

Script Outline & Talking Points

We've created this outline for you to use in building a presentation that shares important facts & talking points about Integrative Nutrition's Health Coach Training Program.

Personalize it with information that is most relevant to you, or to the audience you are speaking to!

Opening:

- ✧ Welcome Attendees
- ✧ Introduce Self
- ✧ Introduce Topic

Hi everyone! I'm so happy to be here with you all today.

For those of you who don't know me, my name is _____, and today we're going to be talking about Integrative Nutrition.

Before we get started I just wanted to share something interesting that I was reading about today.

Recent Health News Story: (choose from)

- ✧ Something that resonates with you
- ✧ Something relevant to this audience
- ✧ Something that illustrates a need within your niche

(Share the recent health news story you chose)

Wow. That really says something about where we are, doesn't it?

What is the theory of integrative nutrition?

- ✧ Talk about the concept
- ✧ Leave IIN for later
- ✧ Keep it simple: 1-2 sentences

You may be wondering what exactly integrative nutrition even means.

Simply put, integrative nutrition considers an overall investigation into the nourishment a person is taking in through all aspects of their life.

Now – let's start by relieving some anxiety!

Lighten things up!

- ✧ Relieve their anxiety
- ✧ You're not going to give them a long list of things to never eat again
- ✧ Think of a funny idea you've heard about Health Coaches – let them know that's not what it's about

I'm not here to tell you that everyone has to give up red meat, sugar, wine, or all the culinary pleasures in life.

A Health Coach is not a nutritional police officer with an agenda!

I think I actually heard a collective sigh of relief.

Truthfully, as a Health Coach I believe every person has the ability to identify for themselves how best to feed their hunger.

What does a Health Coach do?

- ✧ Keep it simple
- ✧ Focus on aspects most relevant to this audience

A Health Coach is someone who has been trained to help people reconnect with their innate knowledge about how to live healthier, happier lives.

(spend a few minutes talking about how life today disconnects us from that innate knowledge)

Bio Individuality

- ✧ Every body is different
- ✧ Different things effect what we need
- ✧ Share obvious factors
- ✧ Share surprising factors

One of the most exciting things about being a Health Coach is that every body is different!

So many things affect what foods an individual needs to thrive.

Some are obvious like whether a person is young or old, or the type of work they do, but have you ever thought that even your blood type or where your parents are from effect your ability to digest certain foods?

The Institute for Integrative Nutrition calls this Bio-Individuality, and it's the foundation of their teaching.

IIN's unique approach

- ✧ Not one size fits all
- ✧ Learn from many industry experts
- ✧ Creates flexibility when working with clients

Instead of teaching a one size fits all approach, they bring in experts from many areas of nutritional study.

By learning firsthand from dozens of industry experts, health coaches in training get to know the principals of different practices while maintaining the flexibility to move between them in guiding their clients.

If Bio-Individuality is the foundation of Integrative Nutrition, then Primary Foods are the vertical supports!

Primary Foods

- ✧ Everything affects your health
- ✧ Share a few examples of Primary Foods that are relevant to this audience
- ✧ Ask a leading question

Of course you've heard the saying: "you are what you eat" but practicing integrative nutrition goes far beyond that to encompass the nourishing qualities of everything in your life.

A Health Coach looks at how your relationships affect your health. And how your job affects your health.

Do you think spending eight or more hours a day five days a week at a job that is incongruous with your core beliefs affects your overall wellness? If you said yes then you're thinking integrative nutrition!

Industry Experts

- ✧ Who's work do you really connect with
- ✧ Who's work is relevant to this audience
- ✧ How their teachings have informed work with your clients

I've seen first hand the powerful connection between what we eat and how we feel, and as a Health Coach I find it so inspiring to share the work of (insert VTs whose work you really connect to) with my clients.

Talk a little about that.

