

# THE PRECISION NUTRITION FORMULA

## 3 STEPS TO SCALABLE, WORLD-CLASS COACHING

Grow your client base, make more money, and deliver top results – while working on your own terms from anywhere in the world.

DEVELOPED OVER 15 YEARS, PROVEN WITH 100,000 CLIENTS

Most coaches hit a wall eventually. They just can't find the time to take on more clients and make more money. Take Dr. John Berardi's early trajectory:



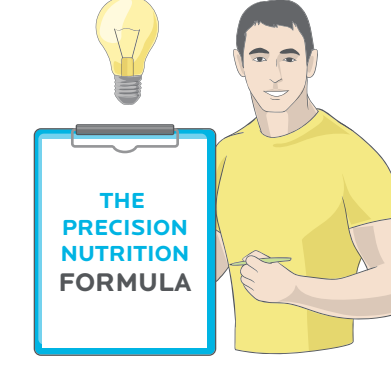
"I want to change the world. But I'm only helping 20-30 people a year, tops!"



"I'm working 80 hours a week and not making the money or having the impact I want!"



How do I get...  
More clients? Better results?  
An easier schedule? More money?



1. Curriculum  
2. Coaching  
3. Technology

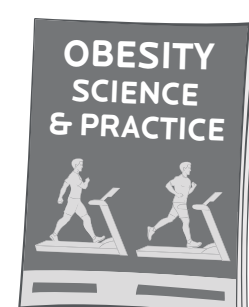


✓ 100,000 lives changed  
✓ Scalable, reliable coaching method  
✓ Client-coach ratio of 300:1  
✓ Better results than ever

### THE 3-STEP PRECISION NUTRITION FORMULA

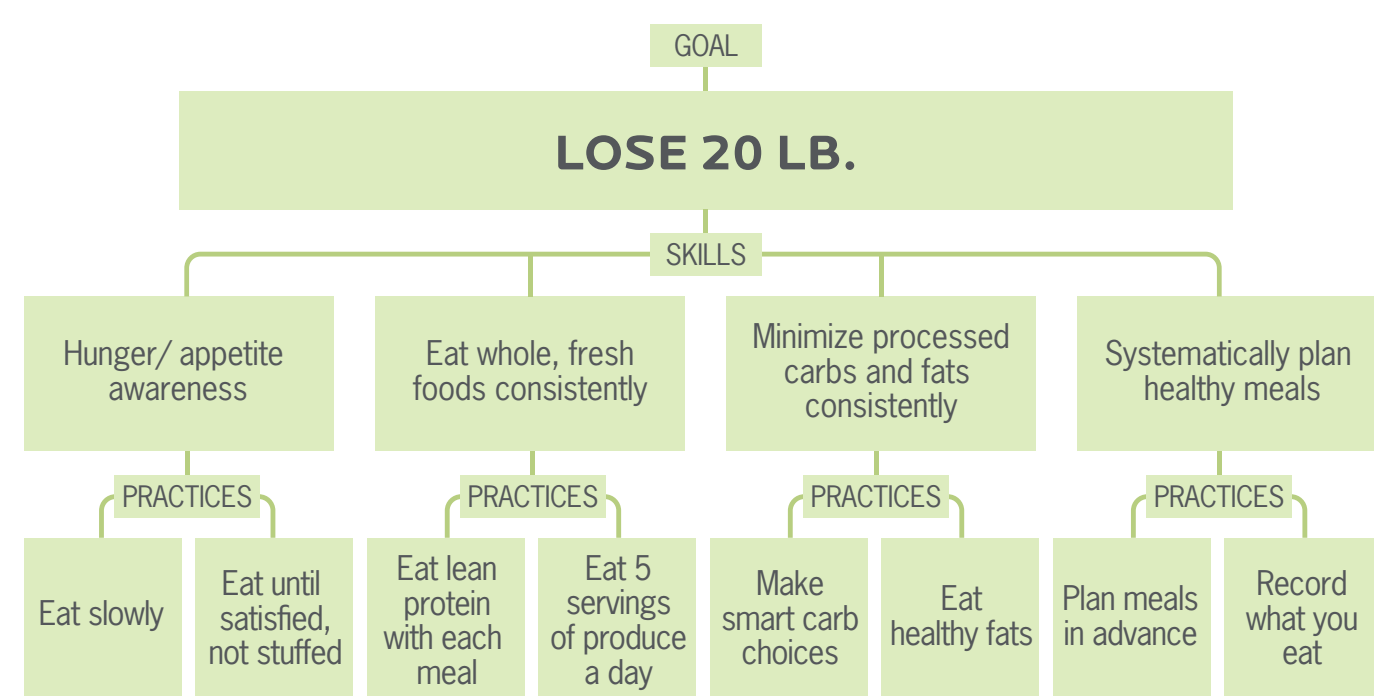
#### 1 STEP LIFE-CHANGING CURRICULUM

- Created by PN's nutrition and psychology experts
- Validated in 3 peer-reviewed journals
- Facilitates industry-leading client adherence and results



#### THE CURRICULUM HELPS CLIENTS...

- ✓ Achieve their goals easier by breaking goals into skills, and skills into practices.



