



Course Catalog

2022-23



PRIMAL[™]
HEALTH COACH
INSTITUTE

Message from the Founder

THE WORLD IS FACING A HEALTH CRISIS OF ITS OWN MAKING. Cardiovascular diseases take more lives than any other malady, and the World Health Organization (WHO) contends that at least 80% of untimely deaths from cardiovascular events could be prevented if people ate a healthy diet, exercised and moved regularly, and avoided unhealthy addictions. These factors also drive the rising rates of type 2 diabetes, which claims the health of 10% of the world's adult population and could be easily avoided altogether if wellness took precedence in people's lives.

That's where you come in. As part of the Primal Health Coach Institute community of coaches, you'll transform lives through the scientifically validated nutrition, fitness, and lifestyle principles of the ancestral health movement.

I've devoted my life to health and wellness, and throughout my time as a professional endurance athlete (and as a recovering endurance athlete!) I've experimented with many different nutritional philosophies and programs. My research led me to primal living, and it was only by following evolutionary health science that I was able to cure my chronic conditions. I was hooked on ancestral health, and knew I'd uncovered the key to healing not just my health, but the health of the world.

I can't do it alone, and need dedicated health professionals to help me spread the knowledge so we can reset those alarming statistics. Longevity is within everyone's grasp, so let's help people improve the quality of their lives and lengthen their lifespans.

Our curriculum includes complete coaching programs that cover nutrition, fitness, and the business of coaching, as well as speciality certifications and business-development courses specifically designed for health and wellness coaches to grow their business, reach more people, and increase revenue to boot.

If you're passionate about the courses offered, the career that's waiting, and the impact you'll have on the lives of others, then I encourage you to join our team of exclusive experts. Thank you for taking the time to learn more about our mission and for your dedication to the wellness of the world.

Co-founder of the Primal Health Coach Institute,



MARK SISSON

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COURSE PILLARS





Primal Health Coach Certification

COURSE DESCRIPTION

A professional accredited health coach certification program that includes a complete health and wellness education, essential coaching skills training, and business-development instruction.



WHAT YOU'LL LEARN

You'll learn the **blueprint to optimal health**. We'll show you the science, you'll see the results first-hand, and you'll gain the knowledge you need to coach others toward health changes that last a lifetime.

Next, you'll **refine your coaching skills**, strengthening your connection to and influence on clients. You'll also have the chance to coach your peers and work through case-studies, so you feel confident coaching people as soon as you graduate.

We round out our certification program with the business of coaching. You'll **build your business**—figuring out your avatar client and your coaching niche—and even launch your website, create your first offer, and develop a marketing plan.

WHO IT'S FOR

This course is for anyone with a passion for health who enjoys helping others reach their goals. There are no prerequisites, and it's appropriate for both aspiring and current health professionals. Due to its distinction as an ancestral-health-based certification program, it's a worthwhile investment for health coaches who have already completed a general health coaching program and are looking for more comprehensive and focused wellness training.

LEARNING EXPERIENCE

We've created an effortless learning experience for busy professionals ready to invest in themselves and a fulfilling career while juggling life and all its commitments.

- Course length:** - 23 weeks (complete one chapter a week or slow the pace to fit your schedule)
- Course format:**
 - Online curriculum (each week unlocks new chapter lessons)
 - Multimedia educational resources
 - Live monthly webinars
- Course includes:** - 23 chapters of videos, audio files, text lessons, webinars, and supplemental eBooks
- Course bonuses:**
 - Lifetime access to the course
 - Lifetime subscription to the Business Resource Center
 - Invitation to a private PHCI Facebook Community
 - The opportunity to join our Find a Coach Directory
 - An optional subscription to PrimalPro, our 12-week, done-for-you coaching program to use with clients in your own branded app
- Graduation requirements:**
 - Pass each chapter exam
 - Complete all coaching practicums
 - Complete and business-development projects
 - Pass an 84-question final exam (you get more than one shot if you need it, and we're always here to help)

CERTIFICATION

As a graduate of this course, you will earn the special distinction of being a certified Primal Health Coach and be prepared to enter the field of health professionals equipped with the knowledge and training necessary to effectively coach others toward lives of lasting wellness.



PROFESSIONAL OPPORTUNITIES

As a Primal Health Coach, you get your pick of opportunities. You can start your own coaching practice and fill your roster with individual and group coaching clients. You can develop online courses for a passive income stream, coach clients in your own app, or join a medical practice, corporation, insurance company, or wellness center as a resident health coach.

PRIMAL PERKS

A global network of Primal Health Coaches

Join 1000s of graduates in 75 countries around the world.

The first, and still the best

Get certified by the first ancestral health coaching course in existence.

