



**Fitness Coach**  
Certification

# Curriculum Guidebook

---

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

# Fitness Coach Overview

---

Discover how an ancestral exercise and fitness education nurtures health, energizes the body, mind, and soul, and increases life and healthspan by promoting fitness versatility and protection against avoidable injury, illness, and burnout.

*Let's create fitter, stronger human beings.*

Our mission is to create a global network of Fitness Coaches to transform the physical culture of our communities into ones of optimal wellness and happiness.



## Message from the Founder

---

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

That's where you come in. As a Fitness Coach, you'll transform lives through the scientifically validated exercise and lifestyle principles of the primal fitness movement. I've devoted my life to health and fitness, and throughout my time as a professional endurance athlete (and as a recovering endurance athlete!) I've experimented with many different fitness philosophies and programs. My research led me to primal fitness, 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 primal fitness, 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 and fitness professionals to help me spread the knowledge so we can reset those alarming statistics. Longevity is within everyone's grasp, so let's help people improve the quality of their lives, lengthen their lifespans, and relish in the happiness that comes with healthy living.

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



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

Founder of the Primal Health Coach Institute



# The Fitness Coach Course Components

---

The course includes lifetime access to 23 comprehensive chapters based on ancestral fitness and exercise, the art and science of coaching, and the business of coaching.

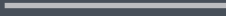
The first portion of the course focuses on primal fitness. You will graduate with a deep understanding of how to incorporate more movement into everyday life and why it matters, how to improve posture, breathing and flexibility, how to train effectively while avoiding injury and burnout, and so much more. Each chapter has a brief video overview from Mark Sisson, the written course material, video supplements, and an examination consisting of multiple choice and true/false questions.

We include a chapter that guides you toward putting together primal fitness programming for every client that crosses your path—from the exercise beginner seeking strength and resilience...to the experienced athlete or gym rat looking to add recovery and longevity into their training plan...to everyone in between.

Next, you'll move into the Coaching Pillar of the course and explore the art and science of coaching with corresponding practicums to apply the skills you are learning. 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 fitness goals.

Next up is the Business Pillar of the course. Each chapter has a relevant Business Development Project to help you achieve a clear focus on how you'll shape your coaching practice and prepare to launch your business upon graduating. 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 coaching business of your dreams.

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



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

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



## Getting Started

Your student dashboard includes the three components of the Fitness Coach Program:

- **Fitness Pillar**
- **Coaching Pillar**
- **Business Pillar**

You'll start with the Fitness Pillar. Inside the course, you'll see a welcome screen featuring a table of contents with 14 chapters to be completed in numerical order. However, only Chapter 1 and the preceding introductory lessons are accessible during your first week as a student. One chapter a week is available every week thereafter. Chapters consist of a variety of media including video, audio supplements, and text material. You can proceed with your reading, viewing, listening, and test taking at your own pace, logging into and out of the course at any time. Once you've completed the fitness component of the course, you'll turn your studies to the Coaching and Business Pillars.

## Passing the Exams

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

## Guided Tasks, Practicums & Projects

Every coaching and business development chapter is paired with a Coaching Practicum or Business Development Project to help you further develop your coaching competency and give you a headstart in the launch of your business. These exercises can be done at your own pace and help prepare you to be a successful coach once you're certified.

# Additional Multimedia Educational Materials

---

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

## Audio Books

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

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

## Digital Books

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

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

You can download these files onto any device or access them any time in your online portal.



# What You'll Learn

---

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

## FITNESS PILLAR

### Chapter 1: Fitness for Health

The more extreme one's fitness pursuits are, the more likely they are to compromise health. There is a better path available to fitness enthusiasts. Primal fitness is anchored in 10 lifestyle behaviors that collectively represent everything we need to do to send our genes the right signals for optimal health and fitness. In this chapter, you'll learn all about:

- The 10 laws of the Primal Blueprint.
- The difference between general health and physical fitness, and how they work together.
- Two popular exercise modalities that greatly increase the risk of overstress, overreaching, and burnout. And how to recalibrate and do them right.
- How and why to integrate play into a well-rounded fitness program.
- The training and lifestyle decisions that promote aging gracefully—free from the pain, suffering, and disease patterns that are commonplace in today's elderly population.

