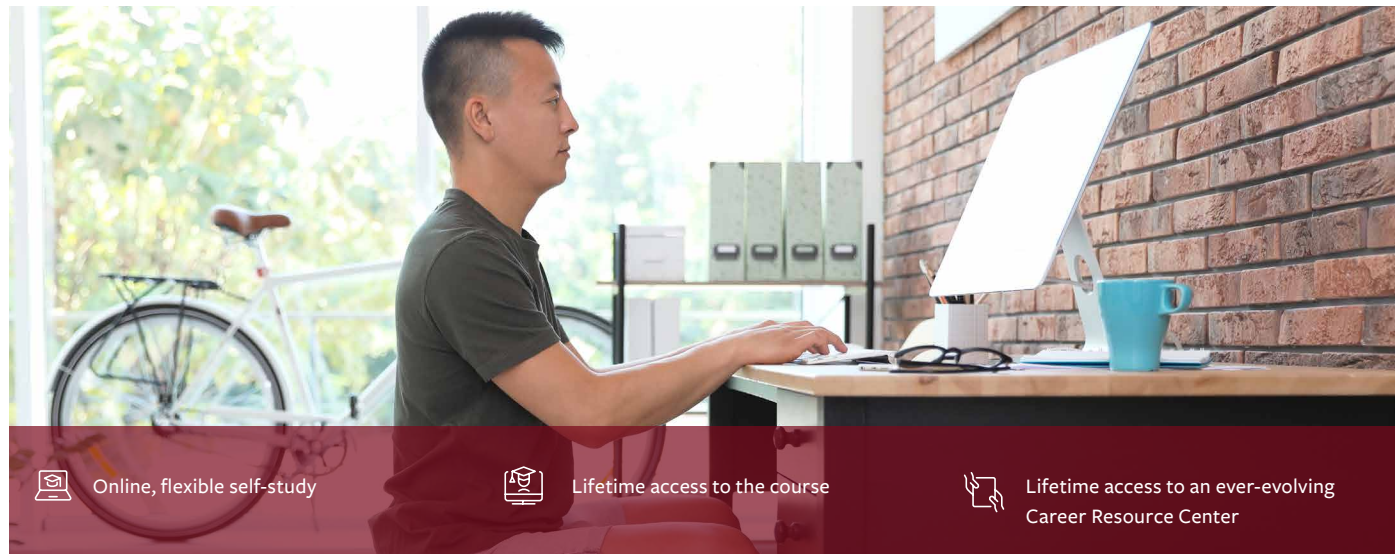
### Continuing education opportunities

Advance your education with other expert certifications.



## COURSE DESCRIPTION

A certification program designed expressly for turning coaches into entrepreneurs. Think of it as an online MBA for coaches. You'll be building your business as you go and it will be ready for launch as soon as you graduate.



## WHAT YOU'LL LEARN

You'll learn how to **build your health coaching business from the ground up**. Each chapter has a relevant Business Development Project to help you shape your health coaching practice and launch your business. You'll work on developing your business niche. You'll identify your avatar client and establish your unique value proposition. And you'll complete hands-on marketing activities like building your website and developing your content. These lessons include practical exercises that lay the foundation of the health coaching business of your dreams.

The Business Expert Certification also features lessons from **Master Coaches Christine Hassler and Erin Power**, who will demystify discovery, sales, and enrollment and have you feeling confident about meeting prospects, onboarding clients, and nurturing relationships.

## WHO IT'S FOR

This course is for certified and aspiring coaches of all kinds who want expert guidance on building a successful coaching business and could use some help getting started. For a more hands-on experience, consider our Launch Your Own Coaching Business Program.

## LEARNING EXPERIENCE

This flexible, self-study certification is all online for a convenient learning experience.

- Course length:** - 5 weeks (complete an introduction, plus one chapter a week or go at a slower pace)
- Course format:** - Online curriculum (each week unlocks new chapter lessons)  
- Multimedia educational resources
- Course includes:** - An introduction followed by 4 chapters of text, video, and audio lessons
- Course bonuses:** - Lifetime access to the course  
- Invitation to a private PHCI Facebook Community  
- Lifetime access to the Career Resource Center
- Graduation requirements:** - Pass each chapter exam  
- Complete all 4 business development projects  
- Pass a final exam

## CERTIFICATION

No matter where you are in your business today, by the time you have your certification in hand you will have created your unique value proposition, written a sales page, built and launched your website, complete with payment system and all, created a 90-day marketing plan, set up your business with liability in place, and created a sales framework so that sales are no longer scary.



