

Webinar 10 Handout:
SAMPLE LETTER

When you are presenting this letter in your second session, show your clients that you really listened during your intake by tailoring each of these sections to the individual. Use the sections as a “skeleton” to direct your session. Begin your session by having clients read over this letter on their own. After they have finished reading, ask if there is anything that really speaks to them or what strikes them. I usually say, “do you think I got you?” Make this very personal.

Note: My comments to you are in italics.

Date

Hi **[client name]**,

Congratulations on beginning your **[name of practice wellness program]**, a Keri Glassman, Nutritious Life certified program. I am confident that you will be successful at achieving your health and wellness goals. I want you to feel GREAT and be your most NUTRITIOUS self. Remember this is not a “diet” but a roadmap to your health, weight management and wellness goals. Our goal for you is improved health to support your *(fill in the blank)* goals.

Put your voice in this welcome paragraph, but keep it general!

Nutritious Life Philosophy

Food Timing - Increase your metabolism through proper food timing! Start your day with breakfast (this is a MUST, but does not have to be a big meal) and eat consistently throughout the day. Our goal is for you to continue to eat every 3 to 5 hours after breakfast to continually maintain proper blood sugar and metabolism.

You can add a couple of sentences here about how your client starts his/her day and where the strengths and weaknesses may lie. For example: “You already do a great job starting your day with breakfast, but often there is a big period of time in the afternoon between lunch and dinner where you don’t take the time to eat.”

Hunger Quotient (HQ) - This goes hand in hand with food timing. When you skip meals and snacks during the day, you throw off your HQ and end up making poor food choices and overeating. Listen to your body and understand when you are hungry and when you are satisfied. The scale is 1-10 (1= stuffed & 10= famished). Aim to be between a 6 and 4 at the beginning and end of your meal/snack, respectively. A 6 is “slightly hungry” and 4 is “slightly satisfied.” This may not come easily. We will work on it together until listening to your hunger gets easier over time.

You may need to point out to your client that this is really challenging. If your client eats out of emotion, stress, habit or other reasons that have nothing to do with hunger, point out the food journal and that he or she will be tracking HQ over time.

Portions - Even healthy foods need to be portioned. Listen to your HQ and follow your meal plan/portion guide. We will focus on which portions you should pay the most attention to. It is not practical for you to use measuring spoons and cups at each meal, but a general understanding that you can be liberal with the vegetables and limit the fat and starches is essential to success. Follow the portions outlined in your plan and if you are still hungry at the end of the meal, go for more veggies first. If your HQ is still not to a 4, have another ounce or two of protein. Stick with the recommended portions for starches and fats as closely as possible as often as possible.

Tell your clients that eating more vegetables is as important as eating less dessert. Have a list of tricks up your sleeve to answer the “how much” questions. A portion of lean protein is the size of your palm without fingers, or a serving of cheese is the size of a tube of lipstick, for example. These comparisons will help to emphasize your point.

Proportions - It is important to eat a balance of lean proteins, high fiber carbohydrates and healthy fats. This will help to keep your HQ in check all day and also help to stabilize your blood sugar. The proportions of proteins, carbs and fats may be different than what you are used to. It will take a while to adjust, but you will feel more satisfied in the long run, so keep practicing until it becomes second nature!

Sometimes people are intimidated to find out that a piece of fruit on its own isn't a great snack. Tell your clients that you'd rather that they have all of the components in their meal or snack than leaving something off altogether -- for example, you'd rather they eat half the apple and nut butter than just the whole apple.

Nutrient Density - Empower yourself to choose foods that are loaded with nutrition in the form of fiber, vitamins, minerals, protein and healthful fats. Your goal is to get the most nutrients you can from every single food. A great nutrient dense snack is an apple and almonds (see portion guide for serving size). This snack is packed with nutrients including fiber, protein and healthy fat (and

vitamins and minerals) that will keep you satisfied until your next meal. This is also an easy on-the-go snack.

Take a minute to discuss the client's usual snack or meal that is not nutrient dense. People know that some foods are more nutritious than others, but may not have put it into the context of nutrient density. Make sure they understand this principle before you move forward.

8 Pillars of a Nutritious Life

For these pillars, customize, customize, customize. You'll word these differently and set different goals for each person.

Eat Empowered

Feel empowered putting the most nutrient rich food in your body. It's not "I can't eat the cookies" – it's -- "I can eat the blueberries!" When you focus on how good you feel fueling yourself with the best foods you will continue to be motivated to eat these foods. Then the benefits from skin health to emotional health, and all that's in between will follow. And, if you are looking to lose weight, weight loss will be a byproduct.

