

Turn Your Passion for Health Into Professional Success !



Marc David
Founder



INSTITUTE FOR THE
PSYCHOLOGY
of **EATING**



Emily Rosen
CEO

Hello again! Marc David here, best-selling author and Founder for the Institute for the Psychology of Eating.

I so appreciate your time, energy, attention, and your interest in our work.

I'm so excited because in this final installment of the series, I'm going to share with you how you can get involved in an **exciting new movement** that's catalyzing real results and breakthroughs for millions of people who live in suffering when it comes to food, body, weight, and just about any unwanted eating concern.

In the first 3 books, I outlined how the world is in the grips of a **silent epidemic of food and eating challenges**. Traditional approaches such as extreme diets, calorie counting, miracle supplements, intense exercise, and exerting our willpower haven't made a dent in the problem.

And while treatments exist for the small percentage of people who have full-blown clinical eating disorders, to date there really hasn't been an approach that helps guide and coach all the rest of us who struggle with a host of eating-related challenges.

It's time for a breakthrough. It's time for an eating psychology that works.

It's time for all of us to be free from an unhappy relationship with food that drains our life energy. At the Institute, our approach to eating challenges is honest, effective and sustainable - and not based on blame and shame, but based instead on bringing out the **greatest potential** in each of us.



As a long-time practitioner of clinical nutrition and eating psychology, I've worked for over 30 years to create and refine a transformative approach that works. I realized early on that I could make the biggest difference by training other professionals so that this work could reach more people.

And that's why I created our ***Mind Body Eating Coach Certification Training***.

This one-of-a-kind professional Training is a blend of eating psychology, functional and holistic nutrition, mind-body science, coaching skills, body centered practices, cultural studies, transformational disciplines, educational tools, business development, and time-tested protocols and practical techniques that provide a powerful foundation for lifelong professional success.

Our curriculum covers the most important and commonly seen eating concerns of our times: *weight, body image, overeating, binge eating, emotional eating, endless dieting, fatigue, poor digestion, low mood, immunity and more*. You'll learn highly specific maps, tools, protocols and strategies that directly address these concerns in a **results-driven way**.



You'll also hear extensive and powerful case studies that will help you understand how to work with men, women, different age groups, challenging clients, stuck clients, different nutritional systems, and much, much more.

Our approach is grounded in some of the best insights that science and psychology have to offer. And it addresses all of who we are as eaters - body, mind, heart and soul.

Some of the benefits of the Training that you'll come away with include:

- A great new career serving others in a deeply meaningful way
- A comprehensive set of skills, maps, tools and protocols that work.
- A competitive edge in the market with skills clients are hungry for
- An excellent long-term path where you can get in early on a field that's beginning to explode, with a market that's worldwide
- The support of a vibrant community - you'll be part of a great tribe of thought leaders and people who truly care about making a difference
- The confidence to work with a variety of people AND dietary approaches
- A solid return on your investment - the certification you'll receive means you'll be trained in an approach that people are excited about and will pay for, allowing you to earn your investment right back



The Training also includes **2 Bonus Modules** - one on the *Fundamentals of Nutrition* and the other on the *Fundamentals of Business Development* - which we offer at no extra cost.

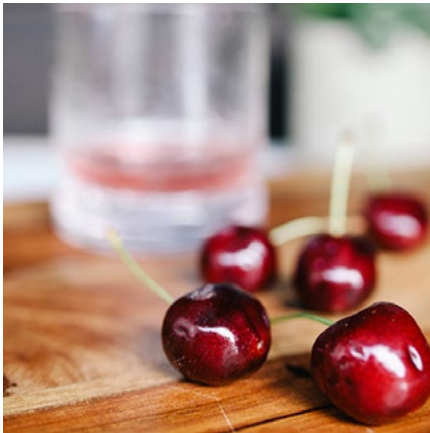
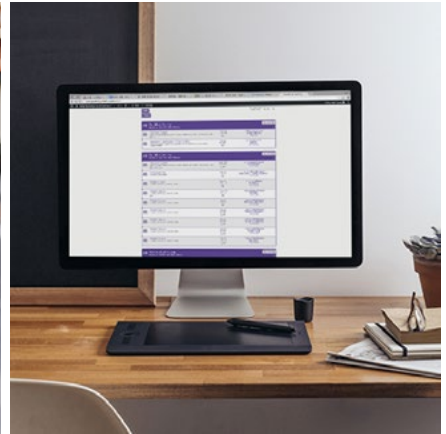
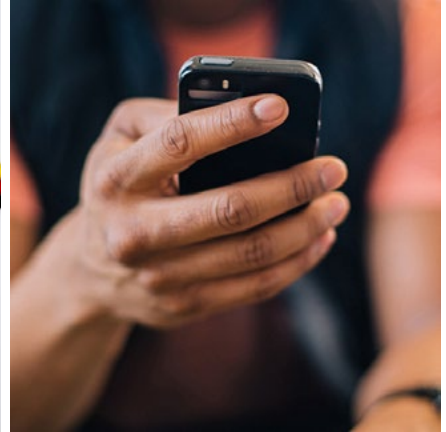
Our Bonus Nutrition Module is a great refresher course or a perfect introduction to key nutritional concepts for those who are new to the field. It covers whole food nutrition, digestive physiology and anatomy, macro and micronutrients, the fundamentals of diet evaluation and planning and a whole lot more.

