

PRECISION NUTRITION  
**VIDEO COURSE**

LESSON 1

WHAT IT MEANS  
TO BE AN EFFECTIVE  
NUTRITION COACH

**THE FIVE  
WHYS**





## THE FIVE WHYS

**A thought exercise to help get at your deeper motivation as a coach.**

Whether it's a client's nutrition habit or your own career choices, it's important to understand why you're doing something. As much as possible, your coaching decisions should be deliberate and purpose-driven.

# Why coach?

Whether it's a client's nutrition habit or your own career choices, it's important to understand *why* you're doing something. As much as possible, your coaching decisions should be deliberate and purpose-driven.

Of course, you won't always know why you're doing something. Nor will your clients.

So here's a little thought exercise we use in our PN Coaching program:

## **The 5 Whys.**

The idea is that you ask a “why” question, like:

*Why do you want to be a nutrition coach?*

You answer that question as best you can. For instance, you might answer:

*I want to help people.*

Then, you ask “why” again. Like this:

*Why is helping people important to me?*

You answer that question as best you can. You might say:

*I believe that helping people is a core value.*

Then, you ask “why” again, like this:

*But why is helping people a core value for me?*

And you answer that question.

*Well, because...*

And so on, five times in total. (Or as many times you as want.)

Each “why” builds on the previous answer.

By the time you’ve gotten to the fifth “why”, you should have a pretty good idea of some of your core values and motivators.

After all, you didn’t just put on a blindfold and point to a random list of careers, landing on “nutrition coach”. Something happened in your life that made you want to coach other people in nutrition.

If possible, figure out what that reason is. Because when you can harness this reason, you’ll be able to come back to it when business finances are tight, when you have a 5 AM client, and / or when you’re just feeling frustrated or unmotivated.

Or maybe right now you don’t have a strong “why” for your coaching. That’s okay too. And that’s useful to know. That can also help you make career decisions.

For instance:

- If nutrition coaching is a deep passion for you, you might decide to take a more difficult but more personally rewarding coaching job.
- If nutrition coaching is just a way to pay the bills, you might decide to take a position that’s less personally rewarding, but more steady and financially secure.

Either way, the more you know, the stronger your strategic position can be.

## Want to learn more?

If you'd like to learn more about helping people find the best way of eating for them, check out our [Precision Nutrition Level 1 Certification](#) program; the next group kicks off soon.

The Precision Nutrition Level 1 Certification is the world's most respected nutrition education program. It gives you the knowledge, systems, and tools you need to *really* understand how food influences a person's health and fitness. Plus the ability to turn that knowledge into a thriving coaching practice.

Developed over 15 years, and proven with over 100,000 clients and patients, the Level 1 curriculum stands alone as the authority on the science of nutrition and the art of coaching.

Whether you're already mid-career, or just starting out, the Level 1 Certification is your springboard to a **deeper understanding of nutrition**, the **authority to coach it**, and the **ability to turn what you know into results**.

Visit this link for more information:

<http://get.pn/level-1>

[Of course, if you're already a student or graduate of the Level 1 Certification, check out our [Level 2 Certification](#), an exclusive year long Master Class for elite professionals looking to take their nutrition knowledge and coaching techniques to the highest possible level.]