Tips: Make your tips specific and positive

- Begin every day and each meal with a glass of water (with lemon)
- Enjoy your food with confidence that you are fueling your body well
- Think of each meal and snack as its own opportunity to nourish your body -- that's not to say that there is not room for conscious indulgences
- Identify yourself as someone who loves healthful foods, rather than someone who is not in control of what you eat - the way you think about YOU is very powerful
- Do as much planning and anticipating as you can so you are not left eating whatever is around

Drink Up

Our bodies are 50-75% water. The most common reason people are sluggish in the afternoon is due to dehydration. If we don't drink enough water our bodies do not function properly, we become tired and do not metabolize food properly. Additionally, dehydration can lead to overeating and poor food choices, so it is a MUST that you get your water in. Water also helps us feel clean, healthy and refreshed. Lemon in water helps detoxify your liver keeping it in greater health to metabolize the food you consume. Begin every morning with water and a slice of squeezed lemon. Take a tea break

for green, black, white or herbal mid-morning and mid-afternoon. Tea is an excellent source of antioxidants!

If your client isn't a water drinker, acknowledge that it takes time to get used to. You want them to have clear and odorless urine -- that is as important as the 64 ounces recommendation. What will make the water drinking more fun? A straw? Special water bottle? Slice of lemon? Be creative!

Tips:

- A.M. water with lemon makes you feel empowered to make “healthy” choices throughout the day
- Aim for 2 cups of green tea per day
- Drink your water through a straw and at room temperature to get the most in
- Always have a water bottle with you

Stress Less

We all experience the stresses of life, but keep in mind that stress increases the level of the hormone cortisol in our bodies, which in turn makes our bodies crave carbohydrates, specifically high sugar carbohydrates, and store fat. So, even if you don't eat more due to stress you can still gain weight due to stress! To make matters worse, stress also causes an increase in appetite... We all know what that does. You need to make time for stress management, or it will be especially challenging to take weight off! It doesn't take too much time, but make sure you actively make conscious time in your day to unwind and reset. Take 5 minutes to sit quietly and breathe deeply, practice yoga, or go for a walk outside for a breath of fresh air.

Tips:

- Plan. Starting your day/week/travel with a plan (for everything from exercise to food) will help to reduce your stress level
- What stresses you out? Pinpointing stressors is the first step in overcoming them

You don't have to be a therapist, but validating someone's stress is really important. Make sure that you acknowledge that your client's stress is real and on the flipside, remind him/her that even if the stress doesn't feel like it is terrible, they should still practice healthful coping behaviors daily.

Sleep Deep

Sleep is essential. When you are well rested you make better food choices, have more energy to go the gym, walk when you have a break in your schedule or take time to take in the sights wherever you are. When you are not well rested your defenses are down, you are more likely to contract an illness, overeat or make poor food choices. One more thing... Remember cortisol? Lack of sleep makes this hormone rise as well! It is important to give yourself a bedtime ritual to improve your sleep: try dimming the lights in your room and reduce stimulation by turning off the TV, computer, and yes even your Smartphone!

Tips:

- Practice good sleep hygiene by creating a bedtime ritual that works for you, such as
 - Have a cup of chamomile tea or hot water
 - Take a hot shower with a lavender oil spray
 - Read a novel or magazine

Sleep is super important! If your clients wake often in the night to use the bathroom, or complain of indigestion, use this information to make recommendations so that sleep can be a top priority!

Sweat Often

Aside from burning calories, exercise is important because it causes your body to release endorphins, which make you feel good. This motivates you to eat well, play well and simply be happy! Weight bearing exercises increase muscle mass which in turn burns more calories even while you are sitting down. Interval training is also important to help rev your metabolism for hours after you have left the gym. Stretching is also an important component because it helps with flexibility and injury prevention. Your commitment to exercise, like your commitment to nutrition will need to last a lifetime to truly attain your goals.

Tips:

- Schedule your exercise like a doctor's appointment so you follow through
- Make small, measurable goals so you can map your progress
- Mix up your routine, so you are never bored. Exercise variety is key for health.
- Walking counts! You don't have to buy new sneakers or join a gym to get your body moving

Wellness work is imbalanced if you only work on the food, or the fitness, or the sleep or the stress. It is a package deal. For the really resistant or injured client, recommend postural exercises, visual imagery or working with a specialist. If your client is an over-exerciser, this can be a problem, too. The goal is a positive balance!