## PROFESSIONAL OPPORTUNITIES

Whether you run your own coaching practice or work in an organization with other professionals, you are in the business of coaching. It's important to know how to operate as both a business owner and an independent contractor. This training will help you define your story, your niche, your ideal client, and how to best serve the world with your coaching skills. The opportunities are endless, but the choice is up to you.

## PRIMAL PERKS

- Learn from a Master**  
Master Life Coach Christine Hassler and Board Certified Master Primal Health Coach Erin Power lead you through exclusive business-building lessons.
- Coaching confidence**  
Become an entrepreneur with a marketing plan in place.

**Continuing education opportunities**  
Advance your education with other expert certifications.





## COURSE DESCRIPTION

You get 6 months of virtual, hands-on coaching to help you gain clarity on your specialty and clientele, build a product or program to sell to your dream clients, and get your product to market. Here's why this investment is worth every penny.



75+ hours of live workshops for hands-on learning.

An online curriculum featuring 14 comprehensive chapters.

Personalized business mentorship tailored to your needs.

## WHAT YOU'LL LEARN

The Launch Your Coaching Business course does away with the generic and gets to the heart of YOUR coaching business—what makes you stand out and who specifically do you serve, and then helps you develop tailor-made programs that speak to that particular service. Because it includes live workshops and business coaching calls, this course guarantees you get the one-on-one attention and guidance you need to build and launch a profitable program by course completion.

## WHO IT'S FOR

This course is intended for students and graduates of Primal Health Coach Institute or another certifying body who want to develop and launch a signature program custom-built for your coaching niche.

## LEARNING EXPERIENCE

Our hands-on, tangible approach is personalized to you and offers ample one-on-one attention. You'll learn and implement proven steps to build, market, and launch your coaching practice successfully. This course emphasizes practical application to help you develop a viable, profitable program ready for launch by the end of the program.

- Course length:** - 6 months
- Course format:**
  - Online course with 14 chapters
  - Live Q&A session once a week
- Course includes:**
  - Bi-monthly usiness coaching calls with a mentor
  - Curated project development activities
- Course bonuses:**
  - An exclusive Facebook group for you and your classmates
  - Opportunity to be listed in our Find a Coach Directory
  - Lifetime subscription to our Career Resource Center
- Graduation requirements:**
  - Live workshops are recommended but optional
  - Missed sessions can be watched at your convenience
  - Must complete all coursework within 6 months

## PROFESSIONAL OPPORTUNITIES

Throughout the duration of this program and with individualized instructor guidance you will create your signature program and launch it to success. From there, you can grow your business and expand your impact with other coaching programs, packages, and products.

## PRIMAL PERKS

### Get detailed feedback

Our instructors make sure that by the end of the course you have a viable, profitable product or program set up for launch, with other offers in queue.

