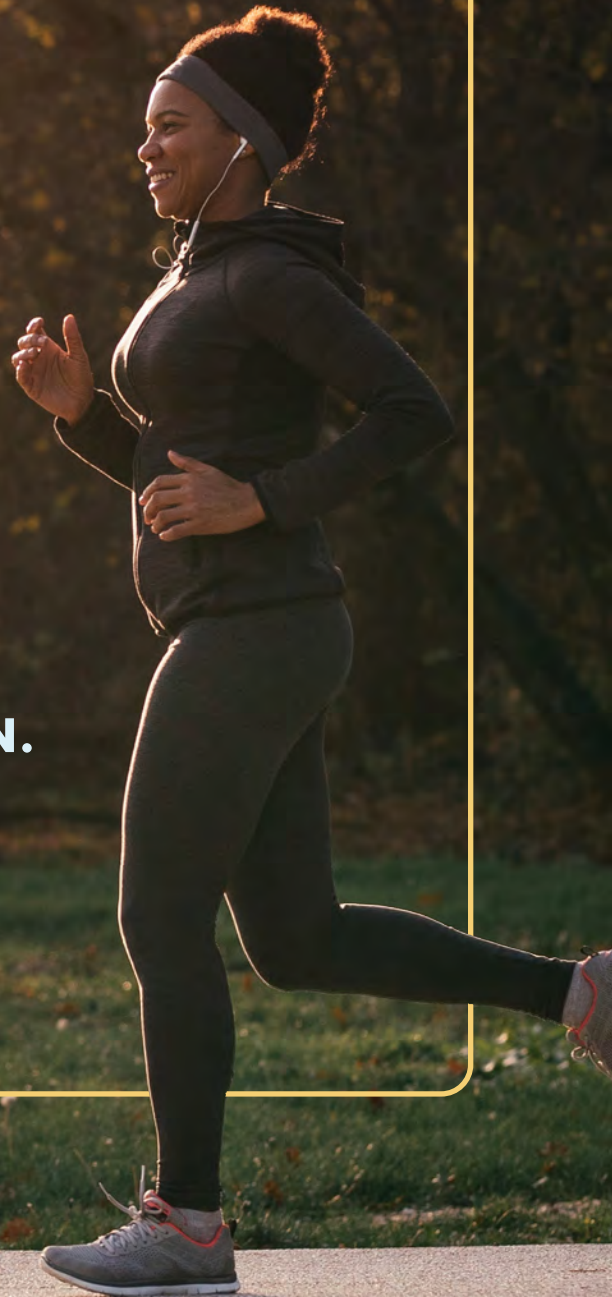




# Coaching

**IMPROVE YOUR NUTRITION.  
TRANSFORM YOUR BODY.  
CHANGE YOUR LIFE.**

**PROGRAM OVERVIEW**







## CLIENTS COME TO US TO CHANGE THEIR BODY— AND END UP CHANGING THEIR LIFE.

When I review the testimonials of recent PN Coaching clients, this is what I'm struck by:

People join our program with one idea of what health looks like. But they complete the program with their expectations upended—in the best possible way.

PN Coaching client Kevin Litter says it like this: “While I'm pleased with my physical changes, I'm proudest of the changes you can't see. For the first time in a long time, I'm content—even happy.”

**This theme of transformation—both inside and out—appears over and over.**

People transform their physical exteriors, yes.

But they also learn to start putting themselves first, to focus on a few proven high-return habits instead of a million short-term trends, to take action instead of ruminating, to ask for help, to replace self-criticism with self-compassion, to become friends with food again, to feel confident in their skin—and countless other profound *internal* transformations.

We're proud—and so excited—to share such a program with you. It's an honor to feel like we have something that can truly change people's lives, and even more essentially, help clients feel like *change is in their control*.

Because when you know that you can change, and you trust your intentions and your follow-through, and you feel the power of your own earned abilities—it's a gift that will benefit you for the rest of your life, in *all* areas of life.

Many of our clients come to this program frustrated and demoralized by their lack of progress; some of them have been struggling with their bodies, health, and eating habits for *decades*.

We know that when you feel like you can't get results—or get results only to regress within a few months—it takes a toll not only on your health, but on your confidence too. It can make you feel like a failure.

But know that whatever your history: You belong here.

And you'll have the best coaching team in the world to support you every step of the way.

In the following pages, we'll give you a sneak peek at the PN Coaching program.

We'll tell you more about what makes our program so special, introduce you to your coaching team and a few of our successful clients, give you an overview of the healthy habits that could soon become a seamless part of your life, as well as what a typical week looks like for a committed PN client.

We hope that by the end of this resource, you'll feel excited to join us for *your* transformative year.

Warmly,

**TIMOTHY  
JONES**

Precision Nutrition  
CEO







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# Who is PN Coaching for?

THE PN COACHING PROGRAM was developed by the top PhDs, nutritionists, strength coaches, counselors, researchers, and specialists in the field. We're veterans, so we know what works—and what doesn't.

Our program is also validated—by our 100,000+ clients *and* by three peer-reviewed research papers published on our approach.

Plus, our entire program is online. Which means you can access our platform and connect with your coaches easily, anytime, from any digital device.

Here are some other signs PN Coaching is right for *you*:

**✓ You want a program that works with YOUR life, so you can achieve YOUR goals.**

— RICH PERRY  
PN Coaching client

“This program is customizable to fit anyone’s needs and goals. The coaches are extremely knowledgeable, dedicated, and committed to their clients’ successes. The lessons are insightful, well-timed, and will challenge you to think about who you are and what you truly want out of life.”

You tell us what you want to do. Whether you want to lose weight and body fat; build physical strength and confidence; transform your relationship with food; or just have more energy for the things you love—we'll help you do it.

First, we'll learn about your lifestyle, needs, and specific goals.

**Need to exercise at home?** We've got you covered (even if you have limited or no equipment).

**Dealing with extra stress?** We'll help you cope in productive ways, and develop resilience.

**Crunched for time?** We'll give you systems and strategies to help you stay fit and healthy on *your* schedule.

**Bottom line:** We'll help you become the strongest, healthiest version of yourself... no matter what's going on around you.



✓ You know where you want your health to be, but you don't know how to get there, or where to start.

— LAUREL FINCH  
PN Coaching client

“PN Coaching is little by little fixing many things that would come up day to day that would derail me from what I had intended to do. Life kept getting in the way of my intentions. This program helped me develop more effective responses to those inevitable and ongoing obstacles, so I don't have to wait for perfect conditions to keep progressing. It's brilliant!!”