Love More

Is there a link between low libido and weight? Absolutely! The good news is that not only does losing weight help your sex life, but having sex also helps with your weight management! First of all, while it's not (usually!) as strenuous as an afternoon of tennis, sex does burn calories. Second, researchers know that oxytocin – a hormone released after orgasm in men and women, through cuddling, and even by simply holding hands acts as a soothing antioxidant and may make it easier for people to stick to their healthy eating style.

Tips:

- When you can, find time for intimacy with your sweetie. Snuggling and hugging counts, so get the love in!

You don't have to be a sex therapist, or spend too much time talking about what is going on between your client's sheets, but it is important to acknowledge that sex/healthy relationships plays a role in wellness and health goals.

Nurture Yourself

Treating yourself to something special can have emotional and physical benefits. Simple small indulgences, like a massage, escaping to the movies or an extra long bath can make you look and feel great. The time that you spend caring for yourself physically can reap huge mental and physical rewards. Let's get the stress out of you, and return you to a balanced person who is fit, active and rested. Pamper yourself because that person is within.

Tips:

- Your ritual evening tea can be something you LOVE and do to pamper yourself
- Plan manicures, facials or massage so you are mindful of caring for yourself
- Consider new songs on your iPod or phone as \$1 rewards for each workout you accomplish

Some clients easily take time for their interests and self care. It doesn't come easy to all. Encourage clients to remember there is more to life than work and obligations. Great benefits come from down-time.

Live Consciously

The environment that surrounds us can impact our health, both mental and physical. There are some aspects of our environment that we can't always control – like traffic. But there are plenty of factors that are within our reach and can make a big difference on our lifestyle and mood. For example, turn off the TV when you aren't really watching, clean the clutter out of your desk so it is more pleasant to sit at and organize your fridge.

Tips:

- Choose a very active few minutes every day to focus on your environment and what you can do to make it more supportive for you
- Spend 5 minutes every day sorting or cleaning an area of your home or work space

Mindfulness does not come easily to most. Many of us do things the same way because “that is how I always do it” . . . they don't realize that they haven't been in the moment and registered their food/health/wellness behaviors.

[Client's name's] Strengths:

List several of your client's strengths.

For example:

- Motivated
- History of family meals as priority
- Healthy weight
- Like healthy foods
- Cook
- Good health
- Moderate alcohol
- Knowledgeable about where to access healthful foods
- Exercise regularly
- Good support system

This is your client's pat on the back. Remind clients of everything they are already doing well, so that you can prove your case that they CAN add on to this list and make changes that will provide big rewards.

Primary Issues:

Based on your client's initial session and intake information, choose a few things that are most pressing to be worked on and highlight them here. Think of the goals you and your client set during your intake when you highlight these. Choose your tips that will best support their success. Keep them attainable and remember to reevaluate them during your sessions.

For example:

Travel

Being on the road can be exhausting. You are constantly surrounded by packaged, processed and unhealthful foods. It may feel like there is no control of your food supply. You may be in the air and without access to meals when you are hungry. Delays can derail your efforts. The most important thing you can possibly do is follow the boy scout motto and “be prepared.” Look at your shopping list and stuff your bags with your travel pantry to set yourself up to be successful.

Tips:

- Use meal plans as a template and not a strict diet
- Pick up fresh fruits and vegetables whenever they are available to you to round out the non perishable snacks you packed
- When in doubt, choose produce and lean protein - beef jerky and baby carrots may be better for you than the blueberry muffin

Accountability

One of your goals is to be more accountable to yourself and your health. Making good decisions with your food is one thing, but tracking your progress will make all the difference in keeping you going. Be accountable to yourself by keeping track and recording what you are actually doing – it is the only way to determine if we need to make some adjustments. This will also help me to help you.

Tips:

- Use a food journal as much as possible to keep yourself on track
- Don't let a slip become a slide - if you find yourself off track, get back on track at the next meal or snack – not next week. Remember, every meal is a Monday morning!
- Turn off the distractions – being present will help you with your focus

Your company name/Nutritious Life short term goals:

List client's short term goals here. Try to get at least one or two objective goals. It helps to know if you're on the right track!

- Increase accountability by keeping a daily food journal
- Lose 5 - 7 lbs (140 lb goal) by July 4th
- Support immune health through diet and taking a probiotic regularly

Your company name/Nutritious Life long term goals:

List client's long term goals here.

- Maintain 140 lbs +/- 2 lbs for life
- Run a half marathon in 2018

[Client's name], I am thrilled to be working with you and look forward to helping you reach your goals and live your most nutritious life!

Kind and healthy regards,

[Your name]