

THREE THINGS THAT SET US APART

1. **We're Comprehensive:** We take into consideration your life, health history, and goals, and think through *all* of it with you. We'll help you find *your* solution.
2. **We Actually Save You Time and Money:** If you tried to hire specialists to cover the breadth of what we do, you'd spend 3-5X what we cost. We'd know. We've priced it.
3. **We Guarantee Results:*** We're confident we can help you create a breakthrough, and we put together a grid to explain why. Check it out below!

TO BUILD A HEALTHY LIFESTYLE, YOU NEED A WHOLE-HUMAN APPROACH

<u>Transformation Pillars</u>	<u>Medical Option</u>	<u>Alternative Options</u>	<u>Whole-Human</u>
Verbal Intake	5-10 Minutes	30-60 Minutes	90-120 minutes
Assessment and Testing	Modest to Heavily	Modest	If Needed
Education	Tidbits	Tidbits	Comprehensive
Nutrition Planning	X	Maybe	Start-to-Finish
Fitness Programming	X	Maybe	Start-to-Finish
Mindset Coaching	X	Tidbits	Start-to-Finish
Building New Skills	X	Maybe	Start-to-Finish
Systematizing Key Habits	X	X	Start-to-Finish
Accessibility	No to Low	No to Maybe	Highly Available
Accountability and Community	X	No to Maybe	As Much as Needed
Sustainability	No to Low	No to Maybe	100%
Whole-Life Context	X	X	100%
Breakthrough Probability	0%	30%?	100%

MAKES SENSE HUH?

The above is why we can make a guarantee.
You don't have to do this all by yourself. Your transformation begins here.

THREE PROGRAMS IN ONE

- **Life Coaching**
 - We figure out how we will pull off your transformation.
 - We help you build a lifestyle that is sustainable and rewarding.
- **Nutrition Coaching**
 - We fill the knowledge, mindset, and skills gaps you have.
 - We show you how to use food as good medicine in practical ways.
- **Fitness Coaching**
 - We help you build a solid fitness foundation.
 - We teach you how to use movement to heal and reshape your body.

WHAT YOU WILL HAVE ACCESS TO

1. Personal Coaching – as much as needed
2. Weekly group coaching calls (and likely some new friends)
3. Weekly, live-workout classes – recorded
4. 14+ hours of enriching lectures
5. 10+ outstanding cooking classes
6. 12, live, meal-prep workshops with read-ahead shopping lists - recorded
7. Tailor-made eating plans
8. Detailed grocery store tours
9. Kitchen and pantry essentials
10. Dozens of workouts
11. Hundreds of exercises
12. High-level and detailed workout planning templates
13. Tracking and accountability system
14. Private Facebook group

WHAT YOUR PROCESS WILL BE LIKE

- **Orientation-week time commitment**
 - 360-Degree, 7-Part, Health Assessment - 2-4 hours of personal reflection
 - 2-3 Debrief and Strategic Planning Sessions - 2-4 hours of coaching calls
- **Ongoing, weekly, time commitments**
 - 1-2 hours of coaching (1-1 and/or group)
 - 5-10 hours of execution – food prep, exercise, education, etc.
 - 35-70 minutes of planning and tracking (5-10 minutes daily)

LIFETIME VALUE

Saying the lifetime value of the program is priceless, is an understatement.
That said, we'll try to help you quantify it.

Hypothetically speaking, what would it be worth for you to:

- Stop worrying about your health?
- Get back unshakable confidence in your body?
- Live with less pain?
- Reverse a chronic health condition?
- Be able to conceive a child?
- Be able to enjoy activities with your grandkids?
- Not be a burden to your family as you get older?
- Build a healthy lifestyle that keeps the weight off for good?
- Get in the best shape of your life...and keep yourself there?
- Learn how to prepare amazing, healing food for family and friends?
- Learn how to exercise for a lifetime, enjoy it, and not hurt yourself?
- Spare yourself future medications, surgeries, and visits to the doctor?
- Be able to step into that aspirational identity you've always seen for yourself?

NOW DO THE MATH

1. Total up what you'd pay to have the any of the above outcomes.
2. Divide the cost of your program, into the number of years you expect to live.
3. Now imagine the cost of doing nothing—what money, experiences, and emotional capital is status quo going to cost you?

How do the numbers look?

***Our Guarantee is Simple.** If you follow the program, complete all of the education and tracking materials, attend every coaching call and group call, and still are not satisfied, every penny gets returned to you. Where else can you get a guarantee like that?

COME JOIN OUR TRIBE.

We won't make you an offer if we didn't think we can change your life.