

Lesson 1 Transcript
Sneak Peek WITH KERI GLASSMAN

Hello and welcome to your exclusive Become a Nutrition Coach Sneak Peek. I'm Keri Glassman and I am so super excited that you are here right now. There is a major need for more nutrition and wellness coaches in the world right this minute. In fact, according to the 2022 Global Wellness Trends report, nutrition and wellness coaches have been dubbed the missing link in a healthcare industry that spends 8.3 trillion a year globally on healthcare and 4.4 trillion on wellness. But we're still a nation and a world flooded with chronic illness. So again, this is why I'm so excited that you are here. In this video, I want to share with you some of the reasons why nutrition coaching might be perfect for you. I'm also going to take you through our curriculum, show you some of the amazing Nutritious Life Studio community events that you'll be able to join and also introduce you to some of your future classmates.

We believe that every single student who joins our program has the potential to make a lasting difference in the world, no matter your starting point. Whether you're a total newbie just starting out on your own personal health journey or a veteran who has been in the health and wellness industry for quite some time, you have the ability to truly make a difference. And we believe this because there seems to be one common thread regardless of experience among our students, and that is the common thread, is the desire, the true deep desire to make an impact, to help and a deep rooted passion for health and wellness. So I know when I realized that I really enjoyed helping people, that this was my calling, for lack of a better word, this was what I was meant to do in life. It was a total turning point in my life and my future career.

So I had always loved nutrition and wellness, and I have stories about my passion for nutrition and wellness, going back to childhood, even when I didn't know it was a passion. There were signs, but this story I wanna tell you is specific to when I was already in the working world. I was past college and I was working in the corporate world. I was working at Sports Illustrated, and the job was actually pretty fun in the sense that there were really fun people that worked there. I had good benefits, but I wasn't passionate. It didn't feel like this is what I was meant to do. So like many people, I kind of was on that treadmill of getting up, going to work, sitting in my cubicle, not feeling fulfilled, not feeling like this is what I was meant to do in life.

At the time, sports Illustrated was owned by Time Inc. And we used to get other Time Inc. Magazines for free. Every time Health magazine came out and landed on my desk, I would sit there and not do my work. I would read the whole thing, cover to cover, and finally one day I thought to myself, I'm sitting here obsessed with this, not wanting to do my work. Why aren't I doing something with this passion? And it was like a light bulb just went off one day and that was it. Now

Lesson 1 Transcript
Sneak Peek WITH KERI GLASSMAN

that is the short story in a nutshell , more on it another time, but I just wanted to share that there was that moment when I said, wow, I have to take this passion and I have to do something with it. And so the rest is history, sort of.

Anyway, so many people become a nutritious life certified nutrition and wellness coach because they really want to help others and make an impact, but they also want to help themselves. That's right. Not everyone starts out in this program at their goal weight with the perfect food journal, the healthiest that they've ever been. And this is a fear that holds a lot of people back. At first, they think, do I have to have perfect nutrition to Become a Nutrition Coach? No, definitely not. I have been doing this for 20 plus years, and I am certainly not perfect with my nutrition. Nobody is perfect. And that is the beauty of this program. So many of our students join, because they want to help others, but what they also find is that they help themselves too. So oftentimes applying the lessons that you learn from this program to your own life makes you a stronger coach because you understand and can empathize with what so many of your clients are going through.

So I wanna share with you a couple stories of a couple students in our program who are using what they're learning to help others, but also to help themselves. There are so many examples like this, but I'm just gonna share a couple. We have one amazing woman in our program. She's a nutrition and wellness coach and a behavioral health specialist who is on her own weight loss journey, and she now operates an online forum slash support group for women who deal with emotional eating. And she has been in social work, business for many, many years. But she felt like nutrition was something that was missing in terms of she didn't have that knowledge, she didn't have that foundation, and she knew that there was so much she could do to help her patients with nutrition.