Transformation

- ✧ Share your before & after
- ✧ Share the most rewarding aspect
- ✧ If you have multiple things you could share, frame your talking points to what's most valuable to this audience

I want to share a little about how my life has transformed through my Studies at the Institute for Integrative Nutrition.
(share)

I gained so many valuable tools and insights, but the most rewarding aspect has been (share)

HCTP

- ✧ Share the most valuable aspect of the program for you
- ✧ Highlight one aspect that is important for career change people
- ✧ Get them thinking about the value of the program

I've talked a lot about the content of the program, so now I want to share more about how the training actually functions.

For me, the flexible nature of the learning was really important. I was already really interested in holistic wellness, but I was working full time so a traditional, full time program was not going to work for me.

I also really liked all of the business building tools that IIN offers – the program is so affordable to begin with, and then on top of it you get business cards, a great website, and even the potential of a full second year of business skill development for free!

HCTP con't

- ✧ Earn while you learn
- ✧ Highlight one aspect that is important for personal health and wellness people
- ✧ One year to better Health and Happiness!

Another really valuable aspect of the program is the opportunity to earn while you learn! About half way through you will be able to start working with clients. For me, this was a great way to jumpstart my biz, as well as increasing my confidence in what I was learning.

On top of all of that, I was able to make immediate changes to my own diet and lifestyle that really improved my personal health and happiness.

Looking back, I wish I had known sooner that I could come so far in just one year!

How do I work with clients?

- ✧ Highlight how IIN teaches the structure to follow to build a practice
- ✧ Share a few ways you apply your education

Let's talk a little about how a Health Coach actually works with clients. Luckily, there are loads of opportunities to coach people to greater health!

IIN's Health Coach Training Program actually provides a formula for how to structure a practice, and what to offer your clients.

A few that I have found most effective are (share how you apply your education & work with clients)

A rewarding career!

- ✧ Why do you do what you do?
- ✧ Share a story of how rewarding the work is
- ✧ If you want to share a specific client's story, make sure you have their permission!

To me, the most exciting thing about being a Health Coach is (again, remember to tailor this to the audience you're speaking to)

The work is just so rewarding (share a few examples from your own practice, and/or from the practice of others you know)

What are grads doing?

- ✧ Acknowledge not everyone may want to be a Health Coach
- ✧ Share the value of what IIN offers beyond nutritional education
- ✧ Showcase a few grads doing other work (visit the alumni section of the website if you need examples)
- ✧ List some careers that an IIN education would supplement nicely

Some of you might be thinking that this all sounds interesting, but you don't feel drawn to becoming a practicing Health Coach.

The exciting thing about IIN is that it goes far beyond basic nutrition.

IIN offers such a broad business foundation that many grads take their knowledge and apply it to other entrepreneurial endeavors in the health and wellness field. (Share a few examples)

It's also very common for graduates to use what they've learned to supplement their current practice – yoga teachers, personal trainers, chefs, even nutritionists have gone through the program to add value to what they're already offering!

Recap

- ✧ Chose the one thing you covered in the workshop that is most important to this audience
- ✧ Repeat it subtly by using it to highlight the value of IIN
- ✧ Open up for questions

Wow – we've covered so much info here in such a short time!

Before we open it up for questions, I want to add that if you take away just one thing from our talk I hope it's a feeling of empowerment to take control of your own Health and Wellness!

I know that I experienced that through the knowledge I gained during my studies at the Institute for Integrative Nutrition, and am able to continue nurturing it through the rewarding work with my clients.

So, who has questions for me?

Closing

- ✧ Thank people for coming
- ✧ Let them know you'll stay around for extra questions about your practice or IIN
- ✧ Remind them to sign up to stay in touch!

Those were some really great questions – I can tell you all are really connecting with this concept of integrative nutrition!

Thanks so much for joining me tonight, and thanks to (insert establishment) for hosting me.

If anyone has more questions about my practice, or about the Health Coach Training Program, I'm happy to stick around to answer them.

And if you haven't already, make sure to join my mailing list – I promise, I don't spam but I do share some great Health and Wellness info! There's a check box for those of you interested in all the specifics of the program at the Institute for Integrative Nutrition.

Thanks again everyone, and have a lovely day!