### Chapter 2: Everyday Movement

There is compelling evidence that increasing all forms of general everyday movement is more important than adhering to a devoted fitness program for overall health, disease prevention, and longevity. We'll turn you into a "movement enthusiast" who strives to increase all forms of general everyday movement. This chapter dives into:

- The benefits of increasing everyday movement and how it protects against the effects of sedentary living.
- The health benefits of walking and ways to increase walking.
- How to integrate formal movement practices such as yoga, Pilates, or tai chi.
- Plus other creative ways to increase your daily movement quota.

## Chapter 3: Human Posture and Movement Fundamentals

One of the most important and valuable services a fitness professional can provide is to help clients establish a healthy foundation of functional fitness by teaching them about optimal form, function, and technique for all manner of human movement. This chapter will take you back to the basics to:

- Learn the fundamentals of all manner of human posture and movement.
- Deliver a comprehensive education on the correct positioning and functionality of the spine as the central element of all correct movement techniques.
- Establish impeccable spinal mechanics when standing, sitting, lying, bending, and extending.
- Create a dynamic and safe work environment with sitting, standing, and low workstations.
- Improve health and fitness by engaging in a variety of ancestral resting positions.

## Chapter 4: Breathing

This chapter provides a basic understanding of the fundamentals of optimal human respiration, particularly the benefits of breathing preferentially (or solely) through your nose and making full use of the diaphragm. You'll also learn advanced breathing drills and skills to boost athletic performance. Here we explore:

- The importance of nasal diaphragmatic breathing, both during everyday life and during fitness endeavors.
- How to track progress with breathing tests.
- Exercises to increase breathing competency, including nasal breathing, nose breathing during sleep and exercise, and box breathing.
- Advanced breathing techniques that can enhance performance.





## Chapter 5: Stretching, Mobility, Flexibility, Balance, and Injury Prevention

In this chapter, we delve into the often controversial and confusing topic of stretching. This section of the course will also give you a comprehensive overview and practical instruction in special exercises to improve general balance and mobility. To ensure that you can successfully integrate complementary skill development into your fitness regimen, you'll learn how to custom design a morning movement routine emphasizing mobility, flexibility, and balance. Join us as we:

- Discuss the rationale, benefits, and contraindications of stretching.
- Perform dynamic and static stretching.
- Assess, engage, stretch, and strengthen the hip flexors.
- Develop a morning flexibility/mobility/balance/strengthening routine.
- Improve balance and proprioception with balance drills and BOSU exercises.
- Rethink therapeutic recovery with proven-effective fascia conditioning drills.
- Conduct functional movement assessments and teach corrective exercises.

## Chapter 6: Cardiovascular Fitness and Endurance Training

This chapter details the optimal approach to endurance training and cardio exercise in general—which is much more complex and nuanced than simply working hard and logging maximum training hours. Humans are adapted to perform occasional magnificent endurance feats along with extensive walking and other low-level everyday movement. You'll learn:

- The energy systems used at various exercise intensities.
- How to use heart rate to determine if your workouts are aerobic or not.
- How to monitor your heart rate during cardiovascular exercise.
- The best way to track improvement (or regression) in aerobic function.
- Why overly stressful, steady-state cardio patterns should be avoided. And what to do instead.
- The preferred varied and challenging workouts.
- How cardio can contribute to fat-loss frustration.

## Chapter 7: Benefits, Principles, and Strategies for High-intensity Exercise

High-intensity exercise, when conducted correctly, delivers a host of hormonal, structural, organ reserve, psychological resilience, and longevity benefits. Brief, explosive exercise stimulates a desirable fight-or-flight response, including a flood of adaptive hormones into the bloodstream. The body grows stronger and more resilient over time and profound anti-aging benefits accrue. Learn:

- How to maintain an optimal level of functional muscle mass throughout life.
- How to build grip strength, leg strength, upper body strength, and general mobility with high-intensity exercise.
- The importance of sufficient recovery between sessions and between hard efforts during the course of a workout.
- Resistance training concepts and fundamentals.
- How to perform microworkouts, along with our favorite routines.

