How to Get the Most Out Of Your BAHC Training
What You’ll Learn:

• 5 Success Tips for feeling like you’re getting the most out of your investment.

• How to easily meet the BAHC certification requirements
5 Success Tips

• Success Tip #1: Trust the process
What Makes Us Unique…

BAHC is the only health coach certification training in the world where you’ll find:

• **The 4 Pillars of a Successful Health Coach:** Health & Wellness, Transformational Coaching Skills, Personal Growth, Proven Business & Simple Marketing Systems.

• **The Transformational Coaching Method:** a coaching methodology that will help your clients get the green light in all 3 brains, so they can successfully change their habits to get the results they want – not just in health, but in EVERY area of their lives.
What Makes Us Unique…

BAHC is the only health coach certification training in the world where you’ll find:

• **Our “Essential Nutrition” Philosophy**: the distilled top 20% of nutrition, health and wellness knowledge that your clients can truly use and will thank you for.

• **Weekly Skills Labs**: so you can immediately practice and apply the coaching skills and concepts you learn each week.
What Makes Us Unique…

BAHC is the only health coach certification training in the world where you’ll find:

• **Office Hours with Carey & Stacey, founders of BAHC**: bi-weekly throughout your training, so you can have both of them laser in and coach you on transforming your own health, mastering new coaching skills, building a meaningful business, and creating the lifestyle of your dreams.

• **Bonus “Go Pro” Marketing Tools**: a comprehensive online marketing machine plus a complete client management system in one easy-to-use platform.
What Makes Us Unique...

BAHC is the only health coach certification training in the world where you’ll find:

- 2 Completely Done-For-You Health Coaching Programs: taken straight from Stacey’s 6-figure health coaching practice, these programs are embedded with powerful Transformational Coaching techniques, and structured to keep your clients engaged, excited and taking action like never before (...instead of self-sabotaging, dropping out and disappearing).
What Makes Us Unique…

BAHC is the only health coach certification training in the world where you’ll find:

• A rock-solid business and marketing education specifically for health coaches, proven for the last 5 years to have helped thousands of coaches get clients and make $3,000 to $5,000 to $10,000 per month or more.

• Eligibility for continuing education in world-class graduate trainings in business, marketing, personal growth and advanced Transformational Coaching Skills.
The 4 Pillars

1. Health & Wellness

2. Transformational Coaching Skills

3. Personal Growth

4. Proven Marketing and Simple Business Systems
Pillar #1: Health & Wellness

• Essential Nutrition Principle #1:
  ▪ Multiple dietary theories can be understood at a glance

• Essential Nutrition Principle #2:
  ▪ “Healthy food” doesn’t always mean it’s healthy for YOU
Pillar #1: Health & Wellness

• Essential Nutrition Principle #3:
  ▪ Counting chemicals trumps counting calories

• Essential Nutrition Principle #4:
  ▪ There are only 6 questions every health coach must know how to ask...and answer:
    - What to eat
    - How to eat
    - When to eat
    - Why eat
    - Where to eat
    - Who you are when you eat
Pillar 1 Done-For-You Materials, Scripts, Checklists, Handouts and Templates & Bonuses

- MacroNutrients
- 100 Dietary Theories In 10 Minutes
- Stress
- Obesity
- Diabetes
- Heart Disease
- Binge Eating
- Cravings
- Emotional Eating
- Body Image
- Chronic Dieting
- The Six W Questions
- The Why Underneath The Why
- 10 Beliefs About Health
- 7 Ways To Balance Blood Sugar
- Drink More Water Tip Sheet
- How To Quit Drinking Caffeine The Right Way
- Healthy Fats
- Fats To Avoid
- The Magic Plate
- List of healthy proteins, fats, fiber and carbs
- Favorite healthy snacks
- Pantry, fridge and freezer list
- What is processed food?
- How to read food labels
- How to go gluten-free
- How to go dairy-free
- List of alternative sweeteners
- Healthy dessert recipes
- How to get great sleep
- Out-of-the-box movement ideas
- How to honor hunger and fullness
- Embracing sensuality
- Why being “bad” is sometimes good
- Meal timing
- Healthy Choices at restaurants
- Elimination Diets
Pillar #2: Transformational Coaching Method

• How to Get the “Green Light” in All 3 Brains.

• Complete Done-For-You 90-Day “Total Transformation” Health Coaching Program

• Complete Session Outlines, Scripts, Coaching Question Sequences and Client Handouts

• How to Effectively Coach on Objections, So You Can Turn “No” Into “Yes” With Integrity and Authenticity.

