



Institute of Nutritional Endocrinology

Design Your Own Health Coaching Program

Assessment

- Health History – The Health History is available under Module 5 for guidelines.
- Lab Testing
- Other

Coaching

- Connect with who they are and what they envision for themselves once they solve their health challenges.
- Explain your system and views on the role of habits and nutrition on their overall state of health and well-being.
- Give them hope and something to look forward to.
- Guide them through the lifestyle changes at a pace they can follow.
- Follow-up regularly.
- Use the tracking sheets in module 5 as a guideline for creating your own.
- Offer support, guidance and accountability.

Training

- How to track symptoms, habits, diet, pH and glucose
- What to eat and what to avoid
- How to transition to whole fresh foods
- How to make delicious healthy meals
- How to go gluten free
- How to exercise for optimal balance
- How to manage stress and optimize sleep
- How to assess their progress

Coaching Program Components

- Initial assessment
- Follow up sessions
- Training sessions or written materials
- Tracking forms
- Menus
- Recipes
- Progress evaluations
- E-mail questions
- Extras

Decisions

- Duration of coaching program
- Number of sessions
- Length of each session
- In-person or on the phone
- Individual or small group
- Extra materials
- SOS access
- Other

Process

These are the building blocks of your program. What steps will you take your client through? Ideally each step is clear and reflects a benefit your client wants.

Example

- **Step 1:** Discover what's getting in your way so you can get what you want
- **Step 2:** Create a vision that inspires you to make the right choices
- **Step 3:** Eat energizing foods and enjoy what you eat
- **Step 4:** Design a short burst fitness routine that melts away fat
- **Step 5:** Deepen your sleep so you wake up refreshed (and burn fat while you sleep)
- **Step 6:** Time your meals, exercise and sleep to optimize fat burning
- **Step 7:** Conquer stress and think clearly in just minutes a day

Coaching Program Design Template

Title of Program:
Problem Solved:
Target Audience (Niche):
Benefits and Results:
Format of Delivery (one on one, small group, phone or in-person):
Time Frame of Delivery:
Sessions, Length, How Delivered:

Additional Elements (recordings, recipe guides, menu plans, charts, documents):

Process:

Pricing:

Notes:

Action Steps to Complete Your Program Design and By When: