

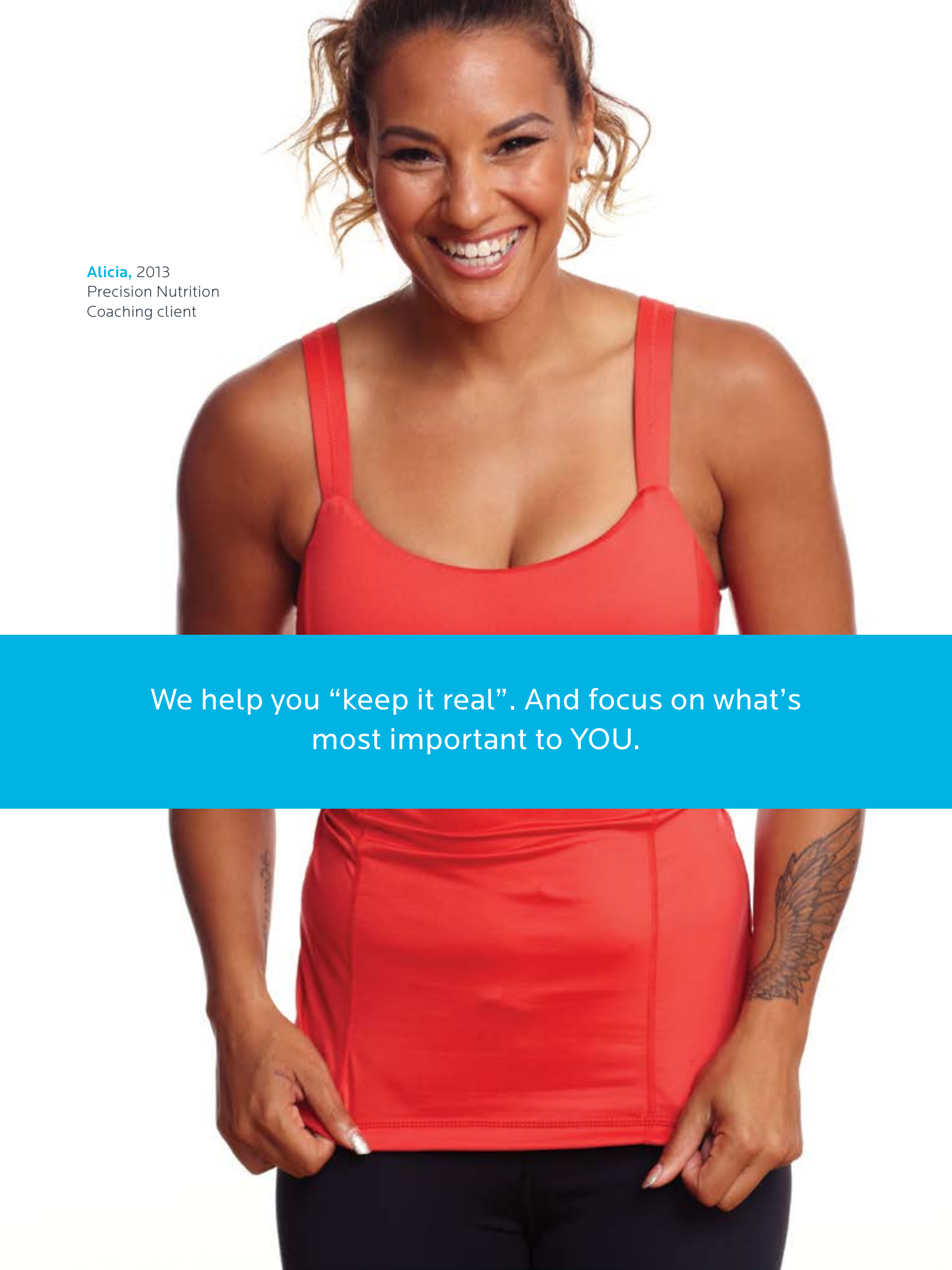
Precision  
Nutrition  
Coaching  
is not what  
you think.

PN Coaching isn't about rules, deprivation,  
or making you feel bad. It's not another "diet plan".



Sue, 2013  
Precision Nutrition  
Coaching client

It's about communication. Connection. Trust. Learning.  
Guidance. Support. Freedom to choose your own path.

A woman with her hair pulled back, smiling broadly, wearing a bright red tank top. She is looking directly at the camera. The background is plain white.

**Alicia**, 2013  
Precision Nutrition  
Coaching client


We help you “keep it real”. And focus on what’s  
most important to YOU.



**Diane**, 2013  
Precision Nutrition  
Coaching client


Break free of the “diet roller coaster”.  
We’re here to strengthen and empower you.





Loreena, 2013  
Precision Nutrition  
Coaching client

Want to get stronger, fitter, and leaner... or just feel more relaxed, happy, and healthy? We can teach you how.



**Simone**, 2012  
Precision Nutrition  
Coaching client

Simple. Do-able. Realistic. One step at a time.  
We're with you all the way.



Welcome  
to the program  
that'll transform  
your body  
forever.



## ABOUT PRECISION NUTRITION COACHING

Precision Nutrition Coaching is not “another diet plan” or “get skinny quick” gimmick.

**You’ve probably tried that stuff already. (And you’re probably tired of it.)**

Instead, **Precision Nutrition Coaching is a different, better, and more fulfilling way to improve your body and live a good, healthy life.**

Eating, moving, and healthy living should be an extension of who you already are. It should bring joy. It should play nicely with everything else in your world.

Above all, health and fitness should be simple, do-able, realistic, and manageable for your busy life.

We don’t tell you you’re bad or lazy or broken, or take stuff away from you. Or give you a bunch of rules you can’t follow.

Instead, we help you to embrace your best self and add healthy, positive practices to your busy, real, and messy life.

**One day at a time. One small step at a time.**



## You'll get:

- A **simple, clear, step-by-step program** that tells you exactly what to do and when to do it.
- **Daily check-ins, learning, workouts, and accountability.**
- An **online program that lets you join us wherever and however you want.** Miss a day or two because of work, school, or other demands? No problem. Not at your computer? Download our lesson podcast. In Australia, India, Sweden, or New York City? That's cool — drop in whenever you can. You do this on your schedule. (Which we're guessing is already a busy one.)
- **Small, do-able, essential habits that build over time**, helping you integrate healthy behaviors smoothly and seamlessly.
- **Care, support, and expert guidance** from our world-class PN Coaching team.
- A **supportive group of women** who are all on the journey together.
- A program based on scientific research and the **experiences of 20,000 other women.**
- **A whole year of self-discovery, personal growth, and time-tested habits** that will slowly create a healthier, fitter, happier body and life than you thought possible.

**You are not alone.** We are here with you. All the way.

Ready to get started? We hope so!

(And if not, that's OK. Think about it and come see us whenever you're ready. The porch light is always on and the door is always open.)

# About your coaches

**We're here to take good care of you. Our coaches are part nutritionist, part scientist, part caring friend, with a little personal trainer and personal concierge built in.**

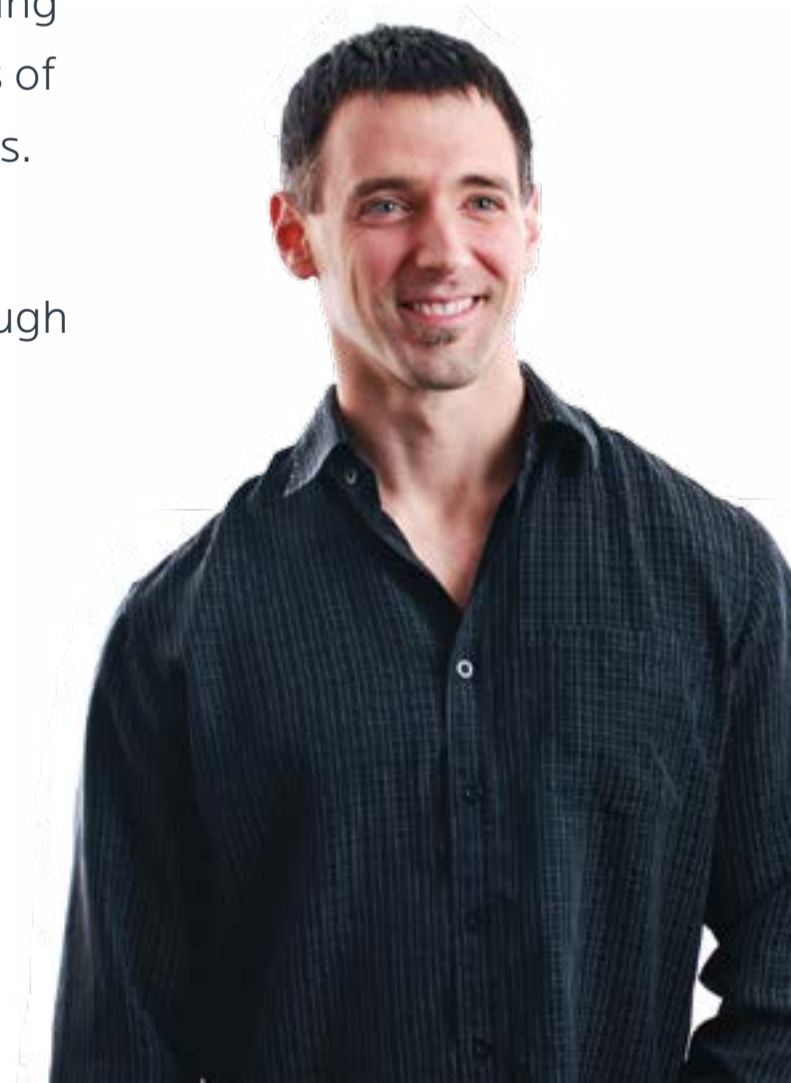
Together, we find what works for you, and then hold you accountable and help you be consistent.

**Dr. John Berardi**, the co-founder of Precision Nutrition, isn't just a former champion bodybuilder, scientific researcher, popular health writer, or advisor to Apple, Equinox, Nike, Titleist, and pro sports teams. He isn't just one of 20 people chosen as the "smartest coaches in the world" by Livestrong.com.

He's also a devoted husband and father of three young children who understands the sometimes-craziness of juggling work, school, family, and other life demands.

In the last 10 years, JB and his team have personally worked with and mentored over 30,000 clients through the Precision Nutrition Coaching program.

**“Mentorship, guidance, and support helped me get where I am today. Now, I want to offer the same to you.”**



**Dr. Krista Scott-Dixon** overcame her own struggles with health, food, and career path to emerge as a successful and sought-after coach and curriculum developer.

She's directed — and written the curriculum for — Precision Nutrition Coaching. She's also created the curriculum for the Precision Nutrition Certification Level 2 Master Class.

Krista brings over 15 years of research, teaching, and coaching experience to her role, along with extensive training in women's issues, managing work-life balance, nutrition and counseling.

Formerly a non-athletic “gym-o-phobe”, Krista's figured out how to have fun, keep it real, and build healthy habits for life. She'll teach you how to do the same.

“Healthy eating is more than just the food. It's about your relationships and how you live, too.”



# About your program

## Welcome to Precision Nutrition Coaching!

This program is all about developing hands-on, “real-world” practices and skills. We help you **stay accountable, be consistent, and finally get off the “diet roller coaster” for good.**

And **we support you all along the way.**

If you’re tired of “rules”, restriction, and rigid plans; counting and craziness, worrying about “doing things right”; or being unhappy and frustrated...

**...you’ve come to the right place.**

Whether you’d like to:

- kick butt at your activities and sports;
- just look and feel a little better;
- learn solid, realistic, consistent health habits that you can do forever;
- have more energy, vitality, and zest for life;
- rock a bikini, wedding dress, power suit, or new pair of running shoes;
- age with strength, grace, and perhaps fewer medications;
- help your whole family eat, move, and feel better;
- have a better relationship with food and eating (and — just maybe — with yourself too?);
- feel calmer, saner, and happier about food and life in general...

**...we can help.** If you’re ready to try something different, keep reading.

# What will you learn?

## **You'll learn essential habits plus how and when to do them.**

One by one, you'll build a strong foundation of simple habits that you can use anywhere, any time... forever.

## **You'll learn about nutrition and exercise.**

Enough to help you understand what you're doing and why. But not so much that it's overwhelming, confusing, or boring. You already have enough on your mind, after all.

(Of course, if you're excited to learn more, we'll guide you to our blog or PN Certification program.)

## **You'll learn how to work out properly and safely.**

Every exercise we give you has video and step-by-step instructions. We'll show you how to adjust every exercise to match your fitness level, skill, and mobility.

## **You'll learn how to take care of you.**

Our guess? You're probably caring for a lot of other people in your life already... everyone, that is, except you. We'll help you learn to put on your own oxygen mask so that you can help others better.

## **You'll learn how to challenge yourself... when you're ready.**

There's a big world of cool stuff and personal growth out there. When the time comes, we'll help you make the leap. (Or dip your toes in. Whatever you prefer.)

## **You'll learn how to keep building on that foundation.**

At the end of a year together, it's not "over". We can either welcome you back for another round, help you to find your "next level", or show you how to maintain the habits you've already built.

## **You'll learn about YOU.**

Throughout the program, we'll ask you to "write your Owner's Manual". This means we'll help you explore what YOU want, need, and care about. What YOUR unique body needs to thrive.

And we'll help you get where YOU want to go.

After all, it's YOUR body, YOUR life, and YOUR coaching journey.

# What we expect from you

You can expect to get a lot of things from us, including coaching, support, ongoing learning, and healthy habits for life. And maybe a few fun surprises along the way.

**Now, here's what we expect from you.**

That you **be coachable**. You have your own goals, your own experiences, and your own routines. That's cool. Some of the stuff you already know and do is

One by one, you'll build a strong foundation of simple habits that you can use anywhere, any time... forever.

working for you. Some isn't. We'll help you keep what's already working, and try new solutions for what's not. In order to do that, we need you to be open to feedback, coaching, and new ways of doing things.

That you **be willing to at least try**. We ask you to experiment, play, and explore new possibilities. You don't have to love, or even like, all of them. Just try.





That you **give us a full year.** Change and growth is slow. We don't promise a quick fix. But we do promise that if you show up consistently for 12 months, you will look, feel, and perform better — in the gym or on the playing field, in the kitchen or in the grocery store... and in the rest of your life.

That you **ask for help immediately when you need it.** We're here to support you. If you get off track, have a question, or need a little extra TLC, reach out right away.

That you **keep showing up.** You will have good days and bad days. Heck, maybe even bad weeks. You will make mistakes, backtrack, screw up, and fall down. Because that's just how learning and change works. It doesn't matter. Clean the slate, and keep showing up.

That you **commit to taking action.** You've probably thought about changing your body, your daily-life habits, or your relationship with food. Or getting healthier, fitter, leaner, or stronger. You've probably read about it. Maybe even talked about it. That's great. But it's not enough. To change your body and your habits, you need to do something. Take action. Starting today, and every day for the rest of your coaching journey.

That you **make the time for yourself and your coaching journey.** It won't be perfect. Ever. Not even close. That's OK. Just try. You're worth it.



# A practice-based program

**Information alone isn't enough. Nor are good intentions, clever ideas, magic plans, or all the YouTube videos or scientific textbooks in the world.**

You need to do something, consistently, in order to change your body and your habits.

Of course, action doesn't "just happen". You need a system. A plan.

And you need accountability from us, making sure you're doing what you need to do to get where you want to go.

## Daily practices

We give you a little task to do every day. That task is clear, simple, do-able, and tailored to your individual skill level. We give you only one at a time.

You choose how to do that task. And you tell us whether you've done it.

We give you two weeks to practice that one task, until you're a bit more familiar with it.

Over time, you watch those daily practices add up, until they're habits that are seamlessly integrated into your life.

## Daily lessons

Every day, you'll do a little learning. Kinda like showing up to your favorite blog and getting a shot of inspiration every day.

Each lesson concludes with What To Do Today. You'll always know what happens next.

In order to help you get the most from these lessons, we've also created audio versions that you can download and take with you when you're on the go. Or listen to again and again.

## Daily workouts

If you have your own workout program or favorite sport already, no problem. Enjoy.

But if you're looking for a workout plan, great. We'll give you videos, step-by-step instructions, and tips on adjusting movement to meet your needs.

## Accountability and consistency

Every day, you'll tell us:

- Did you read your daily lesson?
- Did you do your daily practice?
- Did you do your daily workout? (Or rest and recover?)

Every week, you'll tell us: Are you going in the right direction? We'll use objective indicators to give you feedback and measure your progress.

We'll help you stay on track, answer your questions, and follow your consistency. Because we know from experience: Consistency gets results.

## Sample lesson 1: Running from the bear

Earlier, you learned that you don't need a complicated eating plan to transform your body. You just need to work with your "nutritional age" and focus on nailing the basics consistently.

You don't need to be "perfect", either. Shoot for "pretty good" instead.

When you're running from a bear, you don't have to run the fastest. All you have to do is run a little bit faster than the slowest person. (Remember that the next time you're on the trails.)

### **The pain of perfectionist perceptions**

Most of us have perfectionist thoughts or feelings from time to time. Any of these look familiar?

- I always need to do better.
- I wish I was like \_\_\_\_\_.
- I can't start a nutrition and fitness plan until I have more free time / get over an injury / get a different job / get over my gym anxiety / [insert perfect life situation here].
- I suck.
- If I can't do \_\_\_\_\_ then I won't do it at all!
- If I don't have "high expectations" for myself, then I won't do anything.

Consider: How's that working for you?

Not very well, we'd guess. Time to try the opposite.

## Perfectionism kills performance

Problem is, the more we try to be “perfect”, the worse our long-term performance becomes.

Perfectionists burn out, feel like “failures”, avoid trying new things or procrastinate, don’t learn, and don’t actually improve. (Irony!)

Meanwhile, “good-enough” people keep muddling through, feeling happier and more relaxed, trusting the process, rebounding from setbacks, laughing at their mistakes, and in the end, succeeding.

Chasing perfection sucks. When you do it, you feel awful. You’re crabby, critical and controlling.

And worst of all, you don’t even get what you want.

But luckily we never need to be perfect. We only have to do a little bit better than yesterday.

## Progress, not perfection

Consider two options.

Option 1: Making yourself crazy for a week chasing an A++ performance, then burning out and giving up.

Option 2: Showing up every day willing to try, being “good enough for now”, and sticking to PN Coaching for a full year.

Let’s do the math.

7 days x 100% effort + 358 days x 0% effort = no change, or backsliding.  
You end up feeling like a failure.

365 days x 75% effort = significant transformation. You end up feeling like a superstar.

Focus on “making a little progress” each day rather than being “perfect”.

Let yourself be “good enough for now”. Take the pressure off. Be patient.

Keep showing up. Keep trying.

And let the bear bite someone else in the butt.

### **Start NOW**

Don't wait for the “perfect” day, “perfect” body, or “perfect” schedule full of free time to come. It never will.

Do something NOW. Take a “5-minute action” doing whatever you can do, immediately, to stay on track.

Remember our mantra:

START WHEREVER YOU ARE.

USE WHATEVER YOU HAVE.

DO WHATEVER YOU CAN.

## What to do today

### 1. Outrun the bear.

Remember: you don't need to run the fastest; you just need to run fast enough.

### 2. Shoot for “pretty good” or “a little bit better” instead of “perfect”.

Trust us, this works much better. Isn't that a relief?

In fact, you're probably already doing “a little bit better”.

### 3. Get on track right now with a “5-minute action”.

Stop “wondering and worrying”. Start doing.

## Sample lesson 2: Protein powder and tasty Super Shakes

Eating protein with every meal can help you lose fat and get healthy.

All it takes to follow your new habit is a little bit of planning, a little experimentation (like trying a new food), and a little cooking.

But what about eating on the run?

Easy: Try a quick and tasty Super Shake.

### **The PN Super Shake**

The PN Super Shake is a “meal in a glass”: a mix of protein and whole foods like fruits, veggies, and nuts.

Unlike the sugar-filled smoothies you get at most “healthy” juice bars, Super Shakes are a truly nutritious choice when you need high-quality food but don’t have a lot of time.

Let’s start with one of the main ingredients.

### **Protein powder**

A high-quality protein powder is packed with nutrients that will help you lose fat and keep you satisfied until your next meal.

Protein powder isn’t magic. You don’t need it. If you want to stick to “real food”, that’s cool. If you can tolerate dairy, cottage cheese or strained Greek yogurt can also work in a shake.



But protein powder is a convenient, portable, relatively non-perishable source of protein. And it tastes better in a Super Shake than a can of tuna.

### **What to look for**

Stick to the basics.

Look for powders without too much junk in them, especially sugar, coloring, artificial flavors, and other “sports supplements” you don’t need.

Look for digestive enzymes on the label; these can make protein powder a little more gut-friendly.

Look for a type that you know you can digest. If dairy isn’t your friend, avoid whey and casein, and try a plant-based version.

### **How to make your Super Shake**

So we have our preferred protein powder. Now what?

You’ll need a trusty blender that’s powerful enough to handle ice and frozen fruits. If you plan on having one Super Shake per day, we suggest you invest in a top-notch blender that will last. Though you can go the super-expensive route (like, \$300), we’ve found a lot of good ones for roughly \$40.

Once you have your blender, it’s time to add things to it.

#### **Step 1: Start with ice**

Use 1-4 cubes for a thin, chilled shake

Use 5-10 cubes for thicker, pudding-like consistency shake

**Step 2: Pick a fruit**

Experiment. You've got lots of options here. If you like a thick shake, go with frozen over fresh.

**Step 3: Throw in a veggie**

Yeah, we know it sounds gross to put veggies in a shake, but if you use the right ones, you'll barely taste them. Plus you'll get much-needed nutrients and minerals.

**Step 4: Scoop some protein**

Choose from our recommended list of protein powders or grab something that looks tasty to you.

**Step 5: Pick a healthy fat**

Add 1 thumb (1 tbsp) of healthy fat per shake. Try:

- nuts such as walnuts, cashews, or almonds (try soaking them first so they blend easily)
- flax, hemp, or chia seeds
- nut/seed butter
- fresh coconut or coconut milk
- some fresh avocado

If you take a liquid omega-3 supplement such as fish oil, you can also try that.

## Step 6: Pour some liquid

Keep in mind the more liquid you add, the thinner your shake will be. Feel free to customize it however you want.

- water
- chilled tea (such as green, mint, or chai teas) or coffee
- unsweetened almond milk, hemp milk, or coconut milk

## Step 7: Blend and enjoy!

For optimal mixing, we've found that a minute on "high" works best for most blenders and results in a delicious, creamy shake.

## Try some Super Shake recipes

If you'd like to see a few Super Shake examples from our Gourmet Nutrition V2 book, here's a supplemental PDF to download from our Gourmet Nutrition cookbook.

Have fun!

