Men’s Coaching Curriculum
Congratulations on taking the first step...

...to add real, life-changing, habit-based nutrition coaching to your business.

With the ProCoach™ technology and curriculum you get the same science-based, road-tested, tried-and-true tools we’ve used to effectively coach over 100,000 clients to more than 900,000 pounds of weight lost.

Since we, at Precision Nutrition, are scientists and coaches, we’re always revising and refining what we do. With this experience, we’ve figured out what really works when it comes to integrating change psychology, metabolic physiology, and nutrient biochemistry into a program real people can use to get unbeatable results.

With ProCoach you can feel confident knowing your clients will get the most up-to-date, research proven, client-centered coaching available today

WHAT’S IN THIS GUIDE?

We’ll summarize:
• our curriculum approach, and why it works
• our entire curriculum, day-by-day, week-by-week
• how skill-building habits and lessons work into the curriculum
WHY A CURRICULUM?

Many people ask us:

You do coaching online? That’s, like, an app, right?

Or:

Why would I sign up with you guys when I can get all that information online already?

Or:

How is this different from some of the other habit-based programs?

Here’s what we tell them, and what you can tell your own clients.

IT’S MORE THAN JUST AN APP.

We have put a lot of time and effort into making clients’ online experience as smooth and easy as it can be.

But this is more than just an app. This is technology + skill-building + real coaching.

IT’S MORE THAN JUST INFORMATION.

Sure, there’s a ton of information out there. That’s the problem.

There’s so much information.

It all seems to conflict. It’s not organized. And people don’t know where to start or what to do with it.

Trying to change your habits and lifestyle with just “information” is like learning to do your own surgery or fly a plane simply by surfing blogs. Not a great idea.
WHY A CURRICULUM?

Plus, in our experience:

People almost never change just because they get “information”.

After all… we all know smoking is bad, getting lots of sleep is good, and we should all wear our seatbelts, right?

So how come everyone isn’t a well-rested, seatbelt-wearing nonsmoker?

IT’S MORE THAN JUST HABIT-BASED.

If you’ve ever tried a habit-based program or app, you’ve probably quickly gotten stuck with questions:

• Which habits?
• In what order?
• How should you do the habits?
• What if this habit is too hard or easy?
• Why can’t you do four habits at once?

And so on.

Habit-based coaching in general is a great start, and it’s a great approach. But it’s not a plan.
PROCOACH OFFERS A CURRICULUM.

A curriculum is:

- A set of strategic, logical lessons and activities that go in a particular order, step by step.
- A purposeful program, plan, and progression for client learning, engagement, and development.

A curriculum gives you and your clients:

- Resources for learning
- A “game plan” for action

IT’S PROGRESSIVE.

Just like any other curriculum (such as learning math), we start at the beginning.

When learning math, students must learn what numbers are, then how to count, then how to add and subtract them, and so on… before they can start doing calculus or algebra.

In the same way, the ProCoach curriculum ensures that clients start in the right place: with the fundamental skills they’ll need to get and stay healthy, fit, and active for life.

Secret coaching tip: Even top athletes and clients who think they’re “advanced” often need to review and refresh the fundamentals in order to do them consistently. They start at the beginning too, and we ask them to show us that they can do those basics well before they get to move on.

Over time, clients progress. They get better and more confident at doing the skills. They can take on new challenges and consider new possibilities.

Even if your clients eventually become elite performers, with a solid curriculum and learning progression, they’ll never lose those basics.
IT’S PRACTICE-BASED.

Like Nike says, just do it.

When it comes to improving health, body composition, or athletic performance, it doesn’t matter what you know or what you say.

The only thing that matters is what you do, consistently.

We give our clients some information to help them understand what we ask them to do, and why.

But mostly, we ask them to do stuff. Experiment. Explore. Experience.

Try things. See what works. Get real-time feedback. Practice.

Only action can create change.

IT’S PERSONAL.

Sure, there are general principles, like vegetables, sleep, and exercise are probably good things for most people.

We start with general “best practices”. And then we individualize.

Or more accurately, our clients individualize the program for themselves.