Continuing education opportunities

Advance your education with health coaching specializations.



Master Coach
Certification



Launch Your
Coaching Business



Health Coaching in
Medical Practices Specialist
Certification



Primal Fitness Coach Certification

COURSE DESCRIPTION

An accredited fitness coach certification program that includes a complete education in functional fitness training, coaching skills development, and a practical and easy-to-implement business-building curriculum to help you launch your career as soon as you graduate.



Online, flexible, multimedia learning



Lifetime access to the course and Business Resource Center



Live monthly webinars and workshops

WHAT YOU'LL LEARN

You'll receive a **well-rounded functional fitness certification** that prepares you to train clients to be fit for life. You'll also learn how to inspire comprehensive lifestyle changes, including dietary transformation, sleep optimization, and increasing all forms of general movement.

You'll **delve into the ins and outs of coaching**, including what you can and cannot do legally as a coach, and get the chance to coach your peers and work through case-studies to gain confidence coaching clients to optimal fitness.

As part of your business development training, you'll start **building your business**—attracting your ideal client, refining your coaching niche, launching your website, creating your first offer, and coming up with a marketing plan.

WHO IT'S FOR

This course is for anyone with a passion for fitness who enjoys helping others become stronger, fitter, and healthier. There are no prerequisites, and it's appropriate for both aspiring and current fitness professionals. Due to its distinction as a fitness coach certification program, it's a worthwhile investment for personal trainers who want to offer a more holistic service to clients and go beyond reps and into complete body wellness.

LEARNING EXPERIENCE

We've created an effortless learning experience for busy health and fitness professionals ready to level up their career.

- Course length:** - 23 weeks (go at your own pace)
- Course format:**
 - Online curriculum (each week unlocks new chapter lessons)
 - Multimedia educational resources
 - Live monthly webinars
- Course includes:** - 23 chapters of videos, audio files, text lessons, webinars, and supplemental eBooks
- Course bonuses:**
 - Lifetime access to the course
 - Lifetime subscription to the Business Resource Center
 - Invitation to a private PHCI Facebook Community
 - The opportunity to join our Find A Coach Directory
- Graduation requirements:**
 - Pass each chapter exam
 - Complete each coaching practicum
 - Complete each business-development project
 - Pass an 84-question final exam (we have a 100% pass rate!)

CERTIFICATION

As a graduate of this course, you will earn the special distinction of being a certified Primal Fitness Coach and be prepared to enter the field of health professionals equipped with the knowledge and training necessary to be an effective fitness coach.



PROFESSIONAL OPPORTUNITIES

There's no limit to the opportunities you can pursue. You can be a virtual fitness coach, run group coaching sessions at a local gym, join a wellness practice as the resident fitness coach, combine fitness and nutrition coaching to broaden your services, become an athletic coach, or specialize in a fitness niche such as corrective exercise or injury prevention.

PRIMAL PERKS

A global network of Primal Fitness Coaches

Join a robust community of committed health and fitness pros and get the support of the Primal Fitness Coach team.

Don't just train. Coach!

Learn how to nurture the coach-client relationship so that clients become fit in every aspect of life.

Continuing education opportunities and live events

Succeed as a Primal Fitness Coach with revenue-generating specializations.



Strength Training for Women Specialist Certification



Master Coach Certification



Launch Your Coaching Business



Master Coach Certification

COURSE DESCRIPTION

A 12-week advanced live training and practicum that takes PHCI students and graduates deeper into the key tenets, methodologies, and strategies of health coaching, preparing and qualifying them to take and pass the credentialing exam to become a National Board-Certified Health and Wellness Coach (NBC-HWC).



WHAT YOU'LL LEARN

We **build on coaching principles** and the most effective ways to inspire action. We help you refine your programming so that your clients remain in the driver's seat without pushing them beyond self-efficacy. You'll become adept at the best methods for accountability, progress tracking, and navigating challenges.

You'll **take the coaching relationship step-by-step**. We'll work on creating a positive mindset for productive discovery calls and closing the sale. We'll help you structure your coaching session, reinforce your coaching presence with active listening, manage clients emotions and energy, address their support systems at home and within, and release clients when they're ready.

The final pillar is dedicated to **health education**. We will examine

conventional beliefs and approaches to modern chronic health conditions and behaviors that, in some ways, differ from the primal approach. For a board certified health coach, this knowledge is essential. Our final chapter is dedicated to NBC-HWC credentialing exam specifics.

WHO IT'S FOR

This course is for PHCI students and graduates who want to enhance their current learning experience with live and interactive education and coaching practice. It also prepares and qualifies PHCI Coaches to take and pass the credentialing exam to become a National Board-Certified Health and Wellness Coach.

Our Master Coach Certification can be completed in conjunction with the Primal Health Coach or Primal Fitness Coach Certification Programs.

LEARNING EXPERIENCE

Because the sessions are live and the class sizes are small, you'll get to know your instructors and peers and graduate with the hands-on training you need to truly level up your coaching skills.

- Course length:** - 12 weeks (every student starts and graduates at the same time)
- Course format:**
 - Online curriculum (each week unlocks a new session)
 - Downloadable workbooks (featuring relevant exercises for every session)
 - Twice-weekly live webinars (with a bonus presentation handout for notes)
- Course includes:** - 26 live teaching modules, 17 chapters, 12 downloadable workbooks with relevant coaching activities, 2 coaching role plays
- Course bonuses:**
 - An exclusive Facebook group for you and your classmates
 - A digital book (PDF) of the Master Coach course curriculum
 - Lifetime subscription to our Master Course Resource Center
 - Special recognition in our Find a Coach Directory
- Graduation requirements:**
 - Attend the live webinars
 - Complete 3 coaching practicums
 - Pass a 60-question final exam

CERTIFICATION

As a graduate of this course, you will have proven your true mastery of the art and science of coaching and attained Master Primal Health Coach (MPHC) status and recognition. You will also be qualified to sit for the NBCHWC credentialing exam.



PROFESSIONAL OPPORTUNITIES

With MPHC status, the sky's the limit—whether you focus on individual one-on-one coaching, group coaching, run membership programs, or partner with a corporate wellness facility.

The health coaching industry is growing, both in need and in the number of certified health coaches. Depending on your chosen career path, it's a good idea to strengthen your credentials for a leg up. The NBHWC is largely recognized as the industry authority for health coach board certification, and MPHC status coupled with board certification can strongly establish trust with clients.

PRIMAL PERKS

Get face time with a Master Coach

Learn from PHCI Coaching and Course Director Erin Power, who will lead you through each live training and a live coaching role play.

99% pass rate

Our Master Coach Course has a track record of success with a 100% pass rate for the NBCHWC exam.

Lifelong relationships

Enjoy the lifelong friendships, business acquaintances, and mastermind opportunities that emerge when you spend 12 weeks in close (virtual) proximity with a community of peers.



Strength Training for Women Specialist Certification

COURSE DESCRIPTION

A specialist certification that addresses the many differentiating factors that can impact a woman’s health and fitness journey, including the physiological, hormonal, behavioral, mental, and cultural elements that come into play when coaching women.



Online, flexible, multimedia learning



Lifetime access to the course



A 12-week strength-training template to use with clients

WHAT YOU’LL LEARN

You’ll start with a brief history of **strength training, muscle-building, and fitness for women** before moving into topics like understanding macros, calories, and how to create a meal plan. We also dedicate a complete chapter to exercise recovery and stress management, followed by the hormonal, skeletal, and muscular differences of female physiology.

Every chapter includes a Coaching Your Client section that ties together the educational content with **specific recommendations for coaching women**. You’ll also have the opportunity to put what you’ve learned into practice with a practicum assignment.

You’ll **graduate with a 12-week strength-training template** for beginner to intermediate-level clients that’s easy to tailor to specific goals.

WHO IT’S FOR

There are no prerequisites to participate in the Strength Training for Women Specialization. It’s intended for people who coach women in some capacity and understand the complexity of balancing day-to-day life, overall health, and fitness goals.

LEARNING EXPERIENCE

This flexible online course consists of written chapters with complementary video and audio supplements for all learning styles.

- Course length:** - Approximately 8 weeks (depending on your pace)
- Course format:**
 - Online curriculum (each week unlocks new lessons)
 - Multimedia educational resources
- Course includes:** - 8 chapters of videos, audio files, and text lessons
- Course bonuses:**
 - Lifetime access to the course
 - Invitation to a private PHCI Facebook Community
 - Special designation in our Find a Coach Directory
- Graduation requirements:**
 - Complete the coaching practicum assignment
 - Pass a final exam

CERTIFICATION

As a graduate of this course, you will earn the distinction of being certified as a strength training specialist for women, solidifying your expertise as a coach who is well-versed in female-centric challenges and concerns.



PROFESSIONAL OPPORTUNITIES

A certification in women's strength training opens up numerous revenue-generating opportunities. You'll possess a keen understanding of the challenges, questions, needs, and goals of women looking to get stronger and fitter, and can leverage your expertise by offering specialized courses and coaching programs for individuals, groups, corporations, or wellness centers.

PRIMAL PERKS

A global network of Primal Health Coaches

Join 1000s of graduates in 75 countries around the world.