- ✓ Achieve deep, sustainable change through our research-based "Five S's" framework.



- ✓ Solve fitness and nutrition challenges through the "Owner's Manual", a tool that uses the Socratic method to help clients build self-knowledge.

**Write your Owner's Manual**

What are three things that will tell you you're moving closer to your goal?

**Write your Owner's Manual**

List 3 common situations in which you're likely to make impulsive decisions

For each situation, list one strategy to anticipate and deal with these decisions.

[I've read this lesson](#)

#### THE CURRICULUM HELPS COACHES...

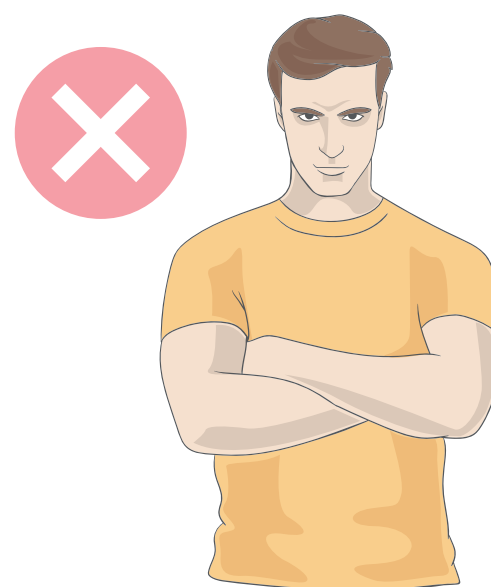
- ✓ Get key info about clients from periodic questionnaires
- ✓ Easily track each client's progress and anticipate challenges before they arise
- ✓ Personalize each one-on-one coaching session
- ✓ Handle hundreds of clients without working overtime
- ✓ Work whenever, wherever they want



#### 2 STEP WORLD-CLASS COACHES

We find the best coaches in the world, then put them through our 16-month in-house training program to secure their grasp on client-centered coaching methods.

#### COACH-CENTERED



- Focused on "making" client comply with program
- Fails to recognize the "courage phase"
- Fails to provide accountability
- Points out what the client is doing "wrong"
- Waits for clients to come to them with obstacles
- Struggles to relate to client's challenges

#### CLIENT-CENTERED



- Focused on understanding the client
- Encourages client during "courage phase"
- Supports known cadence of accountability
- Takes a positive progress focus
- Offers proactive obstacle identification
- Helps client troubleshoot when they're stuck

#### The client-centered approach helps clients:

- Understand their inner motivation
- Own their decision to change
- Find clear, actionable solutions to aid the change process.

#### 3 STEP INDUSTRY-LEADING TECHNOLOGY

Our nutrition coaching software, ProCoach, automates clients' daily lessons and practices so coaches can focus less on admin tasks and more on personalized coaching.

#### CLIENT EXPERIENCE



Complete comprehensive intake questionnaires to focus them on where they are, and where they want to go.

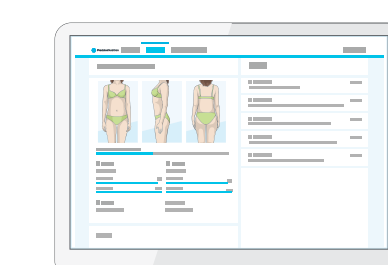


Check off daily practices, lessons, and exercises to stay on task and accountable.



Fill out weekly surveys and progress checks to monitor the program's effectiveness and stay focused and motivated.

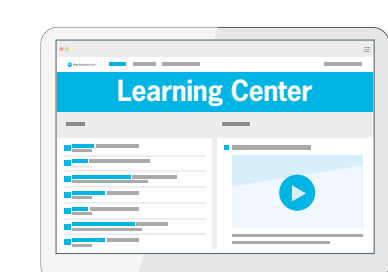
#### COACH EXPERIENCE



Get a snapshot of all clients' activity and progress through the user-friendly dashboard.



Easily communicate with clients through the messaging center, any time, from anywhere in the world.



Troubleshoot coaching challenges with help from the comprehensive Learning Center.

### HOW TO ADAPT THE PRECISION NUTRITION FORMULA FOR YOUR COACHING PRACTICE

Want to coach more clients and make more money while delivering top results and working less? Here's how to use our coaching formula in your practice.

- 1. Create your own curriculum.**  
Use your clients' shared goals, like losing fat and gaining muscle, to develop one or more standardized nutrition and fitness programs.
- 2. Level up your coaching game.**  
Listen to your clients and meet them where they are. Explore change psychology to support this approach.
- 3. Develop a system to track client data.**  
You can build it yourself, hire someone to build it, or outsource it with a program like ProCoach.