And our Bonus Business Coaching module, taught by our in-house expert - **Emily Rosen, Director and CEO of the Institute** - is designed to help you start a new coaching practice from scratch or take your current business to the next level. You'll learn about marketing, branding, publicity, doing business online, social media, intake forms, legal concerns, contracts and agreements, and much more.

And the best part of the Training is that you can access this exciting professional opportunity all from the comfort of your home. The Training is delivered in a completely online format that allows you to ***study and participate from anywhere in the world.*** A computer and Internet connection are all you need.



So here's how it works:



250 Hours of Videos, Slideshows & Content

You'll receive access to seven information-rich modules delivered over 8 months. Each module includes introductory videos with Marc David, Founder of the Institute, that outlines the important concepts in that module, followed by 20-30 hours of narrated slide show presentations that dive deeper into the module topic.

Hundreds of Handouts

In addition to the video and audio classes, you'll receive a powerful collection of written notes, worksheets, highlights, lessons, protocols and more that are included in easy-to-read PDF form. They're great for ongoing reference and reinforcing your learning experience. All handouts are downloadable and yours to keep for life.

Introspective Exercises

Each module includes optional exercises to help you deepen into the material. These are many of the same exercises you'll be giving your clients. Here at the Institute, we believe strongly that doing the work to transform your own relationship with food will greatly enhance your effectiveness as a practitioner. Most students report that these introspective exercises catalyze significant insights and breakthroughs in their own lives.



Live Q&A Tele-Calls with Marc David

Our twice-a-month teleclasses are a unique opportunity to interact directly with me throughout the Training and get your questions answered directly. Too many online trainings don't offer personal interaction with the instructor. We pride ourselves on being a high-touch educational institution, and this is just one of the ways we ensure that you'll be able to get your questions answered. All teleclasses are recorded for those who cannot attend live.

Private Online Community

We've created an exclusive online forum on the Training website for you to connect with your fellow students and the Institute staff. We also have a private Facebook group for professional networking opportunities. These platforms allow you to dive into Training content, professional development, and your own relationship with food, while receiving lots of support from peers and mentors at the Institute.

Peer Coaching Program

In this optional part of the Training, we'll match you with a fellow student so you can practice the skills you're learning. Each month, you'll receive topics and discussion points to explore with your peer coach. All sessions are done over phone or Skype and at your convenience. This is a great way to get grounded in your educational experience, learn how to work with phone clients, and connect to the material in a whole different way.



Done-For-You Forms & Marketing Copy

We're committed to giving you the tools to succeed in your coaching practice. We provide you with effective marketing and website copy to help you communicate your work and your message so that the people who need you can find you. We'll give you copy that's clear, catchy, and helps tell the world exactly what you're about. You'll also receive essential intake questionnaires, client agreements, and more to help you launch or elevate your practice.

Downloadable Digital MP3 Recordings of Every Class and Call

Because we want you to be able to return to the material for years to come, ALL the classes are available to download as audio files. You'll be able to save them to your computer or mobile device and enjoy the material for life, whenever you need a content refresher or an infusion of inspiration.



Live Conference

All students are welcomed to attend an optional live event as part of the Training. You'll get inspired by Institute staff and fellow students, experience new content, work in small groups, get your questions answered, network with others, and celebrate your educational success. You'll have the opportunity to meet so many of your colleagues who are committed to making a real difference in the world. This is a popular and well-loved part of the Training and a great way to launch into the next phase of your career.

Your Certificate

And finally, you'll receive a unique Certification - and of course, a beautiful printed certificate - along with the opportunity to be a part of our online, international, referral network.