- ProCoach helps clients take responsibility for themselves — their thoughts, their beliefs, their stories, their environments, and most importantly, their behaviors. (No more coach-blaming or “This diet / workout plan didn’t work for me!”)

- ProCoach asks clients to write their Owner’s Manual, or “handling instructions for their bodies”. (No more “one-size-fits all” programs.)

- ProCoach asks them to observe themselves, test hypotheses gather data, and draw conclusions, just like scientists. (No more blindly “just following the rules”.)

- ProCoach teaches them how to do this, and what to look for. (No more “I don’t know what happened.”)

In the end, don’t think of the curriculum as a set of interchangeable habits and lessons. It’s not that. It’s a skill-building self-discovery tool that we created using state-of-the-art psychological and physiological principles.
Of course, no matter how great the curriculum, it can never eliminate the need for your:

- Expert guidance and support
- Help in working through blocks and setbacks
- Collaborative problem solving and goal setting

Yet, ultimately, your clients are responsible for their own progress.

Which means the key to customization is on the client and coaching side, not on the curriculum side.

**IT’S AUTOMATED, RELIABLE, AND SCALABLE.**

No more “one-off” programs that take time to create for each individual client.

No more wondering and worrying about “Will this work?”

No more adding hours of work and effort as you add more clients.

Whether you have 5 or 50 clients or 500 clients, **ProCoach gives you a consistent, dependable, client-tested system and process.**

It automatically rolls out and progresses your clients seamlessly through what they’ll need to know and do, step by step.

That saves you a ton of time and energy — which you can spend enjoying working with your clients instead.

**IT’S ABOUT RELATIONSHIPS.**

People rarely change with information alone. Even with a good plan (which few people have), there’s a missing piece:

You.

The professional.

Research and our experience show: **People are most likely to change when they have strong, supportive relationships.**

For us at PN, that’s having our own coaches help deliver the material.

For you, that’s connecting meaningfully with your client to guide them through the process.
Having a ready-made curriculum — a clear, strategic, purpose-driven progression through client development and learning — frees you up to do the relationship-building, supporting, guiding, helping, and — above all — coaching that your client needs, wants, and deserves.

Our technology and curriculum plus your coaching equals major client success.
HOW THE CURRICULUM WORKS.

To get the basic idea of how it works, ask yourself:

“If I had a year to change someone’s life and health habits... and I could ‘see’ them every day online... how would I do it?”

The curriculum is approximately a year-long program, divided into 2-week habit blocks.

**EVERY DAY**

Clients log in to a personal home page (called a “Today” page, because it tells them what to do today).

Clients get a lesson to read.

Clients get a habit — a small task to do.

**EVERY WEEK**

Clients measure and record their progress. This can be body measurements or other indicators that they want to track (such as energy levels or adherence to an exercise routine).

**EVERY 2 WEEKS:**

Clients get a new habit to try and practice.

**EVERY MONTH:**

Clients upload a photo as part of their progress tracking.
**THE ENTIRE CURRICULUM OUTLINED.**

Want to see the entire curriculum at a glance? here it is:

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<td>—</td>
<td>Tell us about yourself (Client intake)</td>
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<td>Workshop #1</td>
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<td>How to use the coaching platform</td>
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<td>How we coach and why</td>
<td>How to measure progress</td>
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</table>
| 1    | Make time for PN Coaching | Prepare for liftoff  
Your "Owner's Manual"  
Ready, willing, and able  
The 5 Whys  
Your destination postcard  
Share your progress  
Your week in review | Share your progress  
(Weight, Girth, Photos, first measurement) | —                                                                       |          |
| 2    | Make time for PN Coaching | Now, for something different  
Find your level  
PN Coaching's most wanted  
Running from the bear  
The 5 chapters of PN Coaching  
No Lesson  
Your week in review | —                                                                        | Quick question:  
What's your outlook? | —                                                                       |
| 3    | Eat slowly             | Eat Slowly  
Slow down for satisfaction  
How to gain weight fast  
In praise of slowness  
Consciousness raisin  
Share your progress  
Your week in review | Share your progress  
(Weight, Girth) | —                                                                       |          |
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<td>Outcomes vs behaviors</td>
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<td>Notice and name</td>
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<td>PNers do it slowly</td>
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<td>Are we there yet?</td>
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<td>Fireside chat with Dr. Berardi</td>
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<td>No Lesson</td>
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<td>Your week in review</td>
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<td>5</td>
<td>Eat to 80% full</td>
<td>How to eat to 80% full</td>
<td>Share your progress</td>
<td>Quick question:</td>
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<td></td>
<td></td>
<td>Play the hunger game</td>
<td>(Weight, Girth, Photos)</td>
<td>How are YOU doing?</td>
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<td>How hungry are you... really?</td>
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<td>Hunger signals... or hunger noise?</td>
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<td>Break the food chain</td>
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<td>Share your progress</td>
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<td>Your week in review</td>
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<td>6</td>
<td>Eat to 80% full</td>
<td>You may experience slight discomfort</td>
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<td>Difficult-difficult, difficult-easy</td>
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<td>Nothing to fear but fear itself</td>
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<td>Hunger is not an emergency</td>
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<td>Waiting for marshmallows</td>
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<td>No Lesson</td>
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<td>Your week in review</td>
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<td>7</td>
<td>Eat lean protein with every meal</td>
<td>How to get your daily protein</td>
<td>Share your progress</td>
<td>Quick question:</td>
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<td></td>
<td></td>
<td>Making protein work for you</td>
<td>(Weight, Girth)</td>
<td>How are WE doing?</td>
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<td>Can you get protein from plants?</td>
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<td>Truth or dairy</td>
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<td>Protein powder and tasty super shakes</td>
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<td>Share your progress</td>
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| 8    | Eat lean protein with every meal | What’s around you?  
Put on your seatbelt  
Your PN Coaching pit crew  
Kitchen makeover  
Shopping day  
No Lesson  
Your week in review | — | — | Workshop #3 |
| 9    | Eat at least five servings of colorful vegetables / fruit | How to Get Your Colors  
Just Add Vegetables  
How To Prep and Cook Your Veggies  
The No-Waste Challenge  
Greens Supplements and Powdered Veggies  
Share your progress  
Your week in review | Share your progress (Weight, Girth, Photos) | — | — |
| 10   | Eat at least five servings of colorful vegetables / fruit | Tomato Travels  
What’s for Breakfast?  
Who’s Your Farmer?  
PN Coaching Movie Night  
Are You Over-Processing Your Fitness?  
No Lesson  
Your week in review | — | — | — |
| 11   | Make smart carb choices | Fuel up with smart carbs  
The carb continuum  
A fab five of smart carbs  
Carb cooking skills  
Dial-a-carb  
Share your progress  
Your week in review | Share your progress (Weight, Girth) | — | — |
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| 12   | Made smart carb choices | The Food Spectrum Game  
Help! I Need A Grownup!  
Don't Be Fooled By Fitness Foods  
Consistency, Not Compensation  
Weekenditis and Nighttime Overeating  
No Lesson  
Your week in review | — | — | Workshop #4 |
| 13   | Eat healthy fats | How to get healthy fats  
How To Prep & Use Healthy Fats  
What Makes Fats Healthy?  
The Benefits of Omega-3s  
Cooking with Healthy Fats  
Share your progress  
Your week in review | Share your progress (Weight, Girth, Photos) | Quick question: How are YOU doing? | — |
| 14   | Eat healthy fats | Be Your Own Experiment  
Feedback, Not Failure  
How to “Listen To Your Body”  
Experiment Day: Snapshot  
What Is Your Body Saying?  
No Lesson  
Weekly Review & Ritual | — | — | — |
| 15   | Planned PN-friendly meals | How to get your daily protein  
The Evolution of Eating  
Kitchen Essentials Keep Meals PN-Friendly  
How To Eat Healthy Meals At Restaurants  
Exercise for the Travelin’ Man  
Share your progress  
Weekly Review & Ritual | Share your progress (Weight, Girth) | — | — |
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<td>16</td>
<td>Planned PN-friendly meals</td>
<td><strong>The Grind: Motivation Reboot</strong>&lt;br&gt;Who's On Your Team?&lt;br&gt;Nothing Succeeds Like Success&lt;br&gt;Pull the Trigger&lt;br&gt;No Lesson&lt;br&gt;Your week in review</td>
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<td>17</td>
<td>Recorded your intake</td>
<td><strong>Just Collect Data</strong>&lt;br&gt;Why Keep A Food Journal?&lt;br&gt;Go Ahead, Make My Mistake&lt;br&gt;Don't Count On Calories&lt;br&gt;What Else To Track In Your Food Journal&lt;br&gt;Share your progress&lt;br&gt;Your week in review</td>
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<td>18</td>
<td>Recorded your intake</td>
<td><strong>Consistency Before Complaints</strong>&lt;br&gt;What To Look For In Your Food Journal&lt;br&gt;Try a Sample&lt;br&gt;How Food Feels&lt;br&gt;Put Your Coach Hat On&lt;br&gt;No Lesson&lt;br&gt;Your week in review</td>
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<td>19</td>
<td>Created &amp; used a sleep ritual</td>
<td><strong>From 100 to 0: Your sleep ritual</strong>&lt;br&gt;Sleep more = Get Fitter, Be Smarter&lt;br&gt;11 Tips For A Great Night's Sleep&lt;br&gt;When Sleep Rituals Aren't Enough&lt;br&gt;Sleep Supplements to Try&lt;br&gt;Share your progress&lt;br&gt;Weekly Review &amp; Ritual</td>
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**PROGRESS**

