



How to Become a Health Coach

5 Steps to Embarking on a Career You'll Love

Contents

1	You Need a Health and Nutrition Education	3
	About the Education Offered by Primal Health Coach.....	4
	Our Team	5
2	You Need to Learn How to Coach.....	6
	Our Experience in Coaching.....	7
3	You Need a Professional Credential.....	8
	What a Professional Credential Offers You	9
	Our Founder Mark Sisson and the History of Primal Nutrition.....	10
	Our Graduates.....	11
4	You Need to Know How to Start and Run a Business.....	12
	Our Business Resource Center	13
5	You Need a Support Network.....	14
	Our Global Network of Coaches.....	15-16
	Make a Living Doing What You Love	17
	Embark on Your New Career	18

1

You Need a Health and Nutrition Education



OKAY, SO YOU HAVE A PASSION FOR HEALTH AND FITNESS AND YOU WANT TO SHARE THIS PASSION WITH OTHERS.

The very first step is finding a high-caliber program that offers the nutrition knowledge you need to successfully help clients achieve their wellness wishes.

There are so many health coaching programs to choose from, but some fall short of the most important element: a solid foundation in health and nutrition science. Sure, they may take you through the ABCs of health coaching, and may even offer some business building skills, but many programs fail to educate on nutrition, fitness, and lifestyle behaviors—the very subjects you will be coaching clients on! So, when shopping for a health coaching program, be sure to do due diligence and find out the degree to which they cover nutrition and health science.

FOUND ONE?

Now, take your investigation a little farther. How deep does the program go? Do they sprinkle in some knowledge about the many different types of nutrition protocols, with a little bit of veganism here, a little bit of Atkins there, and a dash of paleo? Or, do they deep dive into one particular methodology?

It's at this point that you'll want to start envisioning your future health coaching practice. What type of wellness practice are you most enthusiastic about? What are your food and fitness preferences? Do you want to coach clients toward a vegetarian diet or would you rather help clients on the paleo path? If you have an idea of what niche you'd like to cultivate, then we suggest picking a program that nurtures that particular field, so that you become an expert in the health coaching modality you most want to offer clients.





Unmatched Education in Ancestral Nutrition and Health Science

That's what the Primal Health Coach program provides. We don't water down our health education. We find that focusing on dozens of different types of diets gives you merely a superficial glimpse into each possibility, rather than an effective application you can use with clients. So we focus instead on transforming our clients' health through the science of evolutionary biology. We teach you what works based on millions of years of evolution and modern day research. Our health coaches stand apart from the gaggle, and transform more lives in the process. The Primal Health Coach Program covers ancestral health nutrition and fitness science in 14 comprehensive lessons.

YOU'LL LEARN TO:

- Reprogram genes to direct optimal cellular function based on food choices, workouts, sleeping habits, and other ancestral health-aligned lifestyle behaviors.
- Develop a lean, toned physique and lifelong functional fitness— without the risks associated with chronic exercise, and without the hassle and futility of calorie counting and portion control.
- Implement eating patterns that moderate insulin production and enable efficient burning of stored body fat.
- Eliminate consumption of grains, the centerpiece of the Standard American Diet, as well as other objectionable foods that promote weight gain and chronic health problems.
- Explain the truth behind heart disease and cholesterol, and how to quickly minimize or eliminate risk factors with simple, drug-free lifestyle modifications.
- Promote exercise for optimal health, effortless long-term weight management, and broad athletic competency with an intuitive blend of workouts.
- Mentor a pantry purge and a restocking with Primal Health Coach recommended foods, including how to implement winning strategies for shopping, meal planning, dining out, and snacking.
- Walk clients through the “best-to-worst” spectrum of choices for meat, fish, fowl, eggs, vegetables, fruits, nuts and seeds, fats and oils, moderation foods such as dairy, and sensible indulgences.
- Take the time to enjoy simple pleasures such as “slow food” over industrialized food; sensible instead of chronic exercise; and focused work habits instead of multitasking.
- Nurture live, interpersonal relationships over superficial social media friendships; enjoy calm, relaxing evenings instead of introducing excessive artificial light and digital stimulation; and leave plenty of time for play, sun exposure, rest, and relaxation.