Have a big goal?

As inspiring as that can be, it can also be daunting.

But we can do this: We're experts at breaking big goals down into small daily practices. This way, what you have to do day-to-day is digestible (even when you're busy), but it'll still add up to massive change.

And you'll be amazed at how big those changes can be.

Over the course of 12 months, you'll accumulate a roster of healthy habits that eventually become second nature—and last a lifetime.

✓ You're open to changing, and trying new things.

— KAT RICHARDSON  
PN Coaching client

“Give yourself time to buy into the program at the start. There is no set way of doing things, no good or bad foods, and nothing is on or off the table—you make your own choices about what works for you. That can feel overwhelming, but after a few months that feeling will turn into empowerment and self-belief.”

You have your own goals, experiences, and routines. That's cool. Some of the stuff you already know and do is working for you. Some of it isn't.

We'll help you keep up what's working, and try new solutions for what's not.

But in order to do that, check in with yourself:

Are you open to feedback?

Are you willing to be coached?

Are you ready to try new ways of doing things?

When you join PN Coaching, we ask you to experiment, play, and explore. You don't have to love all of them. Just try. Because it's only through trying new things that we discover new possibilities.

✓ You recognize that you might benefit from both coaching and peer support.

— DEBRA MUÑOZ  
PN Coaching client

“I want to be healthy and happy, well into old age, but I've struggled every year to make any progress at all on my health goals. But *this* year, with *this* group of people, is the first time I've made progress in achieving the goals I want. My peer group made a huge difference.”

Hard things are made less-hard with *support*.

In PN Coaching, you'll work with a world-class coaching team, who will provide expert guidance and non-judgemental support every step of the way. With their help, you'll be able to stay consistent no matter what life throws at you.

Additionally, you can connect with other PN Coaching clients through group coaching calls—which you can attend from your phone or through Zoom—and a private Facebook group. Their shared knowledge, experiences, inspiration, and support can help you go much further than you could on your own.

✓ You want results that go deep and last a lifetime.

— JEN SCHRADER  
PN Coaching client

“During my PN year, it wasn't just about habits, eating and exercise. I explored my relationships with food, life, and my own happiness. I realized I was waiting for life to happen, and that I needed to go out and grab it with both hands. In many ways, the changes I made were small, but they had the most profound effect, and are standing up to the test of time.”

Our program does more than just teach you how to exercise and eat better.

You'll also develop emotional regulation skills, as well as focusing and prioritization skills. You'll learn how your relationships and environment can support your goals. You might even connect with a greater sense of meaning and purpose in your life.

We know that health is NOT just about how your body looks and functions—it's also about how you *feel* in your life overall.

Our coaching method is designed to help you achieve a whole-body, whole-*life* state of thriving, so you experience optimal health and wellbeing, body, mind, and heart.





## KAT

### PN Coaching Client

“There’s a fantastic quote that sums up the experience of PN Coaching:

***‘You’re about to grow through what you go through.’***

And get through it you will!

You’ll find inner strength you didn’t know you had.

You’ll also find new friends and cheerleaders from all corners of the world—you’ll get a support network like no other.

If you’re introverted by nature, you’ll need to be brave, but I promise it will pay off in

a big way. Everyone is going through this together, and someone, somewhere will have similar experiences to you—you’re not alone and that is incredibly comforting in times of confusion, frustration, heightened emotions, joy, or celebration. This is one of the very best things about PN—and it lasts way beyond the next 12 months. You’ll have new friends to match the new you.

So, embrace the program, the learning, the soul searching, and the friendships.

You’re about to start becoming your best you.”

## LEOR

### PN Coaching Client

When she joined PN Coaching, Leor had lots of experience with diets and weight loss programs. But they tended towards the extreme. More basic measures—like eating slowly and focusing on nutritious foods—sounded like a good idea. She’d just never actually done it.

“I approached things as a massive change, thinking I have to do it all at once,” says Leor. “I’d have the mindset that, ‘If I don’t do it perfectly, then it’s not worth trying.’” As a result, everything she’d tried was short lived.

But PN Coaching was different. “It wasn’t about perfection at all,” she says. The program is based around small, simple things that I could easily incorporate into my life.”

Leor was diligent with her PN habits, listening to her coaching lessons while she took a shower each morning, and re-reviewing them at night. Even as her work schedule became hectic, Leor focused on two core PN practices: mindful eating and slow eating.

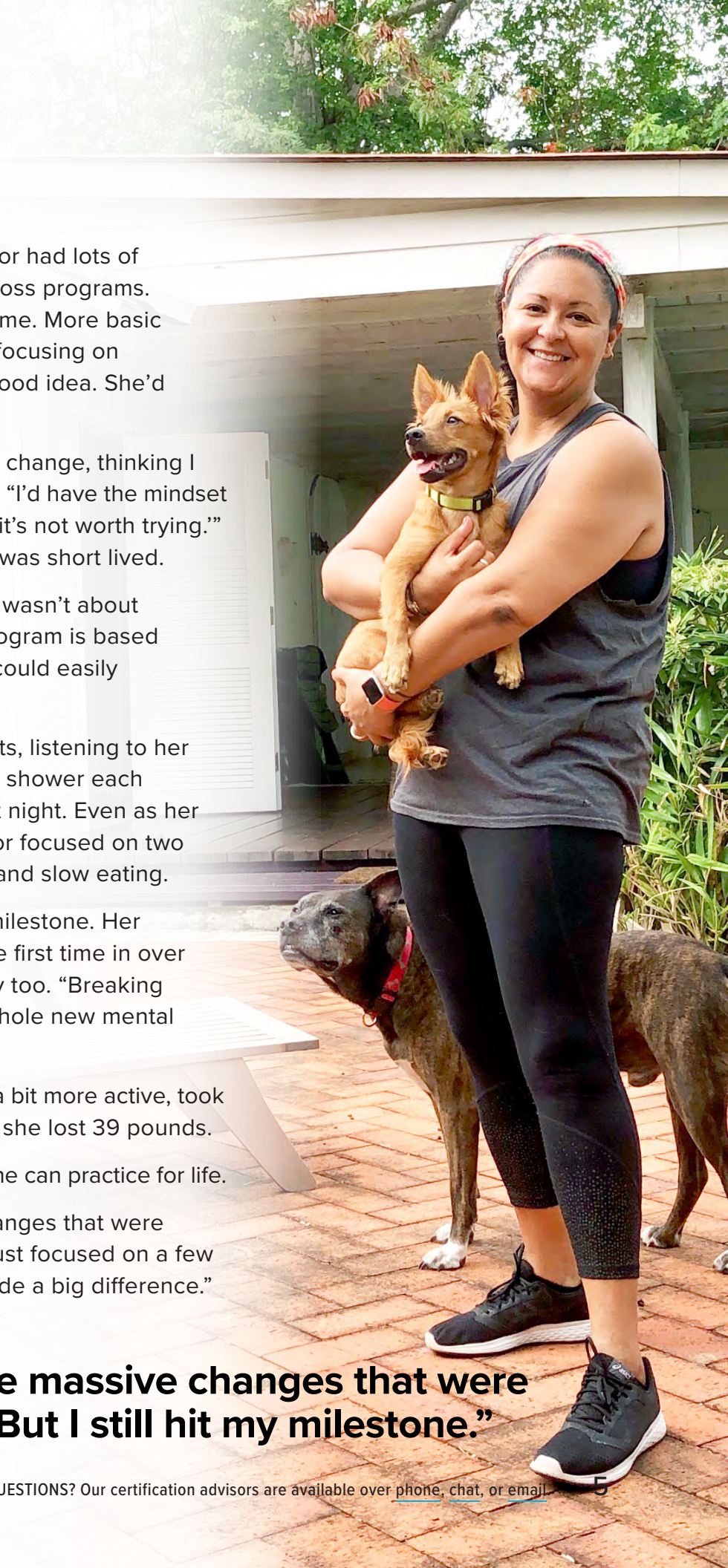
And then it happened. Leor hit a milestone. Her weight fell below 200 pounds—the first time in over a decade. Leor felt lighter mentally too. “Breaking 200 had been this big hurdle. A whole new mental freedom opened up after that.”

She started trying new things, got a bit more active, took her first yoga class. By year’s end, she lost 39 pounds.

The best part: she learned habits she can practice for life.

“I didn’t have to make massive changes that were super complicated,” says Leor. “I just focused on a few simple things that, collectively, made a big difference.”

**“I didn’t have to make massive changes that were super complicated. But I still hit my milestone.”**



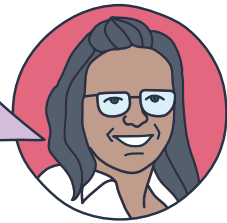


# WHY COACHING MATTERS

"MY COACH WAS EXACTLY WHAT I NEEDED AS A GUIDE, TEACHER, AND CONFIDANT. THEY HELPED ME EXPLORE AND TEST COMMON NUTRITION MYTHS I WAS STILL BUYING INTO, AND IN THAT PROCESS, I FORMED NEW BELIEFS—ONES THAT WORKED FOR ME, AND BROUGHT **RESULTS**."  
— WADE TULK, PN COACHING CLIENT

"MY PN COACH HELPED ME UNDERSTAND WHY IT WAS SO IMPORTANT FOR **ME** TO BE HEALTHY, RATHER THAN JUST GIVING ME A PREDETERMINED EATING PLAN AND WISHING ME LUCK."  
— BEN ADLER, PN COACHING CLIENT

"SHARE YOUR WINS AND YOUR SETBACKS. YOUR COACH IS ON YOUR TEAM NO MATTER WHAT."  
— JANE WILKINS, PN COACHING CLIENT



If you take an honest look at your life—and at the lives of the people you most respect and admire—you'll notice something interesting.

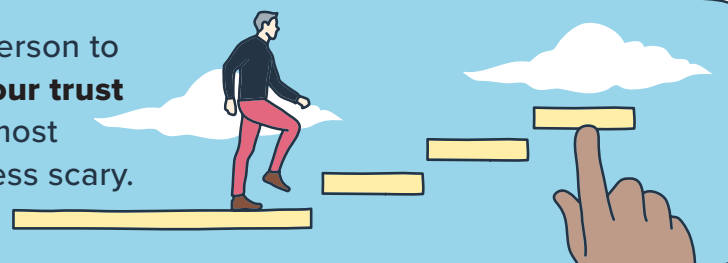
Usually, the people who have experienced the most transformative change in their life—and the most success—have either deliberately sought out or have been the lucky recipients of another human being's help.



People are rarely transformed by reading more books or articles. Or from watching a documentary. Or from taking a class.

Instead, transformations occur and are helped along with the help of supportive relationships, such as with a **coach or a mentor**.

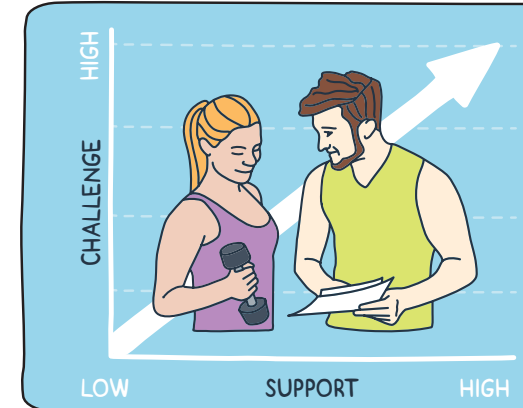
Because when you have another person to help guide you, and you can **put your trust** in that person, the path forward almost always looks clearer, less bumpy, less scary.



In our field, there's actually a name for this kind of support: It's called the "**coaching alliance**."

It describes the level of trust and rapport between a coach and a client.

Some studies show that client results are up to **85%** dependent on this alliance. (Whoa.)



Interestingly, the quality of this alliance isn't correlated with how many years your coach has been practicing, nor is it dependent on your coach being some emblem of "perfection." Instead, a good coaching alliance happens when clients feel they can **rely on and freely express themselves** around their coach.

Yes, good coaches must have expertise in whatever subject matter they're coaching (sometimes you **do** just need more information).

But what most of us really need when we're changing is:

- **Compassion**
- **Honest feedback**
- **A partner to brainstorm possibilities**

Someone to sit with you during inevitable hard times—and still see the best in you.

Sure, you can try another diet book or read a few more articles, especially if you love thinking and learning about exercise and nutrition. (And if you get results with those tools—awesome.)

But if you're having trouble putting what you know into action, **you might just need another human** in your corner. (in the case of PN Coaching, you'll actually have a small, dedicated team in your corner.) Not only does this make change easier—it makes it more likely too.

At **PN**, we hire coaches who are both experts in fitness and nutrition science—and **experts in connection**.

In fact, many of our clients choose to keep in touch with their coaches well after achieving the results they were after—and well after the program has ended.





# A strategic, habits-based program

Information alone is never enough. (Nor are good intentions, magic plans, or all the YouTube videos in the world.)

In order to change your body and your habits, you need to DO something—*consistently*.

But action doesn't "just happen."

To take *effective* action, you need a system, a plan, and accountability from trusted, reliable experts.

The PN Coaching content is based on nutrition and exercise science, but the *delivery* of that content is based on insights from behavior change psychology—literally, the study of how people change.

That means you'll not only get evidence-based information about how to eat, move, and live better—you'll also receive this information via an approach that's most likely to help you take action, achieve progress, and maintain results.

Here's how we do it.



## Daily practices

Every day, we give you a task.

That task is clear, simple, do-able, and can be tailored to your individual ability. And we give you only one task at a time.

You choose how to do it, then you tell us whether you've done it.

You get two weeks to practice each task, until it feels comfortable. Over time, those daily practices add up, until they're second-nature and seamlessly integrated into your life.

## Daily lessons

Every day, you'll do a little learning.

On your PN Coaching platform, you'll receive a new daily lesson—which some clients say is like reading their favorite newsletter or blog and getting a shot of inspiration every day. (And if you're on-the-go or just prefer this format, all our lessons are available as audio, too.)

Sometimes lessons are highly practical. For example, learning how to create a meal that's satisfying, healthy, and easy—no matter your dietary preferences.

Other lessons are more "think-y." They'll offer paradigm shifts or thought experiments that often provoke you to have important revelations about your behavior patterns, beliefs, and goals.

Each lesson concludes with "What To Do Today," so you always know what your focus is.







## Daily workouts

Each day, you'll be encouraged to find a way to move.

You can follow our strength- and cardiovascular-training program, which comes with videos, step-by-step instructions, and tips on adjusting movement to meet your needs, including injuries or other physical limitations.

Or, if you have your own workout program, favorite sport, or you're working with a trainer already, you can do that.

Whatever kind of movement helps you enjoy a fuller, more vital life, we'll support you.

## 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?

These objective indicators help you—and your coach—assess your progress.

That said, your coach will NEVER use your progress or consistency markers to make you feel bad. And your job is NOT to “please” your coach by being a “good student.”

Truly: This is YOUR journey.

Your job is simply to do what works best for you, and ask for help if you need it.

We're always available to answer your questions, troubleshoot if you get off track, and if nothing else, hold a positive, inspiring vision of your future.



**“I no longer feel like I have to choose between the body I want, and the *life* I want—I have both now.”**

## MICKLER

PN Coaching Client

A couple of years ago a family member invited Mickler to brunch. “Before I could even answer, my son said, ‘Oh, he’ll never come because he doesn’t eat breakfast.’”

Mickler had been on and off extremely restrictive diets for years, including intermittent fasting, keto, and more.

“Once for my birthday, my family got me an ice cream cake, my favorite.” Mickler recalls. “I wouldn’t eat it because I was on keto.”

Mickler often had the “shredded” body he wanted—but just as often, he didn’t. In the summer he would restrict and lose weight, and in the winter he would gain it all back.

On and on the cycle went.

“Eventually I recognized that I couldn’t go on like that. I needed to find a way to be steady.”

Eager to try something different, Mickler joined Precision Nutrition Coaching. “Having a habits-based program and a coach was a game changer for me,” he says.

“Life got easier. I stopped restricting. I could make food choices that weren’t the ‘best’ sometimes, and still make progress.”

His coach provided gentle nudges along the way, helping Mickler challenge some of his old assumptions, and tap into his hunger cues.

“I learned that eating with awareness is much more important than following a list of rules,” notes Mickler. “That was a pivotal point in my journey.”

Now, 26 pounds down and sporting the coveted six-pack, Mickler is free from food rules.

He no longer has to choose between the body he wants, and bonding with his family over brunch or birthday cake.

Cooler still, Mickler has since become a Precision Nutrition Level 2 Certified coach. “Having been through the coaching process helps me guide my own clients. Now I can help other people the way PN helped me.”



# How consistent do you have to be in order to make “good progress”?

WHEN CLIENTS go through the PN Coaching program, they (voluntarily) submit data about their progress nearly every day:

- ✓ They check in daily and tell us if they completed a workout and did their habits.
- ✓ They submit weekly or monthly body metrics, like weight and girth measurements.
- ✓ They answer biweekly progress surveys, where they tell us other important stuff, like how they’re feeling.

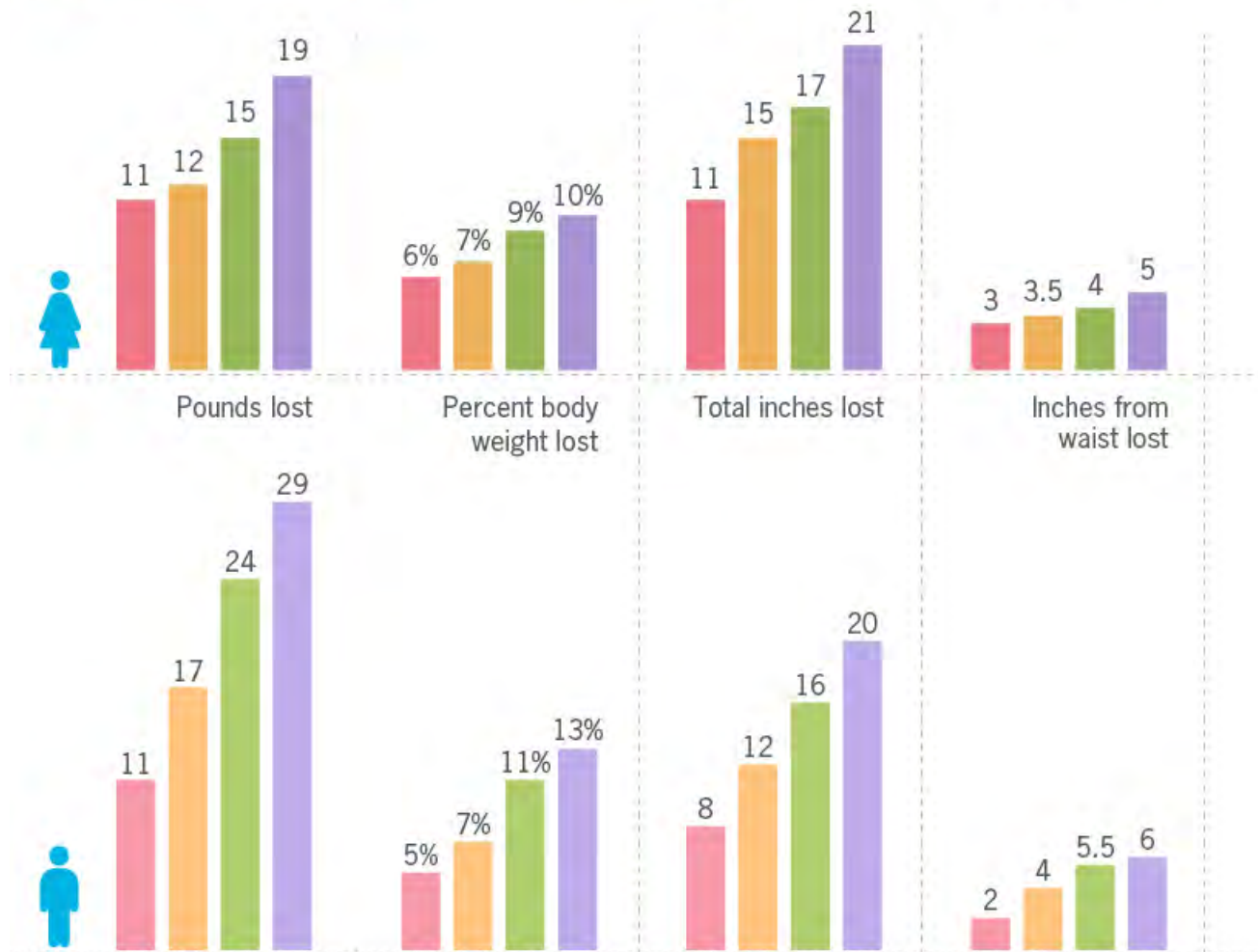
After coaching over 100,000 clients over the past 15+ years, you can imagine: We’re sitting on a mountain of data.\*