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<td>16</td>
<td>Planned PN-friendly meals</td>
<td>Your week in review</td>
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<td>17</td>
<td>Recorded your intake</td>
<td>Share your progress (Weight, Girth, Photos)</td>
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<td>Recorded your intake</td>
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<td>19</td>
<td>Created &amp; used a sleep ritual</td>
<td>Share your progress (Weight, Girth)</td>
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**SURVEYS**

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<td>Planned PN-friendly meals</td>
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<td>17</td>
<td>Recorded your intake</td>
<td>Quick question: How are YOU doing?</td>
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<td>18</td>
<td>Recorded your intake</td>
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<td>19</td>
<td>Created &amp; used a sleep ritual</td>
<td>Quick question: How are WE doing?</td>
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**WORKSHOP**

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<td>16</td>
<td>Planned PN-friendly meals</td>
<td>Workshop #5</td>
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<td>17</td>
<td>Recorded your intake</td>
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<td>Created &amp; used a sleep ritual</td>
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</table>
| 20   | Created & used a sleep ritual | Mindset Matters  
Off to Mental Ninja Camp  
Are You Meaner Than A Hurricane?  
Chill Out  
The 3Rs  
No Lesson  
Your week in review | — | — | Workshop #6 |
| 21   | Drank only calorie-free beverages | Think Before You Drink  
Drinks Should Earn Their Rent  
Tea or Coffee?  
How Much Should You Drink?  
Another Kind of Drinking Challenge  
Share your progress  
Your week in review | Share your progress (Weight, Girth, Photos) | Quick question: How are YOU doing? | — |
| 22   | Drank only calorie-free beverages | Can You See Me Now?  
Clear the Clutter  
Say Goodbye To The Old Guy  
Choose Your Own Adventure  
Keepin’ It Real  
No Lesson  
Your week in review | — | — | — |
| 23   | Took a break | Midterm Exam  
Play Time  
The Photo Shoot  
Eat What You Want Day  
Cut Check  
Share your progress  
Your week in review | Share your progress (Weight, Girth) | — | — |
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| 24   | Used targeted recovery strategy | How to chase recovery  
Good Stress, Bad Stress  
What Is Recovery?  
The Body’s Building Blocks  
Fill Your Body’s Bank Account  
No Lesson  
Your week in review | — | Quick question: What’s your outlook? | Workshop #7 |
| 25   | Used targeted recovery strategy | Supplements Are Supplements  
Mowing the Lawn With Your House On Fire  
Workout Boosters  
What’s In That Bottle?  
Supplements That Work  
Share your progress  
Your week in review | Share your progress (Weight, Girth, Photos) | — | — |
| 26   | Ate only whole foods | How to play the whole foods game  
What counts as a whole food?  
Why are whole foods good?  
How healthy are healthy foods?  
Old school whole foods  
No Lesson  
Your week in review | — | — | — |
| 27   | Ate only whole foods | Ch-Ch-Ch-Changes  
Fearless leaders  
Highs and low  
Obstacle course  
Seeing is believing  
Share your progress  
Your week in review | Share your progress (Weight, Girth) | — | — |
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| 28   | A little more, a little better | How to do just a little better  
Expectations, revisited  
Continuum, continued  
Two wild & crazy questions  
Learning to fall  
No Lesson  
Your week in review | — | — | Workshop #8 |
| 29   | A little more, a little better | DAIJA view  
Is there an elephant in the house?  
Talkin’ about my motivation  
Spring clean for success  
Improves your moves  
Share your progress  
Your week in review | Share your progress (Weight, Girth, Photos) | Quick question: How are YOU doing? | — |
| 30   | Protein & colorful plants with each meal | Play the protein and plant game  
Brush up and branch out  
Are you a nutcase?  
Plant-based day  
To every veggie there is a season  
No Lesson  
Your week in review | — | — | — |
| 31   | Protein & colorful plants with each meal | Evaluate and individualize  
Go primal  
Your owner’s manual  
Ancestral diet day  
What's your (exercise) type?  
Share your progress  
Your week in review | Share your progress (Weight, Girth) | Quick question: How are WE doing? | — |
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<td>The next level of an essential habit</td>
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<td>Workshop #9</td>
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<td>80% full</td>
<td>The discomfort zone</td>