Join our Private Facebook Group

Get access to a global community of fitness pros from around the world in a private Facebook group.

Learn from an expert

Learn from health coach, author, and podcaster Ashleigh Vanhouten who sheds much needed light on the importance of coaching women and men differently.



Health Coaching in Medical Practices Specialist Certification

COURSE DESCRIPTION

A specialist certification that prepares you to coach patients with medical conditions or risk factors while working alongside physicians, nurse practitioners, and associated staff within an established medical practice.



WHAT YOU'LL LEARN

You'll gain an in-depth understanding of the US healthcare system and the importance of health coaches as a key member of the patient care team. We'll address the difference between coaching a competent individual empowered to seek health coaching vs. the patient who may be referred by a physician. We'll also cover issues of race, ethnicity, culture, and health disparities among patients.

You'll learn how to work alongside a clinician and advise and motivate patients to change unhealthy lifestyle habits and manage chronic conditions. In addition to receiving a toolkit for getting your foot in the door and securing a clinical health coaching position, we provide a blueprint for evaluating health coaching programs with individual patients.

WHO IT'S FOR

This course is designed for health coaches with a passion for helping patients get the life-changing information, encouragement, and accountability they need to make sustainable changes in their lives.

LEARNING EXPERIENCE

This online course consists of written chapters with complementary video and audio supplements for all learning styles and flexible self-study.

- Course length:** - Approximately XXXX weeks (at your pace)
- Course format:**
 - Online curriculum (each week unlocks new lessons)
 - Multimedia educational resources
- Course includes:** - X chapters
- Course bonuses:**
 - Lifetime access
 - Invitation to a private PHCI Facebook Community
 - The opportunity to join our Find a Coach Directory
- Graduation requirements:** - Pass a final exam

CERTIFICATION

There are growing opportunities for health coaches who want to join an established medical practice and give patients the support and guidance they need to manage their illnesses and improve wellness. This certification prepares you for this specific career path.

PROFESSIONAL OPPORTUNITIES

With certification in hand, you'll be ready to approach the medical practice of your choice with confidence, armed with the tools you need to assess, plan programs, accept referrals, coach patients, evaluate your progress, and fit seamlessly into the medical team.



PRIMAL PERKS

A global network of Primal Health Coaches

Join 1000s of graduates in 75 countries around the world.

Join our Private Facebook Group

Get access to a global community of wellness pros from around the world in a private Facebook group.

Learn from an insider

Dr. Judith Boyce will teach you how to navigate the labyrinthine healthcare system.



Human Intestinal Microbiome in Health and Disease Specialist Certification

COURSE DESCRIPTION

This certification prepares health coaches to deal with a broad range of systemic and gastrointestinal diseases by applying the emerging and powerful insights into the human intestinal microbiome.



WHAT YOU'LL LEARN

Any **course on the human microbiome** is naturally academic, but your instructor, Dr. William Davis, approaches every video and text lesson in a conversational and easy-to-understand manner. You'll gain an in-depth understanding of basic microbiology and GI anatomy and physiology from a microbiome perspective. You'll learn how the intestinal microbiome impacts health and disease, the current methods of microbiome assessment, and how to manage the microbiome for optimal health.

Throughout, there's an **emphasis on practical coaching tips**, and because this area of health is evolving rapidly, we provide **resources for continued support** and feedback to all course grads.

WHO IT'S FOR

This course is designed for health coaches who want to become gut health experts and help heal the human intestinal microbiome in various disease states.

LEARNING EXPERIENCE

This online course consists of written chapters with complementary video overviews, graphic supplements, and additional resources and reading suggestions.

- Course length:** - Approximately 9 weeks (depending on your pace)
- Course format:** - Online curriculum (each week unlocks new lessons)
- Multimedia educational resources
- Course includes:** - 9 chapters
- Course bonuses:** - Lifetime access
- Continued support and up-to-date resources
- Specialist designation in our Find a Coach Directory
- Graduation requirements:** - Pass a final exam

CERTIFICATION

The more we learn about the human microbiome, the more we understand its grip on human health. A specialty certification in gut health ensures you have the knowledge you need to help people heal the root problem of many of their health symptoms and conditions.



PROFESSIONAL OPPORTUNITIES

As an expert in gut health, you can offer unique programs and services to clients looking to manage or reverse a diagnosis, such as an autoimmune disease, irritable bowel syndrome, or type 2 diabetes, or who wish to improve their overall health.

PRIMAL PERKS

Show off your speciality

Be featured in PHCI's Find a Coach Directory with the special distinction of Gut Health Expert.

Get lifetime access to gut health updates

We continually update the course to reflect the latest microbiome findings and provide continued support and feedback.

Learn from a gut health expert

Bestselling author Dr. William Davis will show you how to heal health problems by addressing the microbiome.



Primal Health and Nutrition Expert Certification

COURSE DESCRIPTION

A health and nutrition certification program that develops experts in primal health. Primal health incorporates diet and nutrition within a holistic framework that includes exercise, stress management, sun exposure, and lifestyle behaviors.



Online, flexible, multimedia learning



Lifetime access to the course



Access to live monthly webinars and workshops

WHAT YOU'LL LEARN

The Primal Health and Nutrition Expert Certification Course provides the most **in-depth and up-to-date ancestral health, nutrition, and lifestyle education** in the world. You will graduate with a deep understanding of how to reprogram genes for optimal wellness, which food groups are best for the human body and why, how to develop lifelong fitness while avoiding injury and burnout, and so much more.

This course will also teach you **how to use everything you've learned about health, nutrition, and fitness to help others**. You'll be guided through a series of tasks to create the bones of a signature program to use with clients should you choose to apply your expert certification to professional endeavors.

WHO IT'S FOR

This course is for anyone with a passion for health who wants a back-to-the-basics approach to wellness that emphasizes real, nutritious food, physical activity that utilizes our muscles and cardiovascular systems, and life choices that keep stress at a minimum, sleep at a maximum, and balance at the center.

Due to its distinction as an ancestral-health-based certification program, it's also a worthwhile investment for health and fitness coaches looking to acquire a more advanced nutrition certification.

LEARNING EXPERIENCE

This virtual learning experience sets you up for success. You can study at home or on vacation and from your favorite device!

- Course length:** - 14 weeks (complete one chapter a week or slow the pace to fit your schedule)
- Course format:**
 - Online curriculum (each week unlocks new chapter lessons)
 - Multimedia educational resources
 - Live monthly webinars
- Course includes:** - 14 chapters of videos, audio files, text lessons, webinars and complementary eBooks
- Course bonuses:**
 - Lifetime access to the course
 - Invitation to a private PHCI Facebook Community
 - The opportunity to join our Find a Coach Directory
 - An optional subscription to PrimalPro, our 12-week, done-for-you coaching program to use with clients in your own branded app
- Graduation requirements:**
 - Pass each chapter exam
 - Pass an 84-question final exam (with multiple opportunities to pass)

CERTIFICATION

As a graduate of this course, you will earn the special distinction of being a Primal Health and Nutrition Expert, solidifying your expertise in ancestral health science.



PROFESSIONAL OPPORTUNITIES

A certification in Primal Health and Nutrition opens up numerous revenue-generating opportunities. This niche certification sets you apart from more general nutrition and health coaches. With this distinction, you can offer specialized courses and coaching programs for individuals, groups, corporations, or wellness centers.

PRIMAL PERKS

A global network of PHCI Graduates

Join 1000s of graduates in 75 countries around the world.

The first, and still the best

Get certified by the first ancestral health coaching course in existence.

Continuing education opportunities

Advance your education with other expert certifications.





Primal Fitness Expert Certification

COURSE DESCRIPTION

A functional fitness certification program that trains you in fitness the human body was actually designed for. Primal fitness is a sustainable, big-picture approach that emphasizes movement that feels good, improves quality of life, and promotes healthspan.



Online, flexible, multimedia learning



Lifetime access to the course



Live monthly webinars and workshops

WHAT YOU'LL LEARN

You'll learn how to **train clients to be fit for life**—to avoid injuries, increase mobility, develop lean muscle mass, protect joints, and optimize metabolic health. We cover best practices for daily movement, strength-training and conditioning, HITT exercises, sprinting, achieving peak performance, recovery, and avoiding overtraining and burnout.

You won't be left stranded with know-how and no idea what to do with it. The programming chapter closes the loop on the fitness concepts learned and creates an **actionable method for coaches to think through developing training programs for their clients**. This includes everyday movement, structured exercise sessions, play, mobility, and more.

WHO IT'S FOR

This course is for you if you believe in a back-to-the-basics exercise methodology that takes a playful approach to movement and focuses on functional fitness fully integrated with healthy living. It's perfect for existing health and fitness professionals who'd like to expand their knowledge and train clients in Primal Fitness, or for health and fitness enthusiasts who'd like to learn how to build a strong and resilient body for life.

The Primal Fitness Expert Certification is also available to Primal Health Coach graduates and students interested in becoming a certified Primal Fitness Coach.

LEARNING EXPERIENCE

With a flexible self-paced online course you get to learn on your own time, wherever you want.

