

Welcome Packet

Primal Health Coach Certification Program

PRIMAL™
HEALTH COACH
INSTITUTE

Welcome to the team!

Believe it or not, I was right where you were now. I knew deep in my bones that things needed to shift. Life had taken me down many interesting paths, and when they converged I knew exactly what I needed to do—devote my life not just to my own wellness and athleticism, but to helping other people reach their pinnacles of health.

I founded Primal Health Coach Institute to support that mission with the goal of putting together a world-class team of Primal Health Coaches changing lives and health markers every day. As a part of this community, I'm confident you'll find fulfillment, financially and otherwise, working with clients to improve their lives from the inside out.

There are many opportunities waiting for you after graduation, whether you run your own business, join forces with a medical practice or wellness center, or become a digital nomad sharing your wisdom around the world. You don't need to know what that looks like yet. You just need to enjoy the journey, study hard, and become involved in our vibrant school. Please reach out whenever you need support or inspiration. Welcome to the team. We can't do this without you.





Mark Sisson

Co-founder Primal Health Coach Institute

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It's Unboxing Time

Congratulations! You now have access to everything you need to become an expert in health, a coach who makes an impact, and an entrepreneur who knows how to launch a business and keep it alive.

Let's unpack the goodies:

- **Access to the** Primal Health Coach Institute Learning Center
  Here's where you'll be spending most of your time learning the curriculum, elevating your coaching skills, and designing your dream health career.
- **A lifetime pass to the three pillar courses**
  Once you graduate, you don't need to worry about forgetting what you learned with lifetime access to our health, coaching, and business courses.
- **Orientation call with Student Success Manager, Brett Thomas**
  Brett will be your support system throughout the entire program, starting with this initial call to help orient you to the program and get clear on your goals. You can book your call here.
- **12 Primal ebooks and audiobooks**
  In addition to our comprehensive curriculum, we support you with additional educational material and resources to be enjoyed at your leisure. Access these bonus items in the "Educational Resources" chapter.
- **A private Facebook group for the team**
  You get 24-hour access to fellow students and staff through our invitation-only Facebook group.
- **Exclusive monthly webinars with Coaching Director Erin Power**
  Build on your learnings, get your questions answered in real time, and learn from your colleagues in our monthly webinars. Register to attend in the "Educational Resources" chapter.

But wait...there's more once you graduate:

- **Public profile listing in our "Find a Coach" directory**
  If you'd like, you will be featured in our international "Find a Coach" directory where prospective clients can search, find, and hire you.

- **Digital and physical graduation certificate**
  You've worked hard, and we want to celebrate you with digital and physical certificates to display proudly.

- **Use of licensed certification mark**
  Establish your credibility with a licensed certification mark that designates you as a renowned Primal Health Coach.

- **Completion kit, including branded T-shirt and other merch**
  We've got some celebration swag headed your way, so be sure to reach the finish line.

- **Access to the Primal Career Resource Center**
  Here's where you'll find everything you need to get your business up and running, including done-for-you materials and resources.

- **Business mentorship call with Chloe Maleski**
  Check in with Chloe to get clear on your next steps, so you can take your skills out into the world as quickly as possible.



Getting Started



1. Meet Brett.

He's your main point of contact from now through graduation. He's here to help at every step, whether you're having logistical or tech difficulties, struggling with the curriculum or time management, or need to run an idea by someone who has been where you are and is on the other side of that success.

First order of business is to schedule an orientation call with him. Click on this link to find a time that works with your schedule.

2. Sign on the dotted line.

Before doing anything else, sign the licensing agreement and, if you have a payment plan, the payment plan agreement.

- Check your inbox for the licensing agreement and follow the link to sign.
- Check your inbox for the payment plan agreement and follow the link to sign.

3. Accept our terms.

You're almost to the fun stuff. First, you must accept the privacy policy and terms and conditions. Click here to accept.

4. Join our Facebook group.

Click here to join your colleagues in our private Facebook group. Get to know your peers by saying hello and sharing something about yourself.

5. Explore the learning center.

You can sign in to the learning center here. Get acquainted now.

6. Start your studies.

Once inside the learning center, begin your studies in the Primal Health and Nutrition Course. Once you complete that course, you'll gain admittance to the Coaching Expert Education Course. And once that's complete, you'll be able to start on the Business Expert Certification Course. Complete all three and you will have earned Primal Health Coach Certification status.



Study and Test-taking Tips for Success

Whether you're diving back into academics after a break or balancing your studies with a full-time schedule, these tips will help you stay on track, absorb the material deeply, and approach your tests with confidence.

SET A STEADY PACE

Complete one chapter per week.

This is a standard pace that will allow you to complete your certification in about six months. Many students find this rhythm manageable and motivating.

- Want to move faster? Go for it! Some students complete the program in just a few months.
- Need more time? No problem. You have up to one full year to finish the program, so you can take the time you need. (Extensions are available for a fee upon request.)

Whatever your pace, consistency is key. Make weekly progress part of your routine to stay connected to the material and build momentum.

SMART STUDY HABITS

1. Create a designated study space.

Whether it's your kitchen table or a quiet corner of your favorite coffee shop, find a space where you can focus without distractions. Keep your materials organized and handy.

2. Schedule dedicated study time.

Treat your study sessions like important appointments. Put them on your calendar and protect that time from other obligations.



3. Use active learning strategies.

Don't just passively read—engage with the material:

- Take notes in your own words
- Quiz yourself as you go
- Summarize what you've learned out loud
- Teach key concepts to a friend or family member

4. Review regularly.

Repetition helps you retain information. Do a quick review of your notes every few days to reinforce what you've learned.

5. Don't cram—chunk it.

Break up study sessions into manageable blocks (30–60 minutes at a time). Short, focused sessions are much more effective than long, exhausting marathons.

TEST-TAKING TIPS

1. Read instructions carefully.

Take a deep breath and read each question fully before answering. Pay attention to key words like not, all, except, or best. These tend to make an answer too extreme to be correct.

2. Eliminate obvious wrong answers.

Use process of elimination to narrow down choices on multiple-choice questions. This boosts your odds if you're unsure.

3. Don't second-guess yourself.

Unless you're certain you misunderstood a question, your first instinct is often correct.

4. Flag and return.

If you're stuck on a question, don't let it derail you. Flag it and move on. Return once you've completed the others—you might find a clue in later questions.

5. Stay calm and positive.

You've prepared—trust yourself. Take a few deep breaths if you feel anxious and remind yourself of how far you've come.

REMEMBER WHY YOU STARTED

This program is more than a certification—it's the foundation of your career in health coaching. Celebrate small wins, be kind to yourself through the process, and reach out for support when you need it. You're not alone in this journey.

You've got this!



Become a Confident, In-demand Health Coach

By the time you complete this program, you'll be more than certified. You'll be prepared.

You'll know how to coach real clients with empathy, skill, and confidence. You'll be trained in behavior change techniques, holistic nutrition, primal health principles, and the coaching strategies that truly drive results. You'll also have the business and marketing know-how to put those skills into action—whether you dream of launching a private practice or joining a wellness-focused organization.

WHERE CAN YOU WORK AFTER GRADUATION?

Private practice

Set your own schedule, work from anywhere, and build a coaching business around your values. You'll have the tools to attract and serve clients who align with your mission.

Corporate wellness and healthcare

Companies, clinics, and wellness centers are increasingly hiring health coaches to support their employees and patients in building sustainable health habits.

Coaching platforms

Work for a coaching app or digital health company that's scaling virtual coaching services. Many of our graduates are now employed in these fast-growing sectors.

Fitness and nutrition businesses

Combine your certification with another skill set—like functional training or gut health—and create a unique niche for yourself.

Speaking, writing, and education

Some coaches go on to write books, host podcasts, lead group programs, or teach. Your knowledge can travel far.

REAL GRADUATES. REAL SUCCESS.

Our alumni have launched thriving practices, landed competitive health coaching jobs, and transformed their personal lives along the way. Success doesn't look the same for everyone—but that's the beauty of it. This program is designed to help you define and create your version of success.

"The best decision I ever made! This course went above and beyond what I had hoped for. The information and coursework was presented well and easy to understand (even complex topics) and the brand building component goes very in depth to set you up for success. The Primal Health Coach Certification Program gave me the knowledge and confidence I needed to create the business I envisioned. So much so that I signed my first client the day after I graduated!"



Kaitlyn Malthaner

CERTIFIED PRIMAL HEALTH COACH

"I found the curriculum awesome, and easy to do. I did it while I was working full-time and parenting two kids. I was ready to literally launch my business day one after receiving my completion certificate. I now run a thriving six-figure practice."



Sarah Hotchkiss

CERTIFIED PRIMAL HEALTH COACH

"If it wasn't for Primal Health Coach Institute and all of the mentors and all of the webinars and the community, I don't think I ever would have made it... I now have a full roster of clients and a waiting list."



Marisa Moon

CERTIFIED PRIMAL HEALTH COACH

YOU'VE ALREADY TAKEN THE FIRST STEP

You've said yes to something powerful—and now it's time to follow through. With each chapter yoau complete, you're building a future where your passion becomes your profession, and your knowledge becomes someone else's breakthrough.

Stick with it. Lean in. Your future clients are waiting for you—and they're going to be so grateful you said yes to this path.



FAQs

Is there a physical copy or a printable version of proof of certification?

When you graduate, you will be issued both a physical certificate by mail and a digital certificate which you can post to your website and share online.

Is there a physical copy or a printable version of the course material?

The course material for Primal Health Coach Institute's certification program is not offered in physical or printable form, although we do have downloadable resources.

I understand there's a deadline to complete the course.

You have one year to complete the course. There are extensions available if needed.

Once I graduate, how do I keep my certification status in good standing?

Recertification is required every two years for $99. You will be emailed with reminders and instructions as you approach the two-year mark.

You're ready, and you're not alone

You're not just earning a certification. You're stepping into a new chapter of your life—one with purpose, impact, and endless possibility.

And we're with you for the entire journey.

NEED HELP OR HAVE QUESTIONS?

Whether you're stuck on a lesson, unsure about the next step, or just want to talk through your options, we're here for you.

Email: help@primalhealthcoach.com
Phone: 844-307-7662

You can also connect with your fellow students and grads in our **private community group**—a space to share wins, ask questions, and stay inspired.

LET'S GET STARTED

The first step? Open your **course dashboard.** Start with Chapter 1.

You're on your way—and we're cheering you on every step.

Welcome to the Primal Health Coach community. Let's make this journey unforgettable.