The Primal Health Coach Program contains 49 videos, and 82 audio files, 145 text lessons, and 22 downloads, including webinars and supplemental eBooks on a range of topics, including maximizing fat burning, moderating insulin production, and taming inflammation. You'll have all the nutrition and fitness knowledge you need to customize and craft your health coaching business.

Our coursework is based on the best-selling books and articles of Mark Sisson, a noted researcher and leader of the paleo movement, and was developed under the expertise of a board of advisors. Our team of coaches and researchers stay up to date on the latest nutrition science, so you do too.

The Primal Health Coach team is here to support you every step of the way.



MARK SISSON
Co-Founder and Instructor



AARON FOX
Co-Founder and CEO



ERIN POWER
Coaching and Course Director



DR. KEN BERRY M.D
Board-certified physician, bestselling author, and health advocate



JUDITH BOYCE MD
Integrative Primary Care Physician and Certified Primal Health Coach



WILLIAM DAVIS, MD
Cardiologist, bestselling author, and course instructor



CHRIS IRVIN, MS
Nutrition researcher, bestselling author, and educator



BRAD KEARNS
Former Professional Endurance Athlete and Fitness Expert



JENNIFER SWEENIE
Certified Primal Health Coach and Functional Nutrition Therapy Practitioner



LINDSAY TAYLOR, PHD
Writer and Researcher



MARTHA TETTENBORN
Health Coach and Registered Dietitian



ASHLEIGH VANHOUTEN
Health Coach and Author

2

You Need to Learn How to Coach



ALL RIGHT. YOU KNOW YOUR STUFF.

You've acquired your nutrition and fitness education. The second step to becoming a health coach is learning how to coach. Because coaching is an art.

Health coaching isn't just regurgitating information. It's not about showing off your library of really cool health and fitness knowledge. Your clients have come to you not for facts and figures, but for practical and customizable nutrition, fitness, and lifestyle adjustments that they can start applying immediately. Your clients have come to you for inspiration and encouragement. Your clients have come to you to help them bust through self-imposed limitations and weight loss plateaus. And your clients have come to you for accountability.

Your clients are also extremely vulnerable. They probably carry with them many frustrations from disappointing past attempts to get their health on track. They may be trepidatious about the health coaching experience, working with you one-on-one, revealing their struggles, and even spending the money on a health coach. There's a lot of fragility within the client/coach relationship, and learning to navigate this complex connection is a learned skillset. For example, the words you use, the way you construct questions, the subtle cues you give off when interacting with clients can serve to strengthen the coach/client bond or weaken it. Learning by trial and error is part of the experience, but a professional health coaching program can accelerate the learning curve exponentially.

A good health coaching program will help you navigate working with different personality types, asking effective and transformative questions, overcoming clients' barriers to change, leveraging accountability, setting reachable goals, and celebrating client successes. Becoming a remarkable coach requires that you learn how to:

- Master communication
- Actively listen and reflect
- Ask powerful questions
- Practice authentic engagement online and in person
- Inspire and empower
- Cultivate accountability
- Impart up-to-date knowledge
- Help clients set and achieve reachable goals
- Graduate clients so they can govern their own health



Learn from the Best: Decades of Experience Coaching Clients Around the World

Coaching and Course Director Erin Power primes you for a lucrative health coaching career by helping you develop mastery over the art of coaching and sharpening your business acumen. Over the course of nine chapters presented in video, audio, and text formats, Erin shows you what it takes to confidently share your services with the world, book clients and keep a full roster, and set up your business so it runs smoothly and efficiently in the easiest and quickest way possible.

- You'll learn how to be an exceptional health coach, inspiring lasting change in your clients' lives. Our course includes peer-to-peer training so you can practice coaching and being coached by your fellow students. This collaborative experience will refine your skills and prepare you to motivate others effectively.
- To keep your business secure, Erin covers essential liability issues and teaches you how to tailor your language and services while staying within legal guidelines, empowering you to coach confidently.
- Erin guides you in crafting your unique business story, choosing a compelling name, and identifying your niche. By the time you graduate, you'll have developed your product and set up a payment system, laying a strong foundation for your coaching practice.
- Gain invaluable hands-on experience as you design your signature coaching program. You'll also come up with a 90-day marketing strategy and create a sales and enrollment script, ensuring you're ready to attract and retain clients.