## Chapter 8: Resistance Exercise: Deadlift and Squat

The deadlift and the squat are widely regarded as the most functional and important resistance exercises. They are full-body functional movements that have direct application to all manner of athletic and everyday movements—which is why we dedicate an entire chapter to these two moves. Together, we'll discuss:

- The fitness and health benefits of performing deadlifts and squats.
- Similarities and differences of the deadlift and the squat.
- Squat and deadlift warmup and technique essentials.
- The three main categories of deadlifts and how to do them correctly.
- Squat variations and techniques.

## Chapter 9: Resistance Exercise — Free Weight, Bodyweight, Machine, and Kettlebell Exercises

Many fitness enthusiasts are intimidated by the world of free weights and machines. Weights offer an assortment of functional fitness benefits that simply cannot be gained when performing other exercises. Fitness enthusiasts of all ability levels and divergent interests deserve to give weighted exercises a shot. In this chapter, we cover:

- Free weight exercises: Olympic lifts, hip thrusts, lunges, sled pushes and pulls, and more.
- Upper body exercises: Variations of pullups and pushups, burpees, dips, and plank.
- Lower body exercises: Step-up variations and Nordic hamstring curl.
- Upper body pushing: Barbell bench press, incline press, and shoulder press.
- Upper body pulling: Rowing, barbell row, chest supported dumbbell row, and bicep curl.
- Upper body machine exercises: Seated row, chest press, pulldown, tricep pushdown, and more.
- Lower body machine exercises: Leg press, Smith machine, hack squat, leg extension, and hamstring curl.
- Kettlebell exercises: Swings, clean and press, snatch, squat jumps, Turkish getups, and more.

## Chapter 10: Sprinting and Jumping

Brief, explosive all-out sprints are the single best activity to reduce fat, achieve fitness breakthroughs, flood the bloodstream with anti-aging hormones, and boost neuron function in the brain. And jumping ranks right up there with sprinting for incredible fitness adaptations, hormonal and metabolic benefits, and genetic renewal signaling. In this chapter, you'll learn to sprint and jump right. Join us for:

- The physiological benefits of sprinting and jumping (there are many!).
- Sprinting basics: optimal duration, number of repetitions, and recovery intervals.

- An effective sprint protocol—from varying warmups to technique drills all the way through the sprint and to recovery.
- A detailed explanation of sprinting technique (on your feet and on a bike).
- Our favorite sprint workouts.
- The science behind explosive jumping.
- Suggested jumping workouts and how to perform them safely.



## Chapter 11: Mindset and Peak Performance

We move from the physical to the mental and explore how attitude and beliefs can influence performance. The compelling nature of the exercise high can lead serious enthusiasts to overstress themselves. A keen understanding of the nature of the exercise high can help improve perspective and decision-making for devoted fitness enthusiasts. In this chapter, we cultivate this understanding by:

- Examining the endorphin response and how a positive addiction to exercise can lead to injury and burnout.
- The Central Governor Theory and the role the brain plays in athletic peak performance, recovery, and overtraining.
- The Central Cooling System and how your brain strives to maintain a safe body temperature during exercise.
- A kinder, gentler approach to peak performance — the secret strategies of elite athletes.

## Chapter 12: Overreaching, Overtraining, and Burnout

The wide-ranging benefits of an active, energetic, fit lifestyle can easily become compromised by an overly stressful approach. In this chapter, you'll gain a complete understanding of the symptoms and imbalances associated with overreaching and full-blown overtraining. Also included is a comprehensive healing strategy to help your clients return to action quickly and mitigate the dangers of long-term damage. You'll learn about:

- The HPA axis and its role in the fight-or-flight response.
- The importance of monitoring the symptoms of overreaching.
- Overtraining and burnout: how to avoid it, how to spot it, and how to heal from it.