We rely on this data to tell us how effective our program is, and how consistent our clients are able to be.

When we analyze this data, we see some pretty surprising—and, we think, pretty inspiring—trends.

\*We’re serious about protecting our clients’ data and privacy. All data we publish is obtained with consent, anonymized, and aggregated.





Among clients who say losing weight is their priority, there's a wide range of habit consistency: Some clients only check off their habits and workouts ten percent of the time, while others maintain a nearly unbroken streak of checkmarks.

Not surprisingly, those who are MOST consistent tend to lose the most inches and pounds.

But here's what we love:

Clients who are LEAST consistent—but **nevertheless stick with the program the**

**full year**—tend to end up losing between *five to six percent* of their total body weight. (That's a clinically significant amount that's linked to lower risk of heart and metabolic disease.)

The reason we love this is because, for most clients, it takes the intimidation factor out of the program.

It's reassurance that **you don't have to be perfect**. (Because who is??) But you can still achieve meaningful results.

You just have to show up.

# PROGRESS PHOTOS:

## Why we use them (and why you don't have to)

EVERY MONTH, we give PN Coaching clients the opportunity to upload "progress photos" to see how their body is changing.

Since the beginning of our program, we've used photos as data to see how a client is progressing. When our coaches look at these photos, they're not making moral or emotional judgments.

Instead, they're looking for little markers of change that tell them more about what's happening inside their client's body.

For example, shifts in shape, posture, or muscle definition can reveal body composition changes as well as the efficacy of a strength-training routine.

In many cases, progress photos provide insight (for both coach and client) that's hard to capture through other mediums. Especially in an online coaching environment.

However, for all clients—regardless of their goals—**progress photos are completely optional**.

Because the truth is, people have a wide range of feelings about taking photos of themselves for the purpose of tracking visual progress.

➔ Some clients find it inspiring and empowering to see how their actions have impacted their body in a way they feel is positive.

➔ Some clients—especially those with a history of disordered eating, trauma, or body image issues—find it triggering to take photos and focus on their appearance.

➔ Some clients are simply not interested in how their body looks. They're more interested in other markers of health such as bloodwork, mood, and energy levels.



So, while many of our clients choose to document their coaching journey with photos—you can really take 'em or leave 'em.

**What's important to us is that we're able to celebrate your progress in some way, together.**

That's why during the program, we'll ask you to identify other ways you'd like to gauge your results and keep track of how things are going.

(We've had some clients track their sleep quality, pain management, or even the number of times they outraced their kids to the mailbox each week!)

Ultimately, it's all up to you. Whatever you choose to document (or not), we're here to support you.





# Why Precision Nutrition?

OVER the past 17 years, we've coached over 100,000 clients all over the world to make massive, meaningful changes to their lives.

It's been an honor to have so many people trust our program, especially with their health.

But maybe more importantly, why should YOU trust us?

✔ **We're the trailblazers of habit-based coaching.**

PN Coaching paved the way for the most effective coaching method used in the industry today. Our program was created by the pioneers of habit-based nutrition coaching—coaching that focuses on repeating small, strategic daily actions that work towards a long-term goal.

Since then, we've helped thousands of clients transform, making healthy eating, regular movement, and stress management simple, accessible, and *attainable*.

✔ **We coach for sustainable, lasting results.**

Unlike other programs, we don't prescribe quick-fix diets or meal plans. While those can work well in the short-term, they're often rigid and difficult to sustain day after day, especially when life gets busy, stressful—or heck, you're just bored of boiled chicken and food math.

Instead, we help you build flexible, take-with-you-anywhere skills and habits needed to look and feel better for the rest of your life.

✔ **Our program is science-backed and peer-reviewed.**

The PN Coaching methodology has been validated in 3 scientific studies—and peer-reviewed by dozens of top professionals in a range of disciplines.

That means everything you'll learn in the program is truly evidence-based.

✔ **We're the experts other experts come to for advice.**

When elite athletes, professional sports teams, and Fortune 100 companies need game-changing nutrition programs, they come to us.

**We've worked with top sports organizations like:**



**And companies like:**



**And major media outlets like:**



Lots of people consider us the world's leading experts in nutrition coaching. It's a big responsibility, and we don't take it lightly. Whether we're working with big corporations, professional athletes, or just regular people, we do everything possible to help them succeed.

✔ **Plus, we guarantee our program.**

We guarantee our work. Because it's the right thing to do.

Bring your commitment. Stick with us for a full year. Work hard.

You'll lose the weight (and body fat) you haven't been able to shed for years. You'll build physical strength and confidence. You'll get results that last.

And if you don't get the results you're looking for, we'll give you a full refund.

No risk. No joke.





# Meet your Coaches

WHEN you join PN Coaching, we take good care of you. Our coaches are part nutritionist, part personal trainer, and part caring friend—with a little scientist and cheerleader built in. Together, we find what works for you, then hold you accountable and help you stay consistent.