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<td>Working up an appetite</td>
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<td>Practice</td>
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<td>80% full</td>
<td>Constant craving</td>
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<td>Do a mind-body scan</td>
<td>Tune in to tune up your body</td>
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<td>Who's driving?</td>
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<td>What's your function?</td>
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<td>Know yourself</td>
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<td>Self-scanning while squatting</td>
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<td>35</td>
<td>Do a mind-body scan</td>
<td>The 4 horsemen of eating issues</td>
<td>Share your progress</td>
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<td>When working hard is hardly working</td>
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<td>Your schedule doesn't lie</td>
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<td>Food and relationships</td>
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<td>Kummerspeck</td>
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| 36   | Fitness information vacation | The information vacation game  
Photo shoot anatomy 1  
Photo shoot anatomy 2  
The information-free experiment  
Train, don't strain  
No Lesson  
Your week in review |  |  |  |
| 37   | Fitness information vacation | Nature calls  
Second verse, same as the first  
The urban jungle  
The no-contact challenge  
Go ape  
Share your progress  
Your week in review | Share your progress  
(Weight, Girth, Photos) | Quick question:  
How are YOU doing? |  |
| 38   | 20 minutes of de-stressing | Find your oasis  
How to meditate (without the woo-woo)  
Time bandits, time warriors  
The unistaker  
Dump your distractors  
No Lesson  
Your week in review |  |  | Workshop  
#10 |
| 39   | 20 minutes of de-stressing | The mirror  
Keep the hormones humming  
That's amore  
Saying difficult things (SDT)  
Appreciation Day  
Share your progress  
Your week in review | Share your progress  
(Weight, Girth) |  |  |
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<th>WEEK</th>
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<td>40</td>
<td>Create &amp; practice your fitness mission</td>
<td>Start writing your fitness story</td>
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<td>Unfit person, fit person</td>
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<td>Find the fit person</td>
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<td>Do less</td>
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<td>Now and zen</td>
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<td>Your week in review</td>
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<td>41</td>
<td>Create &amp; practice your fitness mission</td>
<td>Come inside for dinner</td>
<td>Share your progress</td>
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<td>Hand over the feather</td>
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<td>Stuck in the middle with you</td>
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<td>It just got real</td>
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<td>Dream warrior</td>
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<td>Share your progress</td>
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<td>42</td>
<td>Picked your own habit</td>
<td>How to choose your own adventure</td>
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<td>Workshop #11</td>
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<td>Keep the goal the goal</td>
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<td>Come out of the closet</td>
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<td>Your food history</td>
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<td>Bouncing back</td>
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<td>Your week in review</td>
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<td>43</td>
<td>Picked your own habit</td>
<td>Help wanted</td>
<td>Share your progress</td>
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<td>Quick question:</td>
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<td>BFFFs (Best fitness friends forever)</td>
<td>(Weight, Girth)</td>
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<td>How are WE doing?</td>
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<td>Who’s your farmer? (Again)</td>
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<td>Get your head right</td>
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<td>Get it together</td>
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**Mon** ✘ **Tues** ✘ **Wed** ✘ **Thur** ✘ **Fri** ✘ **Sat** ✘ **Sun**