Coaches in Action



One thing we're pretty proud of is how our graduates have used this one-of-a-kind education to match their own particular skills, needs, interests, and dreams. Some examples include:

- **Career change in less than a year** and the chance to embark on a new and exciting professional journey where you can feel great about what you do
- **Accelerating and expanding** an already existing professional practice with a cutting-edge set of skills
- Working one-on-one in a **private coaching practice** while setting a schedule that works best for your lifestyle
- Working in **corporate wellness** designing and teaching programs that people are excited about and hungry for
- Teaching **small groups, classes and retreats** and enjoying the benefits of this intimate and effective style of learning
- Working with **Digestion, Immune, Mood and Fatigue issues** in a unique way that yields meaningful and lasting results
- Specializing in **Weight Loss coaching, Emotional Eating, Overeating, Binge Eating or Chronic Dieting** in a way that truly addresses the root causes of any eating concern
- Teaching **young people and teens** through schools and youth programs
- **Working in an established health practice** such as a doctor's office, chiropractic clinic, with a naturopath, and others
- **Augmenting a current career** as a personal trainer, fitness specialist, yoga instructor and others
- Enhance your nutrition, counseling or other **professional practice**
- **Create a virtual business** working with clients internationally and enjoy the ease of earning an income from anywhere in the world
- And so much more!



An Investment in Your Success



I hope I've been able to convey to you some of my excitement about this Training, and the way it's changing lives for our graduates and their clients. I'd love to take some time now to talk about **money** - specifically, what your investment is to take this Training.

Here at the Institute, we've done everything we can to create the highest-quality curriculum possible. We're committed to equipping you with the tools you'll need to be an effective practitioner so you can truly serve your clients AND get a **timely return on your investment**.

*We're confident the price of our Mind Body Eating Coach Certification Training at **\$6,950** is an excellent investment - and we're proud of how we deliver even more value than what's reflected in this price.*

And by the way, if you're concerned because you've never taken an online training before, please don't worry. We pride ourselves on being **high-touch**, and we're here to help you succeed.



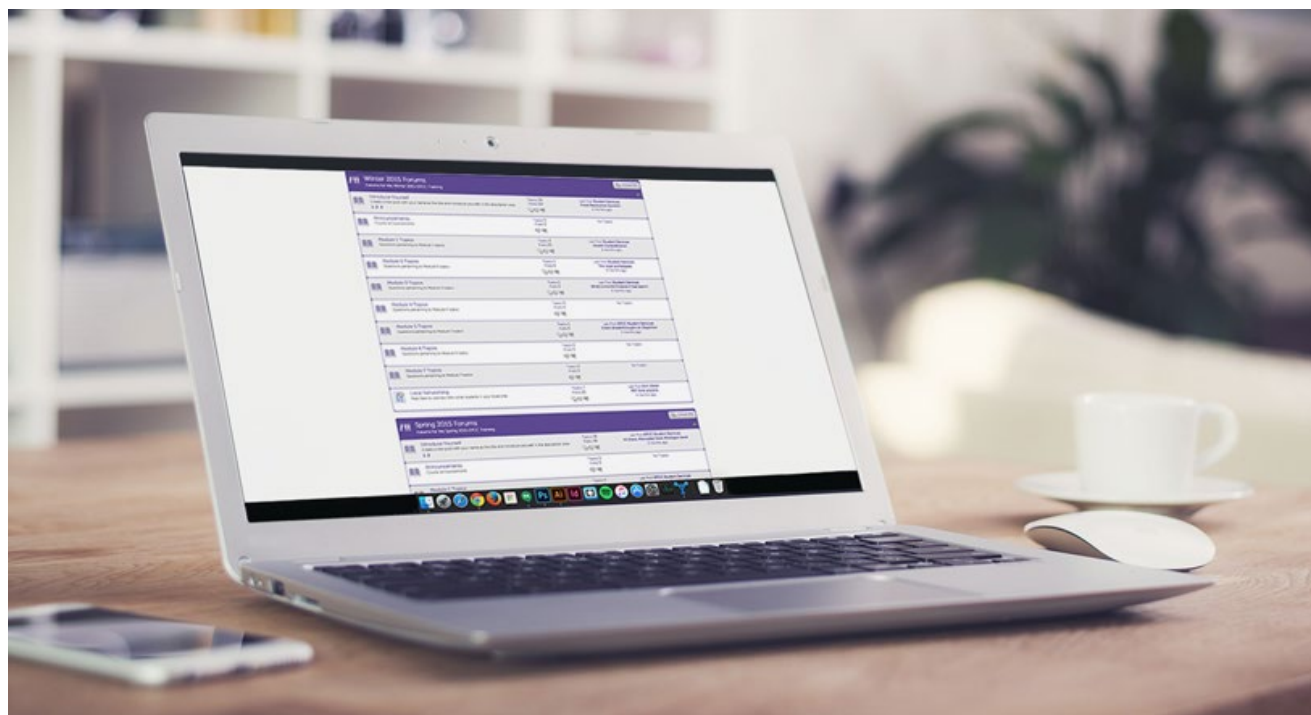
We're confident that you'll appreciate the ease, effectiveness, and depth of this unique online educational experience.

If you're concerned about **finding clients and earning money**, remember that the dieting industry alone is a 500 billion dollar worldwide market. We've seen that health is a recession-proof expense, and people are hungry for a whole new approach that works.