## SCOTT QUICK

**Title at PN:**

**PN Master Coach**

**Education and Coaching Credentials:**

**BS Sports Medicine/Athletic Training,  
MS Rehabilitative Sciences, CSCS,  
NSCA-CPT, PN2-MHC, PN1-SSRC**



Scott Quick has been coaching for 20+ years, with eight of those years at PN. Among his client success stories are some pretty jaw-dropping transformations.

While that's impressive, Scott also loves to work with “ordinary” guys: men who just want to lose weight, recover from injuries or illness, or simply want to learn to care for themselves for a change.

Whatever their goals, Scott wants men to know it's okay to ask for help. “It can be hard for guys,” he says. “We tend to feel like we should be on top of everything, that we should be tough, even perfect.”

Scott knows, because he's been there himself. Before becoming a PN coach, he struggled to put on muscle and recover from his workouts. Initially hesitant to ask for support, Scott ultimately found PN and joined an early iteration of PN Coaching where he gained 25 pounds of lean mass.

The process transformed not only his body, but his outlook. “I used to be extremely tough on myself,” he recalls. “I've since learned that setbacks are part of the process, not a sign of failure. Mistakes are welcome here.”



## JEREMY FERNANDES

**Title at PN:**

**PN Master Coach**

**Education and Coaching Credentials:**

**BA Hons Spec. Kinesiology, PN2-MHC**

With over a decade of coaching experience, Jeremy has been a part of the Precision Nutrition community for nearly eight years.

As a younger athlete, Jeremy had so many injuries he decided to pursue physiotherapy as a career. In the meantime, he became a personal trainer.

While working as a trainer, he discovered he loved helping clients grow and evolve. “I wanted to keep adding more skills to become the best coach I could be,” recalls Jeremy. This led him to Precision Nutrition, where he completed both the PN Level 1 Nutrition Coaching Certification and the PN Level 2 Master Health Coaching Certification, and ultimately became a full-time coach.

Among the many lessons Jeremy learned from PN: “Just because you ‘know what to do’ doesn’t mean you’ll do it. You can have a lot of information and still feel stuck. A big part of coaching is helping people take action.”

As a PN Coach, Jeremy’s approach is warm, practical, and grounded. “Progress is always possible, and it doesn’t have to be overcomplicated,” he says. “You should not have to do calculus to decide if you can join your friends for a meal.”



## GILLIAN FRASER

**Title at PN:**

**PN Master Coach**

**Education and Coaching Credentials:**

**BSc., CHN, AFLCA, ACE, Strongfirst Bodyweight Instructor Certification, PN2-MHC**

Gillian (Gill) has been coaching for 16 years, eight of which she’s spent at PN where she’s known as an intuitive and compassionate coach.

Soft-spoken though she may be, Gill is also an adventurous spirit—she’s a motorcycle-riding Ironman Triathlete who never shies away from a challenge. Growing up on a farm, Gill learned the value of community and hard work early on in life. She’s not afraid to get her hands dirty—whether that’s working in her garden, or showing up for clients in difficult moments.

“Life can be messy,” says Gill.

“But wherever you’re at in your journey, at PN you’ll be treated with deep care, attention, and unconditional positive regard.”

Gill herself is no stranger to the challenges life can bring. In 2021, her husband was diagnosed with cancer and battled his way through chemotherapy and radiation.

“Learning to care for myself when my world was upside down was one of the hardest things I’ve had to do,” says Gill. “I’ve learned that there’s no better time to care for yourself than now. No matter what is going on in your life, you’re worth the investment.”





# SARAH MAUGHAN

## Title at PN:

**PN Master Coach; PN Level 1 Certification Instructor**

## Education and Coaching Credentials:

**BA Psychology, Registered Holistic Nutritionist, PN2-MHC, PN1-SSRC**

A nutrition coach since 2009, Sarah Maughan has worked with over 2,000 clients, and has been coaching with Precision Nutrition since 2014. She is the author of Precision Nutrition's *The Ultimate Guide to Elimination Diets: How to Coach Clients Through Elimination Diets, From Start to Finish*.

In early adulthood, Sarah suffered from undiagnosed Celiac disease, causing her to struggle both physically and mentally. When she discovered the foods and lifestyle factors that made her feel better, her entire life changed. Today, she's passionate about helping other people.

"It's never about doing things 'perfectly,'" says Sarah. "It's about uncovering what helps you feel your best."

A highly compassionate and empathetic coach, one of Sarah's greatest strengths is her ability to validate her client's experiences—while also helping them grow and change.

"I want people to know that they have what it takes to move through life's curveballs," she says. "You can break the patterns that are holding you back. You can build your strength and confidence. And I'm here to support you every step of the way."



# MONIQUE

## PN Coaching Client

"PN was one of the best things that could have happened in my life at a time where I needed a boost to rekindle my confidence, motivation and healthy life habits. And by life habits I include stress management and a healthy outlook in general. I not only gained all of the above but a host of new

friends just like me 'looking for a change'. And as a plus in the process, even if that was not my main goal, I lost 10 lb and gained strong, buffed muscles. What an amazing, inspiring and wonderful way to celebrate my 60th birthday now, with the best yet to come!"



# PN COACHING PROGRAM DETAILS

## Program overview

PN Coaching is a 12-month program designed to help you experience a total health transformation.

Whether you want to lose fat, build muscle, reduce stress, get better sleep, have more energy to play with your kids (or grandkids), or feel healthy while protecting yourself against illness—we're here to support and guide you.

Your entire program is delivered via the online PN Platform, which you can access from your desktop, laptop, or smartphone. This includes:



**AN INTRODUCTORY WORKSHOP** so you can dive into your deeper motivations for joining PN Coaching, what goals you want to achieve, and how you'll know if you're making progress.

**INTRODUCTORY BREATHING, POSTURE, LOWER, AND UPPER BODY ASSESSMENTS** to help you move safely, protect your joints, and improve your movement quality.



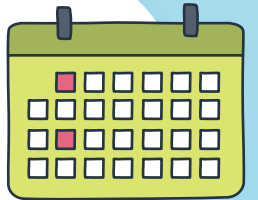
**DIRECT ACCESS TO YOUR COACHING TEAM.** Send as many messages as you want, and your coaches will get back to you within 1-3 business days. Communication is encouraged—your coaches love hearing from you!