precisionnutrition.com
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<th>WEEK</th>
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</table>
| 44   | Prepare for final photos | Your journey, your photo shoot  
Be your best you  
PN Client's photo shoot experience  
Anatomy of YOUR photo shoot  
Going up, coming down  
No Lesson  
Your week in review | — | — | — |
| 45   | Prepare for final photos | State of the union  
What do you see?  
What do you say?  
Dream it, do it  
Photo shoot: 1 day out  
Share your progress  
Your week in review | Share your progress  
(Weight, Girth, Photos) | Quick question:  
How are YOU doing? | — |
| 46   | Celebrate your progress | Let's get this party started  
Give thanks  
The denouement  
The shoulds  
No failure; only feedback  
No Lesson  
Your week in review | — | — | Workshop #12 |
| 47   | Celebrate your progress | After enlightenment, the laundry  
Maintenance road  
How low can you go?  
The feast challenge  
The tightrope  
Share your progress  
Your week in review | Share your progress  
(Weight, Girth) | — | — |
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<td>48</td>
<td>Pay it forward</td>
<td>Help others, help yourself get healthy</td>
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<td>Quick question:</td>
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<td>Dear Newbie...</td>
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<td>What's your outlook?</td>
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<td>Joy division</td>
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<td>Meal of Meaning challenge</td>
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<td>More fit friends</td>
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<td>Your week in review</td>
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<td>49</td>
<td>Pay it forward</td>
<td>1 week from retirement</td>
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<td>Share your progress</td>
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<td>Don't dwell; do</td>
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<td>What would you do?</td>
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<td>The Perfect Day challenge</td>
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<td>50</td>
<td>Pay it forward</td>
<td>The station</td>
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<td>Workshop #13</td>
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<td>The logistics of leaving PN Coaching</td>
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<td>Your exit strategy</td>
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<td>Getting your wings</td>
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<td>The secret to PN Coaching, revealed</td>
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SOME ADDITIONAL NOTES.

At first glance, the order of the habits might seem a bit random.

However, each habit (or practice) is carefully placed in a particular sequence.

HABITS AND LESSONS ARE CUMULATIVE AND COHERENT.

Each habit / lesson builds the skills for future habits / lessons. Later habits and lessons return to themes and ideas from earlier ones. Everything is connected to everything else in a logical progression.

For instance:

Week 4: Notice and Name lesson (the importance and basic process of self-observation and self-awareness)
leads to:

Week 14: Experiment Day: Snapshot lesson — a very simple self-tracking exercise that looks at a few items throughout the day (energy levels, mental state, mood)
which leads to:

Week 17: Record What You Eat habit
and eventually:

Week 29: Tune Up & Troubleshoot lesson (analyzing patterns in habits)
Week 35: Your Schedule Doesn’t Lie lesson (keeping a time diary)
Week 38: Time Bandits, Time Warriors lesson (reviewing time use and what it says about priorities)

And so on.

**“ANCHOR HABITS” COME FIRST.**

“Anchor habits” are things you can do anytime, anywhere. They’re foundational behaviors.

For example, for fat loss, weight loss, or body recomposition, the two anchor habits are “eat slowly” and “eat to 80% full”. These trump all other habits.

When clients get stuck or overwhelmed with new habits, they can simply return to these “anchor habits”.

**CONCRETE, PRACTICAL, PRESCRIPTIVE HABITS COME FIRST.**

“Do X in Y way” habits come first.

We tell clients what to do and how to do it for the first several months. This gives them a clear structure and a system, and removes uncertainty.

While clients can still customize all habits to their needs and nutritional levels, early habits focus on clear, unambiguous basics.

Then, we start loosening the reins, allowing more open-ended habits and interpretations of them.