At the same time, she's helping herself on her own weight loss journey. And like I said, she also has now started this online support group for women regarding emotional eating. Then we have another incredible coach who had a personal experience with deep trauma and seizures and learned lifestyle management tools to transform her life, get her out of a wheelchair and heal her life completely. She is now teaching her clients to do the same, and it is just beautiful to hear her stories week after week of how she is making an impact on so many lives. Starting with children, she works with teens, young adults, and she's really doing an incredible, incredible job. Then we have another coach, who's a father of nine I believe. Anyway, he found that nutrition was not talked about enough in his community.

Lesson 1 Transcript
Sneak Peek WITH KERI GLASSMAN

So he now hosts weekly workshops for fathers looking to improve the health of their households. And then we have another incredible woman whose grandfather was Celiac over a couple decades ago when gluten-free brands didn't taste so good and cookies and cakes and things were out of the question for him and there weren't many options, and that inspired her to become nutritious life master certified so that she had a good foundation of nutrition knowledge and now she opened a business that makes delicious allergy free, allergy friendly, I should say, treats for all types of people. So those are just a couple examples of people that are top of mind for me because I see them often in our weekly Zoom chats that we have. But there are so many examples I have of these incredible people that are not only, again, changing the lives of others, changing their own lives, through improving their health, creating successful lucrative businesses but there's just so many and these people are just incredible.

I'm just thinking about them right now. I'm feeling inspired. Again, I know I get inspired every single week we are in these live zooms, but I am even inspired just thinking about them right now as I'm sharing some of their stories with you. We even have people in the program who aren't sure if they even want to be a coach or if they want to start a business, but they are so passionate about nutrition and wellness. Maybe they've been the guru of nutrition among their family and friends and they want that next level education, even though right now at the moment, they might not know exactly what they want to do with it. And the Nutritious Life Studio community helps them figure that out. For so many people, coaching isn't just a job or a side gig or a career, it's a mission.

It's where your personal ambitions and success intersect with your professional ambitions and success. And that really is the key to having a fulfilling life, doing something that you love, that lights you up inside, helps others, makes an impact in the world, and also at the same time, provides the income that allows you to lead the lifestyle that you want. Our students who are just like you have used their knowledge and guidance from completing the Become a Nutrition Coach program to do incredible things. I already just shared a few stories with you, but here are a few more stories. I'm gonna read you some quotes from some of our other incredible students. "I came into this program without a background in health and wellness at all, and it is now my foundation for a complete career change to help women live their most nutritious lives."

"I feel fully empowered and armed with the knowledge and education to help people make better choices in their diet and lifestyle. Keri Glassman made this topic approachable and exciting. She changed my entire outlook on the next chapter of my professional life by educating and inspiring me to get out there and help others live their most nutritious lives."

Lesson 1 Transcript
Sneak Peek WITH KERI GLASSMAN

"As a registered dietician trained 26 years ago, returning to practice after a 15 year hiatus, this experience has provided me with not only a comprehensive refresher course, but also the tools to update my practice within the current nutritional climate. Through the course, Keri has taken away any apprehensions holding me back from returning to private practice after a long hiatus." "I have been working in the industry for the past seven years, and this program has exceeded my expectations in so many ways. The program was invaluable to me as it gave me the confidence to continue doing what I love and pursue some of my greatest entrepreneurial dreams."

"I gained insight, knowledge, perspective, and I am delighted to be a part of a wonderful like-minded community of wellness professionals. I've already been able to enhance existing educational materials used in my programming as well as my counseling skills with information and resources from the course and will continue to do so going forward." I love our students so much. We have just story after story quote after quote of incredible impact that students are making and their own success stories. So I have a feeling that you decided to join this Sneak Peek so you could see exactly what the Nutritious Life Studios Become a Nutrition Coach program offers. I'm going to give you an exclusive Sneak Peek at the curriculum and the platform that you will be using as a student. So after you watch this video, I want you to dive into the dashboard. As you can see, we dive so deep into the science in our science units.