**WEEKLY LIVE ZOOM COACHING CALLS.** Every week, you'll have access to EITHER: "office hours" where you can ask your coach questions in a smaller, more intimate setting; or group discussion calls where you'll talk with your coaches and fellow PN Coaching peers about a particular habit.



**A PRIVATE FACEBOOK GROUP.** This exclusive and highly supportive group is ONLY for your specific coaching cohort. Use this space to ask questions, share your wins and challenges, and get help from your coaches and other coaching clients. Many of our clients create relationships here that last for years to come.

**BI-WEEKLY HABITS (24 IN TOTAL)** which will introduce healthy habits into your life. You'll get two weeks to focus on each habit before moving on to the next one. Over time, your skill at practicing and maintaining these habits—often all at once!—increases. (To get a sense of what you'll learn, check out the sample of PN Coaching habits in the next section.)



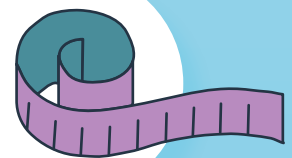
**DAILY LESSONS** to help you integrate whatever habit you're working on into your life in a realistic way. Reading (or listening to, if you're on-the-go) your daily lesson takes about 5-15 minutes and sometimes includes reflection questions so you can gain insight or plan for obstacles.

**DAILY WORKOUT/ACTIVE RECOVERY INSTRUCTIONS**—with options for gym workouts, at-home workouts (minimal equipment), quick workouts (don't have much time), or your own freestyle workout. You get to do whatever works for you.



**WEEKLY REVIEW AND RITUALS** to help you reflect on your journey, overcome any challenges you meet along the way, and prepare for the week ahead.

**CHECK-INS TO KEEP TRACK OF THE PROGRESS YOU'RE MAKING**—on the scale, with the tape measure, visually, and in all the other ways you want to measure progress. (Like more energy, better sleep, stronger workouts, or just feeling better day to day.)



**FEEDBACK SURVEYS** to make sure you're feeling good about the program and your journey.



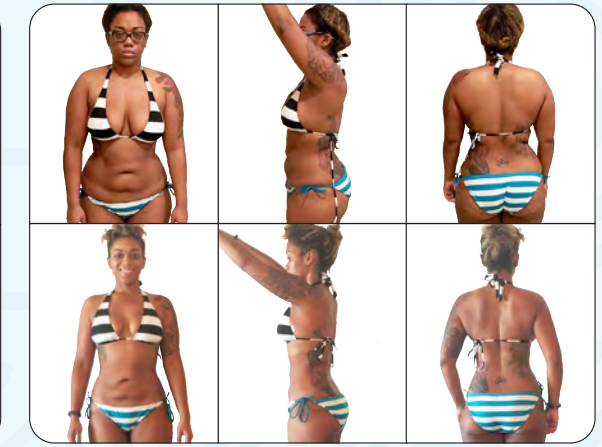
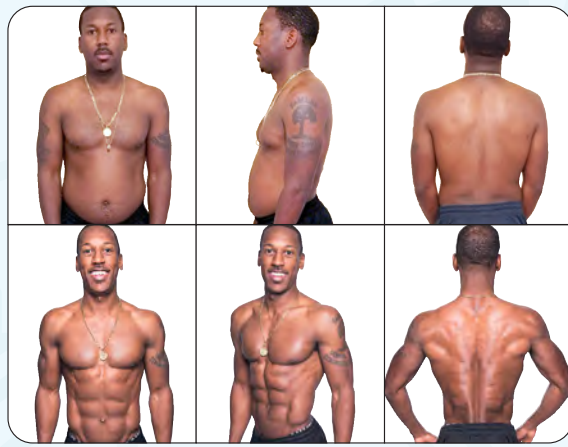


## What you'll learn: A sample of habits

WANT a sample of the life-changing healthy habits you'll incorporate into your life? We've selected 11 of the 24 habits we cover over the course of the year, plus some of the lessons associated with each.

**Note:** During your orientation, you'll tell us about your goals. If your primary goal is to lose fat, you'll get habits and lessons tailored to fat loss. If your primary goal is to gain muscle, or just to lose a little fat while also gaining muscle (called body recompositioning), you'll get a slightly different set of habits and lessons. Also note that habits and lesson contents are all subject to change; we update our program constantly.





**HABIT**

**Eat Slowly**

- Feel more in control of eating, and develop more mindfulness and awareness
- Practice noticing and naming—a key technique for change
- Learn how to break through obstacles you may encounter
- Understand what shapes your behavior at a subconscious level

**HABIT**

**Eat to Satisfied**

- Develop intuitive control of hunger/fullness, without counting calories
- Play and experiment with your appetite
- Identify your hunger cues and create your own unique hunger scale
- See the chain of events that cause emotional eating, and how to break the chain

**HABIT**

**Eat Lean Protein with Each Meal**

- Kitchen makeover: remove “red light” foods and add “green light” foods
- Protein sources for plant-based eaters
- Practical strategies for getting more protein daily
- Examine dairy as a protein source
- How to make a Super Shake—a quick, easy, nutritious meal

**HABIT**

**Eat at Least 5 Servings of Colorful Fruit / Vegetables**

- Ideas for adding vegetables to a daily menu
- Green supplements and how to use them
- Examine how food goes from the farmer to your table, and everything in between
- Some movies to watch about food or struggles with body image

**HABIT**

**Make Smart Carb Choices**

- What are smart carbs, and why they are nutritious
- Why “good” and “bad” labels for foods aren’t useful
- The food choice continuum—and making choices that are a little bit better
- Why “fitness foods” are often not truly healthy

**HABIT**

**Plan PN-Friendly Meals**

- Define awesome healthy meals that meet your goals
- How to eat healthy in restaurants and on the road
- Self-talk and your “inner team”; how to cut out self-criticism
- How to set up your kitchen system for optimal meal prep

**HABIT**

**Eat Healthy Fats**

- Which fats are “healthy” and why
- What omega-3s are and why they’re good for you
- What “listening to your body” means, with physical indicators you can observe
- Some ideas to add healthy fats to a daily menu

**HABIT**

**Create & Use a Sleep Ritual**

- How the body’s internal clock works
- The effects of not getting enough high quality sleep on your metabolism
- Practical suggestions for improving sleep quality, and safe sleep supplements
- The 3Rs—reframing, refocusing, and resilience
- Emotional self-regulation and “growth mindset” skill development

**HABIT**

**Take a Fitness Information Vacation**

- Why commercial photo shoots and images of “fitness” aren’t real
- How to think of training as making you better rather than beating yourself up
- The importance of outdoor spaces and nature for our health
- “Primal fitness”—ancestral-style / animal-style workouts

**HABIT**

**Create & Maintain your Movement BAMs (Bare Acceptable Minimums)**

- Why BAMs work to help you reach your goals where hitting the pause button doesn’t
- How to use BAMs for nutrition, self care and other areas of your life
- Practical ways that PN clients and coaches use BAMs

**HABIT**

**Celebrate your Progress**

- Why celebrating success and progress, even if minor, is better than self-criticism
- Dealing with The Shoulds and unmet expectations
- The concept of “no failure, only feedback”
- How to think about maintenance and put systems in place to do it
- Feasting on things other than food—joyfulness, experiences, etc.