### Active participation in a supportive Facebook group

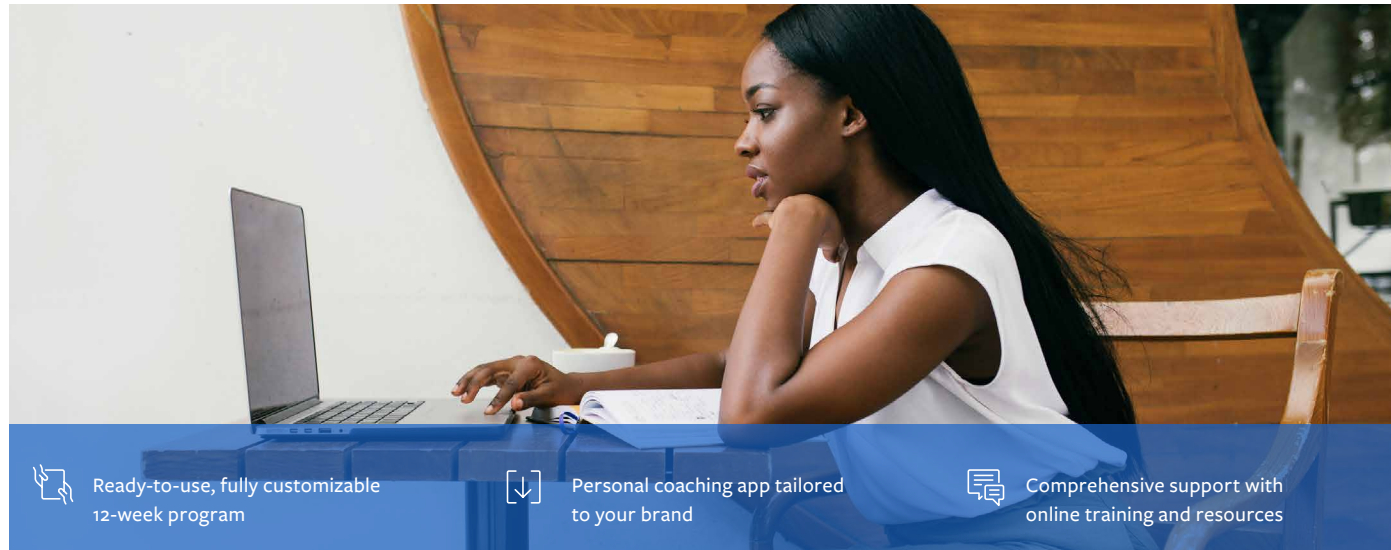
Connect with peers, share insights, and access recorded sessions.

### Take it concurrently with other PHCI courses.

This course goes great with our Business and Coaching Expert Certifications, as well as our specialty courses.

## COURSE DESCRIPTION

Kickstart your health coaching career or streamline your existing practice with PrimalPro™, a fully customizable, 12-week coaching program designed for Primal Health Coaches. This program is delivered through your very own branded coaching app, making it the fastest way to start coaching clients and generating revenue immediately.



## WHAT YOU'LL LEARN

PrimalPro™ provides you with a proven-effective, 3-month primal health coaching program, ready for you to tailor to each client's unique needs. You'll gain access to a library of pre-written lessons, daily activities, and progress tracking tools—all integrated into a user-friendly app. This allows you to focus on what you do best: coaching your clients to success.

You'll also learn to navigate your personalized coaching app, which streamlines communication, tracks client progress, and centralizes all your coaching resources. The included training course will guide you through setting up the app, customizing the program, and delivering an outstanding client experience.

## WHO IT'S FOR

This program is ideal for new health coaches eager to jumpstart their practice without spending months developing their own content. It's also perfect for seasoned coaches looking to save time and reduce administrative burdens. With PrimalPro™ you get everything you need to start coaching immediately, making it an invaluable tool for anyone serious about building or expanding their coaching business.

## LEARNING EXPERIENCE

PrimalPro™ offers an effortless setup and learning experience, allowing you to begin coaching within days. With step-by-step online training and a comprehensive coaching manual, you'll be equipped to deliver a high-impact coaching program from the get-go. The fully customizable app ensures that your coaching practice reflects your unique brand and meets your clients' needs.

- Program includes:**
- A 12-week coaching program with daily lessons, activities, and progress tracking
  - A personalized coaching app that's customizable to your brand
  - Access to an online course on using the app and program
  - A coaching manual that walks you through every lesson your client experiences
  - In-app messaging for seamless client communication
  - Worksheets and reference guides like the 10 Primal Laws, Smart Goals Activity, and more
- Membership benefits:**
- Annual access to the 12-week program, with ongoing updates and new resources
  - Exclusive access to future versions of the program and additional online resources
- Cost:**
- \$995 for the first year, \$495 for subsequent years (plus third-party fees for Coach Catalyst)