We have a total of 12 modules and over 80 lessons, and I teach science and our guest experts who teach in the program as well in a very fun way. We know a lot of people don't necessarily love science, like I love science, but we promise you, you will love this because we make everything digestible, understandable, and easy to get. So even if you didn't love science class and high school or college, this will be different, I promise you. Plus I know you're here because you're passionate about nutrition, and when you dive into nutrition science, I can pretty much promise you you're going to really love it. And then we go even further. We teach you how to use all of that science for many different scenarios. You'll learn how to apply that knowledge and suggest habit and behavior changes, provide meal planning tools or sample meal plans as well.

Then you'll become a Master of Nutrition and Wellness Coach. You'll know exactly what to do in the first session with a client, what questions to ask to uncover, what's really going on with that person, how to handle challenges you didn't see coming or handle those very tough questions that you may get. You'll learn how and when and how often to follow up with your clients, how and when to set boundaries and when to share or not share your personal experiences or feelings and so much more. You'll then go on to complete an entire business unit where I teach you everything you

Lesson 1 Transcript
Sneak Peek WITH KERI GLASSMAN

need to know to build a successful wellness business that you've been dreaming of. We go through branding and tech and marketing and even legal and finances. We give you all of the tools and resources you need so that in only six months you could be landing your first client and growing your career. In the Become a Nutrition Coach program, we will walk you through step by step how to build your coaching or wellness business, how to market your services, how to get paying clients, how to make money, doing what you love, how to decide what to charge, and so much more.

Helping you learn how to turn your passion into a career is something we are known for. Some amazing tools that I'd like to highlight are our ultimate nutritious life business plan, an 86 page fully editable document for you and our ultimate Nutritious Life product launch plan page by page. Simply by filling in the blanks, you will create the most comprehensive business plan you ever thought possible, and this will serve as your blueprint, as you get your business off the ground. You can also refer back to it again and again, and I'm sure you will, and make changes when necessary or stay the path once you're on the right one. And the best part, so many of our students earn back their tuition before they've even completed the course. Yes, it absolutely happens. I teach you how to begin building your business early on in the program so you can hit the ground running even if you don't have it all figured out right away.

We also give you opportunities to access ongoing mentorship directly from me. Yes, that's right. I will be with you every single step of way, and we have students doing this from all 50 states and all over the globe. Right now, I believe we are at 36 countries, and you won't just be learning from me. I brought in some world renowned experts, one of which you'll be able to access in your Sneak Peek to also share their expertise and advice with you from building a website to growing a social media, following to getting your work published to D I Y design, being basics, to becoming a total marketing Pro to legal and financial planning. We've covered everything so that you don't have to wonder about anything, but don't just take my word for it. Let's hear what some of our grads have to say about the business training they've received.

Alexi says, "I love studying with Keri. I appreciate her straightforward approach and her obvious desire to help others succeed. I am beyond excited to add health coaching to my fitness business, and I have the confidence and the knowledge to do so." Lisa says, "I've learned so much from Keri and her team and am continually blown away by their generous spirit and willingness to share information. I loved every facet of the Nutritious Life Studio. From the content on nutrition and branding to the helpful handouts and private Facebook group", Christian says already a dietician with a private practice. "I was most excited about getting some tips from one of the most successful

Lesson 1 Transcript
Sneak Peek WITH KERI GLASSMAN

dieticians in the business. It exceeded my expectations. I particularly appreciated Keri's advice on branding, time management, and the live Q and A sessions. The Nutritious Life Studio has motivated me to take my business to the next level."