## Chapter 13: Rest, Recovery, Down Time, and Sleep

Sleep is the top priority for fitness progress and health. Insufficient sleep compromises fat burning and disturbs appetite and satiety hormones. Sleep affects mood, concentration, memory retention, and productivity, and lack of sleep can lead to health conditions like hypertension, increased stress hormone levels, irregular heartbeat, a compromised immune system, obesity, sexual dysfunction, premature aging, certain cancers, and heart disease. In this chapter, we're optimizing sleep habits by:

- Getting your circadian rhythm back on track.
- Providing techniques for improving sleep habits.
- Including tips for enhancing your sleep environment.
- Conducting a recovery-based workout.
- Resting and disconnecting throughout the day.
- Using heart rate variability to track stress and health.

## Chapter 14: Fitness Programming

Here's where you'll take everything you've learned up to this moment and begin stepping into your confidence as a coach by putting clients through progressive and intelligent primal fitness programming. This chapter leads you through:

- Encouraging your clients to take on essential everyday movements, like practicing diaphragmatic breathing, sitting and standing properly, and moving around at a slow pace.
- Nurturing your clients' understanding of the gift of unstructured exercise, like microworkouts and spontaneous stretch sessions (how to do them and why they're just as important as structured workouts).
- Taking a sensible and supportive approach to strength training for exercisers of all skill levels—from the novice to the elite—with access to a variety of strength training equipment, including bodyweight and barbells, kettlebells and mini bands, and more.
- Executing effective warmups to prepare the muscles, joints, and connective tissue for the work at hand—and checking in with your nervous system.
- Conducting occasional all-out efforts like sprint workouts, jumping workouts, and other athletic, explosive, high-intensity workouts that are meant to be done about once every 7 to 10 days.
- Effectively scheduling active recovery and complete rest days into your clients' training plans. We also offer tips on getting them on board to take crucial days off from hard efforts.
- Understanding the role of the coaching conversation in the fitness coach/client relationship. Gone are the days of simple rep counting. As a Fitness Coach, you'll want to check in often with your clients' goals, motivations, successes, struggles, and feelings. You'll need to be nimble in picking up the signals when it's time to pivot the training focus to meet clients' ever-changing state of being.
- Building a personalized primal fitness protocol for every different kind of client on your roster.



## COACHING PILLAR

### Chapter 15: Scope of Practice

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

- Defining your value as a fitness coach: what you can say and do.
- How to operate as a fitness coach without giving individualized nutrition advice.
- What type of language and tactics are considered generally within scope for fitness coaches, regardless of regional regulations.
- Education and resources to help you understand the specific and oft-changing regulations in your region of the world.
- The importance of collaborating with a lawyer to ensure you are on the right track for the regulations in your region.
- Exercising caution with lab test recommendations in moderate and highly restrictive regions.
- BONUS: Scope of Practice Worksheet to help lead you through understanding what is in scope and out of scope as a practicing fitness coach in your particular region.

## Chapter 16: Coaching Foundations

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

- Why transformational fitness coaches must master motivational interviewing, positive psychology, active listening, and goal setting.
- Rethinking your leadership role so you are leading beside the client, in partnership, and not in front.
- The specifics of the Fitness Coach model and how to deliver ancestral health education to your clients.
- Uncovering the unique attributes that you will bring to your coaching practice.
- The practice of ethics, professional conduct, and integrity in the quickly growing coaching industry.
- The difference between “illness” and “wellness,” and the fitness coach’s crucial role in moving clients along this continuum.

## Chapter 17: The Art & Science of Fitness Coaching

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

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



## Chapter 18: Advanced Coaching Layers

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

In this chapter, you'll meet Christine Hassler who will show you how to:

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



# BUSINESS PILLAR

## Chapter 19: What Problem Do You Solve for Whom?

Stake your claim, declare your speciality, and boldly decide what problem you will solve and for whom. In this chapter, you'll explore your journey to fitness coaching and learn how to link your unique story to the coaching practice you are creating. You'll also get clear on the type of clients you want to work with, which is key to building an authentic coaching business. In this stepwise approach, you'll:

- Dig into the spiritual, emotional, and physical changes you went through during your transformation and use this as fodder to write your story.
- Determine your niche and identify the specific audience you want to reach based on your experiences, passions, and skills so you can achieve significantly better results with clients.
- Write your unique value proposition—a succinct sentence that shares how you are qualified to solve the problem of your ideal client.
- Write your sales page—a one page PDF or online landing page that identifies what problem you solve, who you help, and who you are, in that order!