And if you're concerned about having enough time to do the Training, please know that YES, we've specifically designed it to **fit around your busy schedule**. You can login any time of the day or night to access the Training content. The majority of our students take this Training while also working, raising families, or pursuing other goals, and they tell us that the **flexibility** of the Training makes it a great match for their needs.

And remember, you can download all of your classes and handouts to reference for life.

If you tried to get a similar education at a university - if you could even find the equivalent of this breakthrough approach - you'd be paying upwards of 10 to 20 times as much. In addition, to make it easier for you to finance your education, we also give you the choice of a number of convenient payment plans.



**So what are
your next steps?**



First, the Training is by application only.

We do this because we want to ensure that this is truly the right fit for you and for us. We screen all applicants carefully, so please take the time to answer each question, and we'll be sure to follow up within 1- 5 business days.

Please don't be intimidated by this application process - the goal is simply for us to get to know you. We understand this is a big investment of time, energy, and resources on your part, and we read every application with great care.

So to start the application, all you need do is click the link in the email you received with this book. If you're accepted, you'll receive another email with an invitation to officially enroll.

And by joining our *Mind Body Eating Coach Certification Training*, you'll be part of a whole new global movement that's changing the way the world understands food, body and health.



Finally, I'd love for you to hear from a few of our graduates:

Here's what Annelise had to say:

I cannot imagine my coaching career without the knowledge I have gained in the Mind Body Eating Coach Certification Training. The authenticity, truth, and integrity delivered in this program have been life changing for me. I've finally let go of old patterns and am now free in ways I didn't realize even existed. I am free from dieting, free from the scale, and free from toxic thinking that has surrounded me my whole life, and I'm thrilled to bring this to my clients, as I now have the confidence to help each and every person that comes to me. The logistics of the course delivery itself provided a seamless experience throughout.

I really appreciated how easy the website was to use and how organized the content was for access and downloading. Help was always available in a heartbeat for all questions. There was definitely no shortage of content! And I love that I have it to go through over and over again. I could not offer a higher recommendation of this Training. My only regret is that the course has ended. I am honored to be able to help spread this life-changing message to the world and to be part of this amazingly supportive community.

Here's what Julie said:

I can't even begin to describe how much the Training has meant to me. Not only has it inspired personal changes in my life and my relationship with food, but I feel totally prepared to take on coaching clients (and I have a background of corporate finance, not nutrition OR coaching). There are really three components of the program: nutrition, psychology and business development, and together you will learn enough information in all three of these areas to start a successful business. People are fascinated with the concept of "the psychology of eating" and I have picked up several clients during the training without doing anything other than having a conversation about what we were learning in our current module. Marc is a wonderful teacher and I will truly miss his lectures. I took this Certification Training while working full time and juggling two kids, two dogs and one husband and a busy work schedule – so it is possible to fit into just about any lifestyle. Well worth the money on so many levels.

And Florence shared:

When I started practicing nutrition therapy, I quickly realized that nutritional knowledge could only take me so far with obtaining long-term healthy results with clients. While the clients I was seeing did not have eating disorders, the majority of them had challenges around food and body image. So I looked for a training program to complement my nutritional expertise and address these challenges. Initially, I could only find traditional nutrition programs or eating disorder courses, until I discovered the Institute's Mind Body Eating Coach Certification Training. As I was reading the details of the course, I felt I had landed on my feet. I enrolled, and have not looked back since. My practice is busier than ever and I feel I am making a real difference in my clients' lives. The Training also turned out to be extremely beneficial on a personal level, too. I would go as far as saying that this Training has changed my life. I learned to love and accept my imperfections, to have a free and peaceful relationship with food and with my body. The Institute's professional Training is much more than a training program - it's a personal growth journey and a community of skilled and experienced practitioners based all around the world. I could not recommend it highly enough.

And finally, Jessica said:

The Training has forever changed my life in the most beautiful way. It's given me a whole new career path, and has empowered me to step into the strength and truth of who I am as a coach, healer, and counselor, allowing me to shine my light more brightly, and has given me the confidence in helping others to shine theirs.



These words of our graduates really touch me. Our intention is that each student walks away feeling not only professionally empowered, but personally transformed

So I'd love for you to join us if this work speaks to you.

Once again, your next step is to APPLY.

There's a \$25 application fee, so when you are ready, simply click the link in the email you got with this book, and it will take you to an application form that you can fill out online.

We look forward to getting to know you better. And we're excited for you to join us in a new movement that's forever changing the way the world relates to food, body and health.

Thank you again for your interest in this breakthrough body of work. I look forward to welcoming you into our community, and meeting you in the Training!

Marc David & Emily Rosen

Founder & Director, Institute for the Psychology of Eating