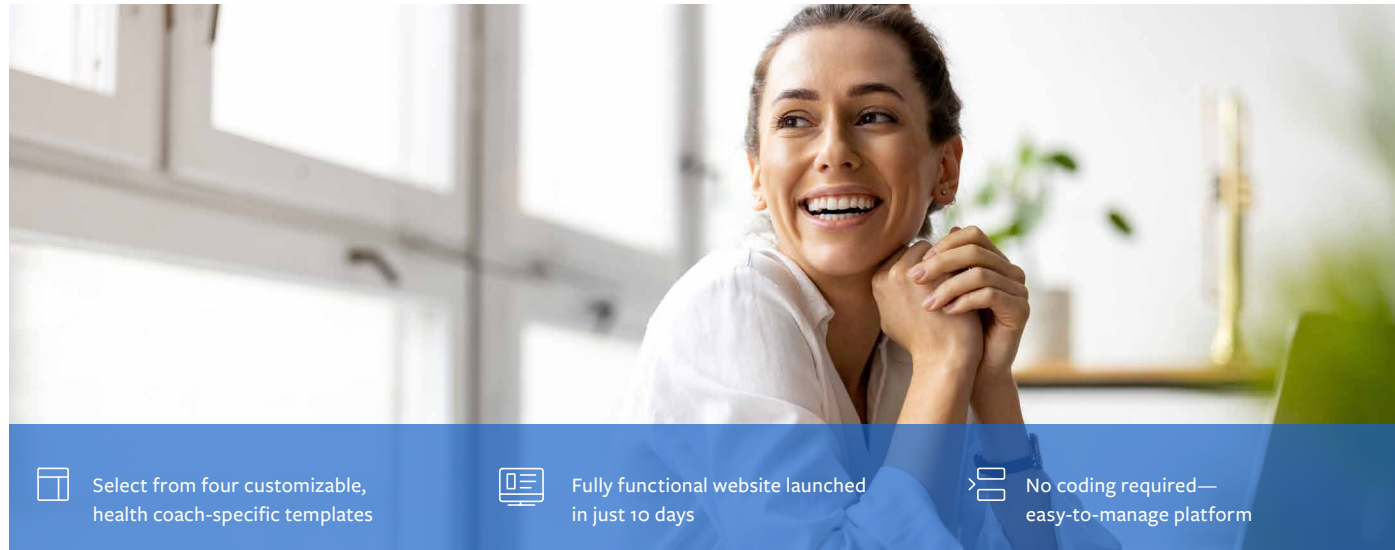
## CERTIFICATION




By completing the PrimalPro™ training and implementing the program, you'll be able to deliver a professional and effective coaching experience that aligns with the Primal Health Coach ethos.



## COURSE DESCRIPTION

Launch your health coaching business with PrimalSites™, a professional, fully customizable website solution built for health and wellness coaches. In just 10 days, you'll have a fully functional, mobile-responsive website tailored to your brand—no coding required. Focus on what you do best—coaching, while we handle the web design for you.



-  Select from four customizable, health coach-specific templates
-  Fully functional website launched in just 10 days
-  No coding required—easy-to-manage platform

## WHAT YOU GET

PrimalSites™ offers a streamlined, hands-off approach to building your online presence. Choose from four professional website templates specifically designed for health coaches, submit your content and preferences, and let us handle the rest. You'll receive a fully optimized, mobile-responsive WordPress website, including five core pages and three customizable legal pages, plus lead generation quizzes to engage your visitors.

Additionally, we provide customizable email templates, lead magnets, and sales funnel pages, all integrated into your website. We'll also handle the tech setup, including connecting your email services, payment gateway, and booking calendar, so you can hit the ground running.

## WHO IT'S FOR

PrimalSites™ is perfect for health and wellness coaches who want a professional website without the hassle of web design. Whether you're launching a new practice or upgrading your online presence, PrimalSites™ provides a ready-to-use solution designed to help you generate leads and grow your business.

## LEARNING EXPERIENCE

With PrimalSites™, the process is quick and stress-free. Our team builds your website in 10 days, and you'll also gain access to a comprehensive online course with step-by-step tutorials to help you manage and customize your site. From setting up your domain to using StudioCart™ for products and upsells, the course covers everything you need to maintain and expand your site.

- Program includes:**
  - Choose from four templates: Zen Zone, Serenity Space, Vitality Vibes, Empowered Edge
  - Five core pages: Home, About Me, Work with Me, Contact & Book a Call, Blog
  - Three customizable legal pages: Terms & Conditions, Privacy Policy, Disclaimer
  - Lead generation quizzes and automated email sequences
  - Canva templates for on-brand lead magnets and social posts
  - Lead generation and sales funnel pages
  - Seamless integration with email services, payment gateways, and booking calendars
- Membership benefits:**
  - Ongoing access to updates and premium plugins
  - Tutorials and support through the PrimalSites™ online course
  - Licensing fee includes \$99/year for ThriveThemes, saving you over \$200 annually
- Cost:**
  - \$1,995 for the first year, plus \$99/year for ThriveThemes

## INVESTMENT SUCCESS

With PrimalSites™, you'll have a polished, professional website tailored to your health coaching brand, ready to generate leads and grow your business—without the technical headaches.