## What to do today

### 1. Consider adding some high-quality protein powder to your protein roster.

You don't have to, of course. But protein powder is another quick, easy protein option.

Look at our approved list above, pick one, and see if you can find it online or at your local store. If not, don't fret. Simply pick a basic protein

powder without a lot of ingredients. It should only run you between \$20 – \$35 and will likely last you for a month or more.

## **2. Try making your own Super Shake.**

Follow the steps above and create your own concoction. Or try the PN-approved recipes.

There's no "right or wrong" here. Just have some fun in the kitchen while getting enough protein.

## **3. Eat lean protein with each meal.**

With so many protein options available (meat, plant-based sources, protein powders) you shouldn't have a problem finding protein sources that work for you.

However, if you've slipped up or have forgotten to eat protein with every meal, don't worry. Just wipe the slate clean and take the next positive step! (Like making a Super Shake.)

## **4. Eat... err... drink slowly, to 80% full.**

Yes, Super Shakes taste great and they go down easy, but don't rush it.

Sip instead of guzzling. Enjoy your new high-protein creation. And stop when you're 80% full. Your digestion (and waistline) will thank you.

# Weekly Progress Update

## 1. BODY WEIGHT MEASUREMENT

Need some direction for taking your body weight measurement? Check out the instructions or download our comprehensive Measurement Guide in PDF format.

Preferred weight units: [\(change this\)](#)

### Enter Current Body Weight

pounds (lbs)

## 2. GIRTH MEASUREMENTS

Need some direction for taking your girth measurements? Check out the instructions or download our comprehensive Measurement Guide in PDF format.

Preferred measurement units: inches (in) [\(change this\)](#)

### Neck Girth

Enter Neck Girth  inches (in)

### Shoulder Girth

Enter Shoulder Girth  inches (in)

**Chest Girth**

Enter Chest Girth  inches (in)

**Upper Arm Girth**

Enter Upper Arm Girth  inches (in)

**Waist Girth**

Enter Waist Girth  inches (in)

**Hip Girth**

Enter Hip Girth  inches (in)

**Thigh Girth**

Enter Thigh Girth  inches (in)

**Calf Girth**

Enter Calf Girth  inches (in)

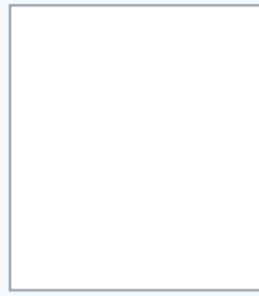
**3. PHOTOS**

Need some direction for taking your photos? Check out the instructions or download our comprehensive Measurement Guide in PDF format.

Having trouble uploading photos? Try using our Basic Photo Uploader.



Front Photo



Side Photo



Back Photo

#### 4. OTHER PROGRESS INDICATORS I'M TRACKING

#### 5. PROGRESS QUESTIONNAIRE

Did my behavior this week lead to progress toward my goals?

Yes

No

# Who is this program for?

- You're a woman between 18 and 75 years old.
- You've got some fat to lose.
- You want to get fitter, stronger, and healthier while you lose that fat.
- You're ready to be cared for, in your health, fitness, and well-being.

## **Who it's NOT for:**

- Men. We have a separate [coaching group for men](#).
- Figure/fitness competitors, models, and advanced level athletes/trainees who are very lean year-round.



# How do I get started?

Eager to get going? Great! We're ready to start working with you to support you.

If your name's not already on the free presale list, [sign up](#) to get access to our early enrollment when registration opens.

If you're already on the list, check out our [Women's Coaching Hall of Fame](#). Here you'll find hundreds of women from around the world — of all ages, shapes and sizes — who have had success in the program.

And to read some of their stories, check out [Women's Health Stories](#). These are the raw, emotional responses our clients have shared when they realized they were ready for a change. We share them because it's important to know you're not the only one.

## Want more help?

If you're ready to break up with emotional eating, restrictive diets, and time-consuming workouts, check out our [coaching program for women](#) to get the support you need.