In monthly webinars featuring a variety of topics, Erin continues coaching you through your health coaching career even after graduation. And we offer ongoing support in the Career Resource Center available only to Primal HealthCoach graduates. We have numerous articles on coaching foundations, exploring unique business opportunities, and leveraging sales. You can also continue learning from Erin in our Advanced Coaching Expert Certification Course and get further support in Launch Your Coaching Business.

If you're interested in adding ancestral health coaching to your health services, then come learn coaching from the best of the best!

3

You Need a Professional Credential



Perhaps you've been an avid fitness pro for decades. You might be a wealth of nutrition knowledge and know-how already. You may be fully capable of coaching a client to success without ever having completed an official health coaching program.

WE BELIEVE IN YOUR ABILITIES.

Unfortunately, your future clients will need a little more assurance. Going through a comprehensive health coach training is great, but without a professional credential, you're bound to flounder out there in the real world, despite how well you know your stuff. Credentials lend credibility, and your future clients are going to want the collateral of a credentialed health coach. Chances are, they've been through the ringer with different diet protocols and promises, and a professional certification will help ease any anxiety or potential resistance that comes up in the work you do together.

The health coaching craze has caught on, and it's the most rapidly growing of all the coaching fields. It's a great investment of your time and energy. But, you're not the only one with a passion for wellness. And you'll need a health coaching certification to help yourself stand out from other health experts and give your clients the extra confidence they need to invest in you. There's always something more to learn and always room for growth. A health coaching program will take your already awesome skill set and turn it into absolute expertise.

Clients can rest easier knowing they are in the hands of a credentialed expert committed to their field.

Some health coaches mix and match according to other services they wish to provide. For instance, many health and fitness, sports performance, and sports medicine professionals find the Primal Health Coach program to be a great fit for their current endeavors because it offers continuing NASM and ASCM education credits.

A Professional Credential

Gives you a competitive edge

Highlights your commitment to your profession

Raises the level of your professionalism

Speaks to your superior skillset

Enhances your reputation

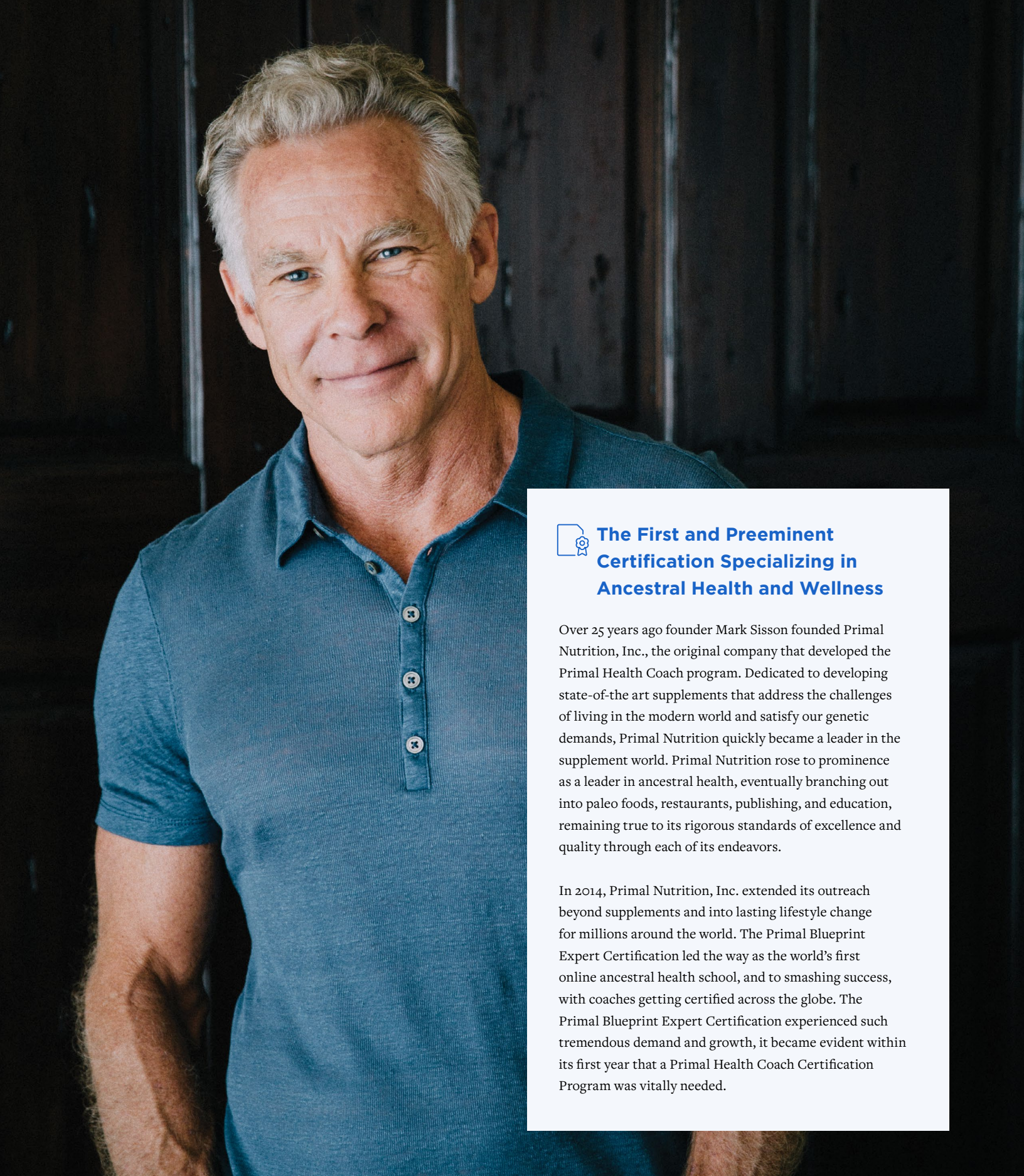
Improves your earning potential

Increases your job opportunities

Connects you with a strong network of colleagues A credential is a measure of your well-earned accomplishments. It legitimizes and formalizes what you do. It's what separates someone who has an interest in health and fitness from a professional who can be trusted to teach clients.

Because health coaching is a relatively new, albeit rapidly growing, occupation, there is currently no universally required accreditation or certification for health coaches. Instead several independent bodies have developed their own certifications standard. Some of the most popular health coaching programs alongside the Primal Health Coach program, such as the National Society of Health Coaches

(NSHC) and Duke Integrative Health Coach Program, offer certification credentials, but there is no one-size-fits-all accreditation, and knowing which one best suits your needs requires research and much reflection. Some programs require in-person attendance or college degrees, as well as a hefty up-front \$6000 fee, while other programs, such as the Primal Health Coach program, offer convenient online and self-paced coursework at a fraction of the cost. It's important you choose a credentialed health coaching program that aligns with your knowledge and passion and is respected with a proven track record of success.



The First and Preeminent Certification Specializing in Ancestral Health and Wellness

Over 25 years ago founder Mark Sisson founded Primal Nutrition, Inc., the original company that developed the Primal Health Coach program. Dedicated to developing state-of-the-art supplements that address the challenges of living in the modern world and satisfy our genetic demands, Primal Nutrition quickly became a leader in the supplement world. Primal Nutrition rose to prominence as a leader in ancestral health, eventually branching out into paleo foods, restaurants, publishing, and education, remaining true to its rigorous standards of excellence and quality through each of its endeavors.

In 2014, Primal Nutrition, Inc. extended its outreach beyond supplements and into lasting lifestyle change for millions around the world. The Primal Blueprint Expert Certification led the way as the world's first online ancestral health school, and to smashing success, with coaches getting certified across the globe. The Primal Blueprint Expert Certification experienced such tremendous demand and growth, it became evident within its first year that a Primal Health Coach Certification Program was vitally needed.



Since its inception in 2016, we've sent thousands of satisfied graduates into the health coaching industry to go on to enjoy thriving careers.

The urgency for primal expansion was clear, and in order to reach the most people possible we put out the call for ancestral health enthusiasts dedicated to transforming the health of the world. Since its inception in 2016, we've sent thousands of satisfied graduates into the health coaching industry to go on to enjoy thriving careers.