# Who You'll Learn From

## PRIMAL HEALTH COACH INSTITUTE FACULTY



Mark Sisson

Mark Sisson is a bestselling health and fitness author and co-founder of PHCI, Primal Nutrition, and Primal Kitchen. He began sharing his vast nutrition science knowledge with the ancestral-health community by way of his award-winning blog *Mark's Daily Apple* and took home medals as a former world-class distance runner, triathlete, and Ironman competitor before retiring from competition and coaching hundreds of professional athletes.



Brad Kearns

Instrumental in developing both our flagship certification programs, Brad Kearns is a *New York Times* bestselling author, Guinness World Record setting professional Speedgolfer, #1 ranked USA age 55-59 high jumper, and former US national champion and #3 world-ranked professional triathlete.



Erin Power

Co-host of "Health Coach Radio," Erin Power is one of the leaders at the helm of developing curriculum for the Primal Health Coach Institute and supporting the coaching and business development efforts of our graduates.



Dr. Judith Boyce

Primal Health Coach Dr. Judith Boyce applies her 20-years experience as an integrative primary care physician to help PHCI graduates and students find their dream role at an established wellness practice.



Martha Tettenborn RD

Registered dietitian, Primal Health Coach, and stage 1 ovarian cancer survivor Martha Tettenborn is a cancer keto coach, sharing her deep knowledge of the low-carb keto diet and the medical and emotional aspects of cancer.



Lindsay Taylor PhD

Lindsay Taylor's psychology background drives her approach to coaching, which emphasizes mindset as a key factor in overall health and wellness. As the leader of the thriving Keto Reset and Primal Endurance communities, Lindsay's primary job is educating people about the whats, whys, and hows of leading a health-focused life.



Chloe Maleski

PHCI Manager of Coaching Development  
Chloe Maleski is a mental performance coach specializing in supporting professional, collegiate, and high school athletes with mental fortitude, cognitive performance, stress management, and mindfulness training.



Dr. William Davis

Dr. William Davis is a cardiologist and *New York Times* bestselling author passionate about helping patients heal their guts and prevent cardiovascular disease and other conditions by modifying their diets rather than turning to drugs.



Ashleigh VanHouten

Primal Health Coach, podcaster, and author  
Ashleigh VanHouten has developed a range of coaching programs and seminars for women aimed at improving physical strength, overall wellness, and a deeper understanding of our bodies.



Dr. Ken Berry

Dr. Ken Berry, a family physician since 2003 and bestselling author of *Lies My Doctor Told Me*, is a prominent health advocate with over 2 million YouTube subscribers. Known for his direct, no-nonsense approach, he's active in the keto community and dedicated to tackling obesity, type II diabetes, thyroid health, and hormone optimization.



Chris Irvin

Chris Irvin, a keto researcher and nutrition expert with over eight years of experience, holds a master's in nutrition and exercise science from the University of Tampa, where he researched keto's effects on college athletes. Author of the bestseller *Keto Answers* and current President of Product at BioCoach, Chris develops tech solutions to address chronic diseases like prediabetes and type 2 diabetes.



Jennifer Sweeney

Jennifer is a journalist, Certified Primal Health Coach, Functional Nutritional Therapy Practitioner, and chef with 15 years in health and wellness. She has worked in editorial at *Good Housekeeping*, contributed to *Cooking Light*, and had recipes featured in *Paleo Magazine* and on the *Today Show*. Her writing appears in *Health Digest*, *Tasting Table*, and *The Daily Meal*. She is Vice Chairman of Slow Food NYC and has served on the Farm-to-Consumer Foundation board.

**EMBARK ON YOUR COACHING CAREER!**

Step into your full potential as a health, fitness, and wellness professional with the skills and knowledge to change lives.

Contact an admissions representative at 844-307-7662 (or 305-394-6960 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 a Primal Health Coach Institute education affordable for you.

**Get started today. Call Now.**

**844-307-7662**