For example:

- **Early, concrete habit:** Eat 5 servings of colorful fruits and vegetables each day

- **Somewhat more open-ended habit midway through:** Use a targeted recovery strategy

- **Completely open-ended habit near the end of the program:** Pay it forward

**WE MIX UP “HARD” AND “EASY” HABITS.**

Not all clients will struggle with the same habits. However, some habits tend to be harder than others.

We carefully dole out “hard” and “easy” habits so that clients aren’t constantly asked to do difficult things.
WE MIX UP “NEW STUFF” AND “REVIEW / CONSOLIDATION” HABITS.

For example:

Habit: Eat whole foods only (a “stretch” habit, fairly difficult, requires learning new things)

followed by:

Habit: A little more, a little better (relaxing the control, scaling back expectations, allowing client to choose the next actions and simply improve slightly on what is familiar)

SOME HABITS ARE “STRETCH HABITS” OR “EXPERIMENT HABITS” RATHER THAN “FOREVER” HABITS.

Some habits are presented as “things to try” for 2 weeks, rather than “you should always do these as specified, forever”.

For example:
- Eat only / mostly whole foods
- Drink only / mostly calorie-free beverages

The idea here is for clients to:
- Try something that pushes their boundaries for 2 weeks.
- Expand their skills and repertoire while doing so.
- See what they learn and discover about themselves and what they like, need, and/or want through this process of experimenting.
- Add this information and insight to the Owner’s Manual.

At the end of the 2 week “play period”:
- Clients decide what was most interesting, valuable, and useful for them.
- They decide what pieces of that habit to keep.

Stretch habits in particular are great opportunities for coaching and collaboration:
- For Level 1 clients, stretch habits simply get them outside their comfort zone, trying new things.
- For Level 2 clients, stretch habits encourage them to “up their game”, improve their execution and/or variety, and refine their skills.
There you have it, the ProCoach curriculum.

It helps to think of it as an evidence-based framework that’s standardized, allowing for significant customizing on the client side (and coach side) of the program.

As mentioned, the whole thing is geared toward helping clients do what we call “Build Your Owner’s Manual”.

Through the habits, lessons, and assignments, we ask them to track their progress, gather data, and reflect on thought exercises.

They do this to write their unique and personal “Owner’s Manual” — a collection of information and analysis about their lives, bodies, needs, wants, and real-life-tested experiences.

This process helps them:

- **Take responsibility for themselves** — their thoughts, their beliefs, their stories, their environments, and most importantly, their behaviors. (No more coach-blaming or “This diet / workout plan didn’t work for me!”)
- **Feel empowered by and invested in the idea that they now have a set of “handling instructions for their bodies”**. (No more “one-size-fits all” programs.)
- **Test hypotheses, gather data, and draw conclusions, just like scientists**. (No more blindly “just following the rules”.)

The Owner’s Manual empowers them to make informed decisions about their own needs, wants, and priorities (instead of you telling them what to think or feel or do).

It’s client-centered coaching at its best.

So don’t think of the curriculum as a set of interchangeable habits and lessons. It’s not that. It’s a skill-building self-discovery tool that we built using state-of-the-art psychological principles.
INTERESTED? JOIN THE PRESALE LIST.

If you’re interested and want to find out more,

I’d encourage you to join our presale list.

Being on the presale list gives you two special advantages.

YOU’LL PAY LESS THAN EVERYONE ELSE.

At Precision Nutrition we like to reward the most interested and committed professionals because they’ve always proven to be our best clients.

Join the presale list to show us you’re exactly who we want to work with. And we’ll reward you with 30% off the monthly cost of Precision Nutrition’s ProCoach.

YOU’LL BE MORE LIKELY TO GET A SPOT.

To launch this in a very controlled way we’re taking only a small group of fitness and health pros this round.

This means we’ll sell out within minutes. By joining the presale list, you’ll get the opportunity to register 24 hours before everyone else which will increase your chances of getting in.

So, if you’re ready to deliver client-centered nutrition coaching in a reliable, automated and scalable way, this is your chance.

Coach like we coach. Use our system. Help your business grow and thrive.

Get on the ProCoach presale list today.