Miriam says, "Become a Nutrition Coach Program was one of the best business and career advancement decisions I have made. I can say wholeheartedly adapting the philosophy and handbook has given me all of the right tools I need to push forward and grow. I recommend this program to any professional, looking for the right tools to get a competitive edge. I am proud to be NL certified, and that's the secret to the success of this program." We aren't just a nutrition science course, we're a trifecta of nutrition, coaching, and business. The three things that you need to soar above all other coaches out there and master change in your own life and the lives of others. I created the Nutritious Life Studios, Become a Nutrition Coach program because after almost two decades of being a registered dietitian, I've worked with thousands of people across the globe. I've had a ton of successes, and of course I've made my fair share of mistakes along the way as well.

But in the end, I've helped so many people change their lives for the better. I started out seeing my very first client, much like you may be very soon, and I eventually grew that one client into a thriving private practice. I have had four books published. I've become an expert on major national TV networks and built a global wellness brand. I can now give you the shortcuts and all of the knowledge to do the same. Whether your dream is to see clients and help them one by one or build your own wellness empire, I'd be honored to be your teacher, your mentor, and your biggest cheerleader on this journey. Now, I already talked about nutrition, science, coaching and business, and I said that was a trifecta, but there's one more major part to this program. So the last thing that I want to talk about here is what I really think may be even the most important part of joining the Nutritious Life Studio's Become Nutrition Coach program.

And that is the community. You've heard about some of our grads already today, but I cannot wait for you to meet everyone and experience this incredible group of people for yourselves in our community. We have all kinds of people from all over, I already mentioned all over the world, but from all kinds of backgrounds, personal and professional, different types of backgrounds, and when this group of people gets together and brings their passion for nutrition and wellness and their desire to make an impact in the world, when that all comes together, it is simply magical. And unlike any community I have ever witnessed before, we have nurses, we have career changers, we have fitness instructors, we have pharmacists, we have therapists, we have social workers, we have dieticians, we have yoga instructors. We have so many different types of people in our program

Lesson 1 Transcript
Sneak Peek WITH KERI GLASSMAN

doing so much good in the world, and the ways that our community interacts and the way that they build relationships is just beautiful.

And there are so many opportunities to interact. Another amazing thing about this community is that when you finish up your studies and you are nutritious, life master certified, you still have lifetime access. So you are part of this community for a lifetime. So the community comes together and you can be as involved or not involved as you want, but I hope you get really involved. The community comes together in so many ways. We have live Facebook, Q and As. We have weekly Zoom chats. We have every other week. We have our study halls where you can ask questions. We have book clubs, we have in-person events, and we also just talk regularly on the private Facebook page. We also like to promote you. So there's lots of ways for you to become more involved with nutritious life. For example, when you become Nutritious Life Master certified, you can write for nutritious life.com, and that allows us to help get you out into the world.

There are also other similar opportunities to that so we can help support you and again, help you accomplish your goals to get you out in the world making an impact. So I've already mentioned it, but I'm going to say it one more time. This community is the absolute most compassionate, caring, supportive, collaborative, smart, kind, informative community that you could possibly be a part of in the nutrition and wellness world, and I just hope you become a part of it. So to wrap up this video, I want to leave you with this. As a student, you can expect to have a life transforming experience. You will not be the same person you are today. When you graduate from the program, you will feel bigger, you'll feel better, you'll feel motivated, you will feel ready and excited and focused, and 100% supported by people who will help you through your journey and celebrate your upcoming successes with you.

We will help you become the best version of yourself and help you live your most nutritious life so you can go and help others. So if you have any questions, you can reach out to your enrollment coach. Write this minute and also don't forget to access your first lesson and experience the dashboard for yourself. Once you finish this video, check out lesson one explanation of a nutritious life. Test out what it feels like to be a student of the Nutritious Life Studio. Once you've gotten the feel of it. Go ahead and take a peek at one of our amazing guest expert lessons. This is the world renowned dermatologist, Whitney Bowe, and she is giving you the inside scoop on the connection between nutrition, the gut, and your skin. Thanks so much for watching this video. Go check out the dashboard and click that link below if you're ready to enroll, because I want to see you in class.