- Course length:** - 14 weeks (one chapter a week or at a slower pace)
- Course format:**
 - Online curriculum (each week unlocks new chapter lessons)
 - Multimedia educational resources
 - Live monthly webinars
- Course includes:** - 14 chapters comprised of text, video, and audio lessons
- Course bonuses:**
 - Lifetime access to the course
 - Invitation to a private PHCI Facebook Community
 - Lifetime invitation to live virtual webinars and events for continued learning
- Graduation requirements:**
 - Pass each chapter exam
 - Pass an 84-question final exam (we don't let anyone fail)

CERTIFICATION

This elite certification rounds out your knowledge as a health or fitness professional and deepens your skills if you are an existing coach.



PROFESSIONAL OPPORTUNITIES

Our experts and coaches are well-versed in all primal fitness exercises and principles and prepared to use their knowledge in a variety of personal and professional contexts. You can run group training sessions at a local gym, join a wellness practice as the resident fitness expert, combine fitness with nutrition coaching to broaden your services, or specialize in a fitness niche such as corrective exercise or injury prevention.

PRIMAL PERKS

A global network of PHCI Graduates

Join 1000s of graduates in 75 countries around the world.

Higher-education fitness

Get a college-level fitness education with an emphasis on sustainability, lifestyle, and longevity.

Continuing education opportunities

Advance your education with other expert certifications.



Primal Health and Nutrition Expert Certification



Business Expert Certification



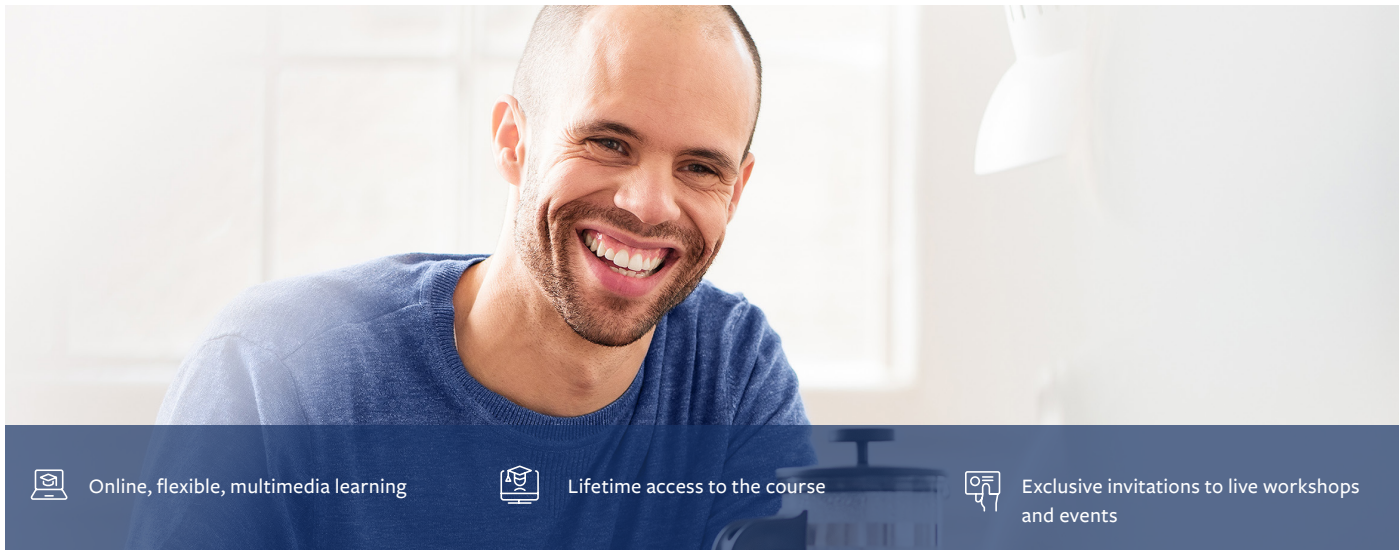
Coaching Expert Certification



Coaching Expert Certification

COURSE DESCRIPTION

With an emphasis on the client-centered coaching relationship, this certification improves your ability to help clients develop, take action, and reach their goals. You'll double down on learning how to connect, communicate, motivate, inspire, and support people in your care.



WHAT YOU'LL LEARN

You'll explore the **art and science of coaching** with corresponding practicums to help you further develop your coaching competency. You'll begin with Scope of Practice, so that you can step confidently into your practice knowing and following the regulations in your region of the world. Following that, you'll connect to your personal story and reframe limiting beliefs into empowering intentions. We'll work together on structuring sessions, asking questions, and motivating transformation.

We also tackle more **advanced coaching techniques** to help you connect with the emotional, behavioral, mental, spiritual, and relational issues that your clients will be navigating as they work with you on their health coaching goals.