Remember that this is only a sample of what you’ll learn. There are 13 more habits—and lessons for each—that we’ll unveil week-by-week when you join the program.

(Hey, a little mystery is always good, right?)





## MARISA

PN Coaching client

"I used to be so uncomfortable in my own skin.

I used to hide, to cover up, wear baggy sweats whenever I could, and never felt as though I could give myself permission to wear and do what I wanted.

PN Coaching has allowed me to live my life free of limitations. It has helped me learn how to trust my body, how to pay attention to not only my outside, but to my inside too.

Also, PN Coaching never overwhelmed me the way other 'programs' and 'quick fixes' did. It slowly, gradually, took everything so ingrained and changed it.

It made me stop and listen, notice and name. I never had to push myself through something 'all or nothing.' I never felt like a failure or that I had shortcomings, even though when I started working out again using all of the PN workouts, I was very much a 'beginner.'

I have now gained so many new skills, but I'm definitely not done with my fitness journey. I still have fitness goals, but now I know I can attain them. I have the full confidence that I can do so."



## A WEEK IN THE LIFE OF A PN COACHING CLIENT

DAY	Program Material	Workouts/Calls*
MONDAY	Read about your new habit (5-10 minutes) Read or listen to your lesson (5-15 minutes)	Full body workout 1 (30-60 minutes)
TUESDAY	Read or listen to your lesson (5-15 minutes)	Optional aerobic recovery (60-90 minutes) Optional office hours with your coaching team (15-30 minutes)
WEDNESDAY	Read or listen to your lesson (5-15 minutes)	Full body workout 2 (30-60 minutes)
THURSDAY	Read or listen to your lesson (5-15 minutes)	Optional aerobic recovery (60-90 minutes)
FRIDAY	Read or listen to your lesson (5-15 minutes)	Full body workout 3 (30-60 minutes) Optional group coaching call going over your new habit (60 minutes)
SATURDAY	<b>Progress Check-in:</b> Take measurements, pictures, or both (5-15 minutes)	Active recovery (20+ minutes)
SUNDAY	<b>Weekly Review and Ritual:</b> A quick recap and look ahead to your next week (5-10 minutes)	Active recovery (20+ minutes)

\*NOTE: These activities may fall on different days of the week, depending on when group coaching calls and/or office hours are scheduled, and/or when you schedule your workout/active recovery time. All workouts are also customizable.



# DOUG and SANDRINE

## PN Coaching Clients

Doug and Sandrine first met in 2007 as bicycle guides. Back then, Doug recalls having loads of natural energy. “I never put any thought into nutrition,” he recalls. “I would just go and ride my bike for eight hours a day.”

But as he got a bit older, Doug’s poor eating habits caught up with him. After taking a more sedentary job, his exercise levels decreased, and his weight crept up.

Then, in 2018, Doug was diagnosed with deep vein thrombosis, a potentially life-threatening blood clot. That was Doug’s cue to make a change. He signed up for Precision Nutrition Coaching... and so did Sandrine, who wanted to support him.

The first thing they noticed: while their programs were similar, their approaches differed. Doug’s approach was more “by the book,” following the program precisely, and Sandrine’s was more “go with the flow.”

One thing they shared: a commitment to doing the program together. “Our workouts became a shared afternoon ritual,” says Doug. “It was a way to connect daily.”

By the end of the program, Doug lost 55 pounds. “I got my health back,” he affirms. “Life is better, mentally and physically.”

Sandrine lost 16 pounds herself, and views her health as a precious resource. “It’s something I want to protect for years to come.”

As for doing PN Coaching as a couple, Sandrine says, “Support each other, but make it your own experience. Head in the same direction, but follow your own path.”

**“We did the program in tandem—but each in our own way. And together, we lost 71 lbs.”**





# Have questions? We're here to help!



WE want you to feel fully informed (and excited!) when you sign up for this program.

So, if you've still got questions, we'd love to help you get answers.

First, check out our [FAQ page](#). There, we provide in-depth answers to our most commonly asked questions.

If you can't find your answer there, we've got actual humans—who also happen to be experienced coaches and/or former PN Coaching clients—who would love to speak to you.

We're here to help.

Connect with one of our Client Care team members however you prefer:

<b>BY PHONE</b> +1 (877) 660-6464 <a href="#">Call us</a>	<b>BY LIVE CHAT</b> Speak to a live representative now! <a href="#">Live Chat with us</a>	<b>BY EMAIL</b> coaching@precisionnutrition.com <a href="#">Email us</a>
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If you're pumped and ready to go, then we'd suggest you join our waitlist—if you haven't already.

**YES, GET ME ON THE EARLY ACCESS LIST!**

By joining the free waitlist, at no obligation, you'll learn more about the program, access our biggest savings and flexible payment plans, and priority enrollment.

## READY TO BECOME YOUR FITTEST, STRONGEST, HEALTHIEST SELF?

**The time is now.**

If you want to gain the skills to improve and protect your health—and the health of your friends and family who might be inspired by you—join us.

**We hope to see you there.**

—The PN Team

—COURTNEY GREEN  
PN Coaching client

“Even when I’m on autopilot, my choices are just better now.”

—MONIQUE MARTEL  
PN Coaching client

“I highly recommend PN Coaching for anyone who’s at a turning point in their life. It will boost you to where you really want to go with the help you need. And here are 3 pieces of advice to you:  
-Believe in yourself  
-Take it one step at a time  
-Enjoy the ride”

—LETICIA SAINZ  
PN Coaching client

“Brace yourself for this process—it impacts parts of your life that you can’t even imagine.”

—GLEN SCHULTZ  
PN Coaching client

“My PN experience has been impactful beyond simple body composition. I still refer back to the course material to reinforce or re-center myself on different aspects of living.”

—COLETTE DUTOT  
PN Coaching client

“You will finish the year in a very different place—I’m high fiving you already.”