"The Primal Health Coach program provides a concise platform of knowledge that I pass on to my personal training clients and colleagues. It has given me the confidence to help people in ways beyond the fitness industry. Simply put, I am a more well-rounded trainer and health coach because of my experiences with Primal Health Coaching." — **JOSH HOLLAND**

"The Primal Health Coach program expanded my access to and credibility with people who embrace primal principles but may not have considered holistic medicine, enhancing my practice and extending my professional reach." — **DR. DANA LEIGH LYONS**

"Completing the Primal Health Coach program has proven to be an invaluable asset to my coaching practice. I'm so much more prepared to explain the benefits of a primal lifestyle to my clients and coach them as they take their health, fitness, and performance to a higher level than ever thought possible." — **JAMES ARTHUR**

The Primal Health Coach program is different from all other health coach programs because it's the first and preeminent ancestral health coaching certification program. If you are interested in coaching others to live a paleo/primal lifestyle then there is no other coaching program in existence that offers such comprehensive knowledge of ancestral health, and bolsters that foundation with coaching know-how and business skills and resources. We are continually updating our program based on the latest research in nutrition science and evolutionary biology so that we may cultivate the most professional and respected health coaches in the world.



4

You Need to Know How to Start and Run a Business



Passion, education, coaching knowledge, and a credential are all essential components to a successful health coaching career, but without the business acumen needed to grow your practice, you run the danger of going nowhere, and fast.

Getting any business, including one of such an entrepreneurial nature, up and running can be overwhelming with a long list of to dos.

YOU HAVE TO:

- Determine your niche
- Build your business
- Gain confidence sharing your personal wellness journey
- Brand your business
- Develop a consistent marketing strategy
- Create marketing tools
- Find clients and be found
- Build an online presence
- Develop a social media strategy
- Be consistent with putting yourself and your brand into the world
- Create coaching materials and customizable programs

- Construct questionnaires and handouts for clients
- Fulfill the necessary legal and insurance requirements
- Network with other healthcare professionals

Unfortunately, most other health coaching programs offer no business guidance after graduation. Sure, they give you the credential, but as far as offering support as to the practical affairs of running your business, you're typically on your own. It doesn't have to be that way. A quality health coaching program doesn't stop there but helps you get your business off the ground with material support and ongoing business training.

What if there was a coaching program with coaching materials already developed and ready for use? That offers support for crafting a business plan, for determining rates, for putting together a legal team and meeting insurance stipulations? That comes with a done-for-you 12-week program to start using with clients right away? So that your health coaching career can begin straight away and you can confidently build up your roster.

There is!

Handouts, Forms, Programming — All Done for You!

The Primal Health Coach program dedicates much of its curriculum to the topic of sales, both adjusting our attitude towards sales and effectively closing sales. From start to finish, securing clients and walking them through an effective wellness program to the finish line of their reachable health goals becomes easier than ever using the practical know-how and inspirational fodder covered in the Primal Health Coaching coursework.

Being a Primal Health Coach means being part of a community. We don't toss you a certificate and say good luck, but stick with you throughout your health coaching career. As a Primal Health Coach you have lifetime access to the ever-evolving Career Resource Center. The Career Resource Center includes AI-generated audio for relevant chapters and is organized into a few major sections:

- Developing a health coach mindset
- Building and growing your business
- Rates and programming
- Legal matters Forms, handouts, and marketing assets
- A ready-to-go 12-week coaching program
- A 21-day coaching challenge

These sections are comprised of selected readings from the Primal Health Coach blog, original material, select coursework that's worth revisiting, and a step-by-step 21-day and 12-week programs to use with your clients. You get guidance from a lawyer who specializes in helping health and wellness business owners in the areas of agreements and waivers, so you have peace of mind that you're operating safely and legally as a health coach. You graduate a credentialed health coach ready to start working with clients immediately using an easy-to-implement, customizable, and guaranteed-effective coaching practicum. You'll also find logos, handouts, forms, and other materials to help you kickstart your business into accelerated growth and success.

We grow with you, continually updating the business resources we provide our Primal Health Coach graduates so that you have all the tools and guidance you need to take your health coaching career as far as your personal finish line dictates.



5

You Need a Support Network



As a health coach you are a business owner. You are your own boss. You are an entrepreneur. You are no longer sitting behind a desk, checking off a list of tasks given to you by your superior, and then clocking out and going home at the end of a 8-9 (or more) hour day. Instead, you are the confident, dynamic CEO of your health coaching business, which means you need to be out there drumming up potentials. That includes networking with other health industry professionals.