WHO IT'S FOR

This course is for certified and aspiring health coaches who want to augment their coaching skills and confidence.

LEARNING EXPERIENCE

This flexible, self-study certification is all online for a convenient learning experience.

Course length: - 4 weeks (complete an introduction, plus one chapter a week or go at a slower pace)

Course format: - Online curriculum (each week unlocks new chapter lessons)
- Multimedia educational resources

Course includes: - An introduction followed by 4 chapters of text, video, and audio lessons

Course bonuses: - Lifetime access to the course
- Invitation to a private PHCI Facebook Community
- Lifetime invitation to live virtual webinars and events
- Invitation to be featured in PCHI's Find a Coach Directory

Graduation requirements: - Pass each chapter exam
- Complete all 3 coaching practicums

CERTIFICATION

This certification is designed to unlock your full coaching potential and sharpen the key competencies required to become an effective coach.



PROFESSIONAL OPPORTUNITIES

Offering programs, challenges, and one-on-one packages is a must for coaches, but first it's imperative to know how to coach individual clients. This certification strengthens your communication skills, your listening skills, and your ability to connect with and promote lasting changes. The knowledge and skills you develop can be easily leveraged into any coaching opportunity you pursue.

PRIMAL PERKS

A global network of PHCI Graduates

Join 1000s of graduates in 75 countries around the world.

Coaching confidence

Become an expert in your field and become an expert coach.

Continuing education opportunities

Advance your education with other expert certifications.



Primal Health and Nutrition Expert Certification



Business Expert Certification



Primal Fitness Expert Certification



Business Expert Certification

COURSE DESCRIPTION

A certification program designed expressly for turning coaches into entrepreneurs. Think of it as an online MBA for coaches. You'll be building your business as you go and it will be ready for launch as soon as you graduate.



Online, flexible self-study



Lifetime access to the course



Lifetime access to an ever-evolving Business Resource Center

WHAT YOU'LL LEARN

You'll learn how to **build your health coaching business from the ground up**. Each chapter has a relevant Business Development Project to help you shape your health coaching practice and launch your business. You'll work on developing your business niche. You'll identify your avatar client and establish your unique value proposition. And you'll complete hands-on marketing activities like building your website and developing your content. These lessons include practical exercises that lay the foundation of the health coaching business of your dreams.

The Business Expert Certification also features lessons from **Master Coaches Christine Hassler and Erin Power**, who will demystify discovery, sales, and enrollment and have you feeling confident about meeting prospects, onboarding clients, and nurturing relationships.

WHO IT'S FOR

This course is for certified and aspiring coaches of all kinds who want expert guidance on building a successful coaching business and could use some help getting started. For a more hands-on experience, consider our Launch Your Own Coaching Business Program.

LEARNING EXPERIENCE

This flexible, self-study certification is all online for a convenient learning experience.

- Course length:** - 5 weeks (complete an introduction, plus one chapter a week or go at a slower pace)
- Course format:**
 - Online curriculum (each week unlocks new chapter lessons)
 - Multimedia educational resources
- Course includes:** - An introduction followed by 4 chapters of text, video, and audio lessons
- Course bonuses:**
 - Lifetime access to the course
 - Invitation to a private PHCI Facebook Community
 - Lifetime access to the Business Resource center
 - Invitation to be featured in PCHI's Find a Coach Directory
- Graduation requirements:**
 - Pass each chapter exam
 - Complete all 4 business development projects
 - Pass a final exam

CERTIFICATION

No matter where you are in your business today, by the time you have your certification in hand you will have created your unique value proposition, written a sales page, built and launched your website, complete with payment system and all, created a 90-day marketing plan, set up your business with liability in place, and created a sales framework so that sales are no longer scary.



PROFESSIONAL OPPORTUNITIES

Whether you run your own coaching practice or work in an organization with other professionals, you are in the business of coaching. It's important to know how to operate as both a business owner and an independent contractor. This training will help you define your story, your niche, your ideal client, and how to best serve the world with your coaching skills. The opportunities are endless, but the choice is up to you.

PRIMAL PERKS

Learn from a Master

Master Life Coach Christine Hassler and Board Certified Master Primal Health Coach Erin Power lead you through exclusive business-building lessons.

Coaching confidence

Become an entrepreneur with a marketing plan in place.

Continuing education opportunities

Advance your education with other expert certifications.



Primal Health and Nutrition Expert Certification



Coaching Expert Certification



Launch Your Coaching Business



Launch Your Coaching Business

COURSE DESCRIPTION

This virtual course is designed to help coaches develop niche-based custom products and programs for their avatar clients. In just 12 weeks you will get clear on your speciality and clientele, build a product or program to sell, and get your product to market.