## Chapter 20: Create the Product That Solves the Problem

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

- Brainstorming your product and delving deeper into what your signature program might be.
- Figuring out your pricing. Perhaps you'll charge hourly or use a flat rate for a fitness coaching package.
- Picking a name. Now that you've written your story, determined your niche, and created your unique value proposition, you'll likely have a few ideas of what to call yourself.
- Walking through the process of actually working with you—as if you were the client. The process should be seamless. If not...back to the drawing board!
- Buying a web domain, building a website, and hooking up an email address.
- Finding the best payment system for your needs and checking out some of our top picks.

## Chapter 21: Marketing

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

Your marketing strategy will attract the clients who need your help. But none of us is a born marketing manager and not knowing where to start is the #1 hurdle aspiring entrepreneurs face. This chapter was specifically designed to teach you the essentials of marketing and business development so you feel confident going to business. This chapter covers:

- The Sales Funnel: What is it, why is it important for a small business owner, and how does it work?
- Inbound Marketing: Driving traffic to your website.
- Converting traffic to leads via an effective opt-in and a valuable lead magnet.
- Nurturing leads with a simple, automated email marketing campaign.
- How effective marketing communications do half the work for you, where enrollment is concerned.
- The most consistently asked questions we receive from our students and grads.
- How to create your first content calendar and pieces of content to begin sharing across your marketing platforms.
- PLUS: Tutorials to help you build your website, set up your email sequence, and more.

## Chapter 22: Liability and Protecting Yourself

Here you'll learn about writing disclaimers and client agreements, as well as the benefits of having liability insurance and working with someone who understands the laws in your region. This chapter covers:

- Why liability is important and how to stay protected.
- Publishing your terms, conditions, and waiver.
- How to write a client agreement—and then writing one!
- The ins and outs of website privacy policies and HIPAA regulations.
- The pros and cons of different types of business entities, including sole proprietorships, LLCs, and S Corps.

## Chapter 23: Discovery, Sales, Enrollment, and On-boarding

Now that you know primal fitness, who you help, and how you help them—and now that you have coaching confidence under your belt—it's time to sign on some clients. This chapter covers:

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

## Coaching Practicum Assignments

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



### **Coaching Practicum #1: Reframing Imposter Syndrome**

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

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

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

### **Coaching Practicum #3: Case Studies**

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

## Business Development Projects

It's time to get tactical. Our Business Development Projects build on our Business Pillar lessons. It's getting real! At this point, nothing is stopping you from launching your coaching practice *immediately*.



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

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

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

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

### **Business Development Project #3: Create a Framework for Enrollment**

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

Additionally, once you're a certified Fitness Coach you can:

### **Be Listed in Our Find a Coach Directory**

Being listed in the directory is a great way to attract new clients. Upon graduating the program and at your request we will publish your name, email contact, city, headshot, and optional text field comments on our Find a Coach directory at [PrimalHealthCoach.com](http://PrimalHealthCoach.com).

### **Get Wholesale Discounts on Primal Products**

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

### **Access Our Exclusive Business Resource Center**

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

### **Be Accredited and Affiliated**

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

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

### **PrimalBridge™ Employment Accelerator Access**

Graduates receive exclusive access to PrimalBridge™, our employment accelerator designed to help certified health coaches turn their credentials into real-world opportunities.



# Embark on Your Fitness Coaching Career!

---

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

## **Ancestral Health Education**

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

## **Get Coached by Master Coaches**

Our expert coaches walk 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.

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



# Ready for an Adventuresome Career as a Fitness Coach?

---

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 the Fitness Coach education affordable for you.

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

**Call Now 844-307-7662**

**PRIMAL<sup>TM</sup>**  
**HEALTH COACH**  
**I N S T I T U T E**