In order to sustain a successful health coaching business you need contacts, a network, partners and people you can reach out to for help and direction. You can't do it alone, especially in the beginning when you're just getting started...and you don't have to. There are many other people embarking on a similar journey, and acting as a

soundboard for each other's endeavors and possible roadblocks is extremely helpful. It's also important to seek counsel from mentors who can help steer your health coaching path in as straight a line as possible. You need a support network. People who are rooting for you and who you can turn to when you need help. Think of your support system as an alumni network, an oft-neglected but essential component of the health coaching program you choose.

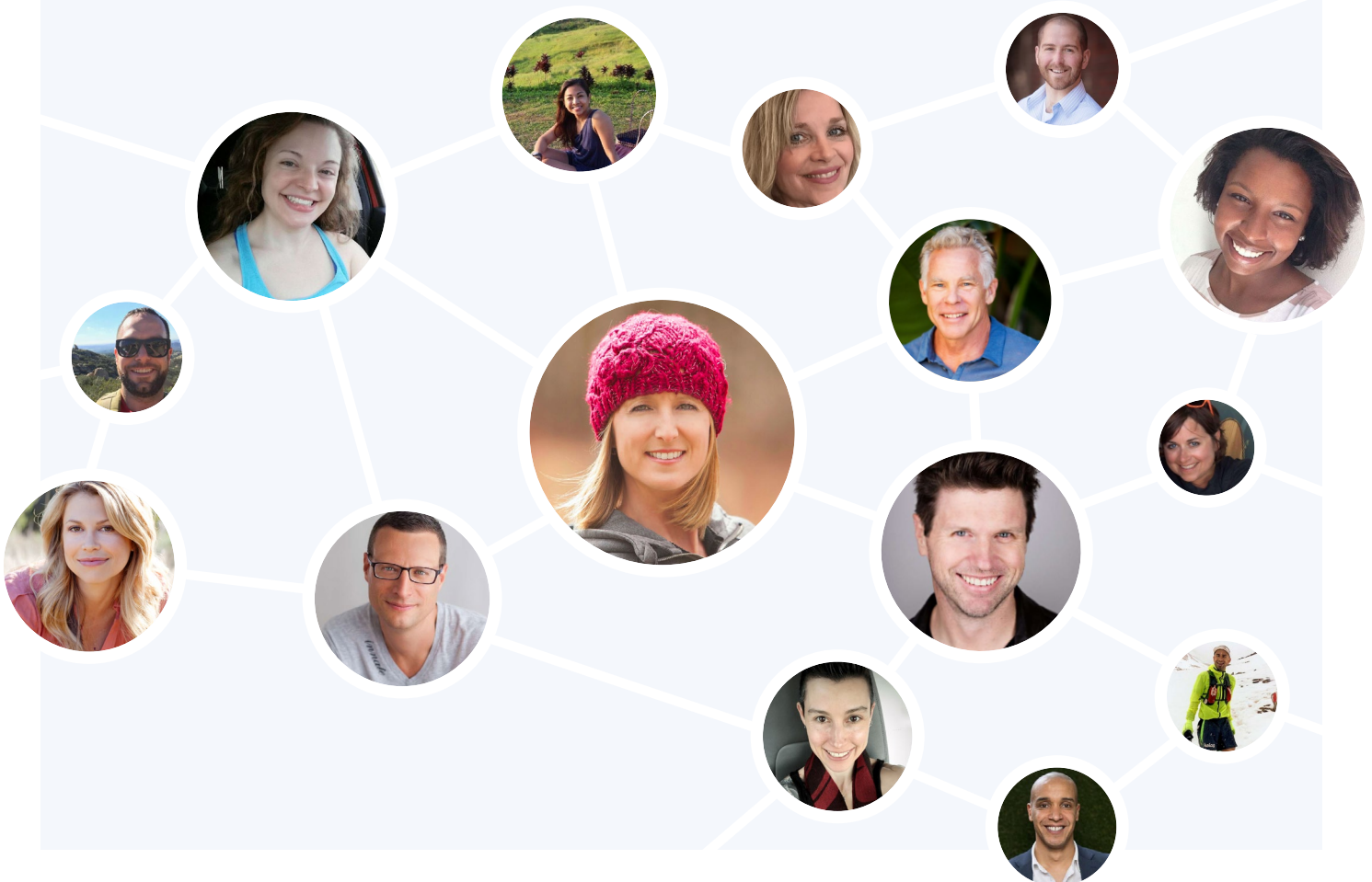


Join Our Global Network of Successful Coaches

The Primal Health Coach program offers continual support to our health coaches with monthly webinars hosted by Erin Power. In these online events, exclusive to students and graduates of the Primal Health Coach program, you can get your pressing questions answered in real time.

ERIN COVERS TOPICS SUCH AS:

- How to start a health coaching business after you graduate
- How to find your ideal client
- How to pitch yourself
- How to market yourself on social media
- How to structure your pricing
- How to set up accepting credit card payments
- How to use software for billing, scheduling, and tracking clients
- How to kickstart your career without any other credentials
- How to overcome fear of failure
- How to build a network of partners and co-creators
- How to connect on a personal level with clients
- How to keep clients engaged without overwhelming them
- How to keep clients happy
- How to handle clients that won't do the work
- How to work with client groups
- How to be a part-time coach with a full-time job
- How to change careers later in life
- How to run health coaching retreats
- How to build passive income





Join Our Global Network of Successful Coaches

In addition to monthly webinars, the Primal Health Coach support team is always available for questions, concerns, and guidance at any time during your studies. Dedicated student support representatives are accessible via email, phone, or live chat to ensure you are successful and on track with your educational and professional trajectory.

The Primal Health Coach program also features private Facebook groups for both students and graduates so you can easily connect with others on your journey. Find a study body, reach out for advice, be a mentor to others, share personal anecdotes of your journey, and collaborate with your peers for more income-generating opportunities!