WHAT YOU'LL LEARN

The Launch Your Coaching Business course does away with the generic and **gets to the heart of YOUR coaching business**—what makes you stand out and who specifically do you serve, and then helps you develop tailor-made programs that speak to that particular service. Because it includes live workshops, this course guarantees you get the one-on-one attention and guidance you need to build and launch a profitable program by course completion.

WHO IT'S FOR

This course is intended for students and graduates of Primal Health Coach Institute or another certifying body who want to develop and launch a signature program custom-built for your coaching niche.

LEARNING EXPERIENCE

Because the sessions are live and the class sizes are small, you'll get to know your instructors and peers and graduate with a truly unique coaching program or product to attract and secure clients.

Course length: - 12 weeks (every student starts and graduates at the same time)

Course format: - Online course with 12 chapters
- Live workshop once a week

Course includes: - A mix of educational content and program development activities

Course bonuses: - An exclusive Facebook group for you and your classmates
- Opportunity to be listed in our Find a Coach Directory
- Lifetime subscription to our Business Resource Center

Graduation requirements: - Attend and participate in the live workshops
- Complete each weekly task
- Showcase your signature program

PROFESSIONAL OPPORTUNITIES

Throughout the duration of this program and with individualized instructor guidance you will create your signature program and launch it to success. From there, you can grow your business and expand your impact with other coaching programs, packages, and products.

PRIMAL PERKS

Get detailed feedback

Our instructors make sure that by the end of the course you have a viable, profitable product or program set up for launch, with other offers in queue.

Small class size for your big ideas

This course is designed to provide the kind of real-time education and support that can only be delivered to a small batch of students a few times each year.

Take it concurrently with other PHCI courses.

This course goes great with our Business and Coaching Expert Certifications, as well as our specialty courses.

Who You'll Learn From

PRIMAL HEALTH COACH INSTITUTE FACULTY



Mark Sisson

Mark Sisson is a bestselling health and fitness author and co-founder of PHCI, Primal Nutrition, and Primal Kitchen. He began sharing his vast nutrition science knowledge with the ancestral-health community by way of his award-winning blog Mark's Daily Apple and took home medals as a former world-class distance runner, triathlete, and Ironman competitor before retiring from competition and coaching hundreds of professional athletes.



Brad Kearns

Instrumental in developing both our flagship certification programs, Brad Kearns is a *New York Times* bestselling author, Guinness World Record setting professional Speedgolfer, #1 ranked USA age 55-59 high jumper, and former US national champion and #3 world-ranked professional triathlete.



Erin Power

Co-host of "Health Coach Radio," Erin Power is one of the leaders at the helm of developing curriculum for the Primal Health Coach Institute and supporting the coaching and business development efforts of our graduates.



Chloe Maleski

PHCI Manager of Coaching Development
Chloe Maleski is a mental performance coach specializing in supporting professional, collegiate, and high school athletes with mental fortitude, cognitive performance, stress management, and mindfulness training.



Dr. William Davis

Dr. William Davis is a cardiologist and *New York Times* bestselling author passionate about helping patients heal their guts and prevent cardiovascular disease and other conditions by modifying their diets rather than turning to drugs.



Ashleigh VanHouten

Primal Health Coach, podcaster, and author
Ashleigh VanHouten has developed a range of coaching programs and seminars for women aimed at improving physical strength, overall wellness, and a deeper understanding of our bodies.



Dr. Judith Boyce

Primal Health Coach Dr. Judith Boyce applies her 20-years experience as an integrative primary care physician to help PHCI graduates and students find their dream role at an established wellness practice.



Martha Tettenborn RD

Registered dietitian, Primal Health Coach, and stage 1 ovarian cancer survivor Martha Tettenborn is a cancer keto coach, sharing her deep knowledge of the low-carb keto diet and the medical and emotional aspects of cancer.



Lindsay Taylor PhD

Lindsay Taylor's psychology background drives her approach to coaching, which emphasizes mindset as a key factor in overall health and wellness. As the leader of the thriving Keto Reset and Primal Endurance communities, Lindsay's primary job is educating people about the whats, whys, and hows of leading a health-focused life.

EMBARK ON YOUR COACHING CAREER!

Step into your full potential as a health, fitness, and wellness professional with the skills and knowledge to change lives.

Contact an admissions representative at 844-307-7662 (or 305-394-6960 for international callers). We're here to answer any questions you may have about the Primal Health Coach Institute.

Don't let financial constraints deter you. We have flexible financing options as well as student and group discounts available. Ask us how we can make a Primal Health Coach Institute education affordable for you.

Get started today. Call Now.

844-307-7662