Primal Health Coach and its associated business networks, such as the Primal Blueprint and Mark's Daily Apple, are the leading resources for the primal/paleo way of life, and offer a ready-made network of clients looking to pursue the primal path towards wellness. We make you part of the network as soon as you graduate by featuring you in the Primal Health Coach Profile Directory. You'll be listed alongside your peers and have the opportunity to specify your specialties, share a personal message to potential clients, and link up to your website and social media profiles as a way to help generate clients.

Your credential as a Primal Health Coach lends credibility and confidence to your health coaching business. But it goes a step further by aligning with the Primal Blueprint brand, a trusted and respected paleo-purpose driven forerunner with successful branches in everything from publishing, food products, restaurants, supplements, and education. As one of the first and preeminent paleo/primal brands we've laid the groundwork for you, establishing a reputation and outreach that's yours to benefit from as a Primal Health Coach.

Like we said before, we're a community. Our companies are continually expanding. We have Primal Kitchen® and the Primal Kitchen franchise of restaurants in addition to Primal Health Coach and the Primal Blueprint. And we regularly hire from our pool of grads. We also offer opportunities to be featured on the Primal Blueprint podcast listened to by tens of thousands of people every month, or to be featured as a guest blogger, granting you access to the Mark's Daily Apple audience of millions of monthly visitors. We want you to succeed, and as your health coaching school we will do everything we can to support you with complete health coach training—from nutrition science knowledge, to coaching know-how, to business building—with 24-hour support along the way and a prestigious certification upon completion.





“Everyone has been made for some particular work, and the desire for that work has been put in every heart.”

— RUMI

♥ Make a Living Doing What You Love

The 13th-century Sufi mystic Rumi was on to something. Life is short. Shouldn't you spend your precious time doing something you love and sharing your gifts with the world? Trust us: the world needs your particular skill set! When you align your passion for a particular type of work with your career pursuits, you no longer have just a job... you have a PURPOSE.

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 two 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 Erin Power 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.

INTEGRATIVE HEALTH COACHING MANUAL

This 90-page coaching manual goes beyond coaching basics and fine-tunes coaching strategies, from securing sales to helping clients set realistic and reachable goals. 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 A NEW PASSION-FILLED
AND PURPOSE-DRIVEN CAREER?**

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 program.

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.

Get started today. Call Now.

844-307-7662