• How to Create Your Own Signature Health Coaching program.
Pillar 2 Done-For-You Materials, Scripts, Checklists, Handouts and Templates & Bonuses

- Done-for-you Detox program with client handouts
- Transformation’s Secret Sauce: The 3 Brains
- The Map
- Rapport
- Closing The Deal Coaching Question Sequence
- How To Describe Your Program Template
- The Personal Email Invitation Sample Copy
- How To Coach Effectively On Objections & Worries
- Done-For-You “Total Transformation” 90-Day Health Coaching Program
  - Done-For-You Session #1 script + client handout
  - Done-For-You Session #2 script + client handout
  - Done-For-You Session #3 script + client handout
  - Done-For-You Session #4 script
  + client handout
  - Done-For-You Session #5 script + client handout
  - Done-For-You Session #6 script + client handout
  - Done-For-You Session #7 script + client handout
  - Done-For-You Session #8 script + client handout
  - Done-For-You Session #9 script + client handout
  - Done-For-You Session #10 script + client handout
  - Done-For-You Session #11 script + client handout
  - Done-For-You Session #12 script + client handout
  - How To Create A Coaching Program That Gets Results
  - The Self-Sabotage Sequence
  - “Oh Crap” Silver Bullet Coaching Question Sequence To Use On Any Topic

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Pillar #3: Personal Growth

Three reasons:

• First, **transformation starts with you.**
  
  ▪ The only way to change the world is to start by creating change in yourself and in your life
  
  ▪ BAHC is an opportunity to break out of your old patterns, ruts, fears and stopping points so you can walk your talk and break through into the best version of you
Pillar #3: Personal Growth

• Second, you can only take a client as far as you are willing to go.

  ▪ When you’re a health coach, you’ll end up coaching clients on every important area of their lives

  ▪ We call these important areas “The Big 5” - they are
    - Health
    - Money
    - Love/Relationships
    - Your Calling/Career
    - Connection To Something Greater
Pillar #3: Personal Growth

- When something is out of whack in one area of your life - or your client’s life - chances are there’s something out of whack in another area.

- In your health coaching sessions, clients WILL come to you with problems and challenges in every single area of The Big 5.

- The Transformation Coaching Method gives you a coaching method that works for every area, but to become a truly masterful health coach, you must continue YOUR OWN personal growth in The Big 5 areas of YOUR life.

- Why? Because you can only take your clients as far in their lives as you are willing to go in yours.
Pillar #3: Personal Growth

• Third reason that personal growth is a pillar is that your coaching practice - and income - can only grow as big as you are

  ▪ Enrolling in BAHC means stretching your beliefs about who you are, what you’re capable of, and what’s possible for you

  ▪ To do that, we’ll work on:
    ▪ transforming your relationship with money.
    ▪ how to ask for and receive support from your spouse or partner and other loved ones in your life.
    ▪ how to connect your career to your life purpose.
    ▪ why looking and feeling beautiful is a decision that has nothing to do with how you look.
Pillar 3 Done-For-You Materials, Scripts, Checklists, Handouts and Templates & Bonuses

- The “Big 5” Areas Of Life
- Health
- Money
- Love/Relationships
- Your Calling/Career
- Your Connection To Something Greater
- The Results Health Coaching Gets In Every Area Of Life
- The Personal Blueprint: How To Bring Your Personal History Into Your New Career
- Money And Your Spiritual Path
- Money As A Relationship
- Your Money Mirror
- Transforming Your Money Legacy
- Transforming Your Body Legacy
- Self-Sabotage
- How to Ask For What You Want And Get It
- Feminine Energy
- Masculine Energy
- “Either/Or” Versus “Both and More”
- The Desire List
- Magic Words For Women To Say To Men
- Magic Words For Men To Say To Women
- Self-Authorizing
- Connecting Your Career To Your Purpose
- The What’s Worth Fighting For Exercise
- Gratitude & Appreciation
Pillar #4: Proven Marketing & Simple Business Systems

• You’ll discover:

  ▪ A Simple System To Make Your First Or Next $5K as a Health Coach
  ▪ How To Get Clients From Networking and Referrals
  ▪ How To Get Clients From Talks & Workshops
  ▪ How To Get Clients Online… Even If You Don’t Get (Or Like) Technology
  ▪ How To Price Your Programs
  ▪ How To Schedule Clients & Prioritize Your To-Do List So You Can Maximize Your Time...Even If You Have Kids, A Job Or Hobbies & Passions
  ▪ How To Become Confident, Courageous and Client-Attractive as a Health Coach
Pillar 4 Done-For-You Materials, Scripts, Checklists, Handouts and Templates & Bonuses

- The Best Business Model For Health Coaches
- 5 Phases Of Business Growth
- What is a niche?
- Hot niches for health coaches
- 2 Done-For-You starter niches
- How to answer the question “what do you do?”
- Done-For-You Responses to answer “What do you do?”
- How To Price Your Programs
- Done-For-You Pricing
- Where And How To Book Talks
- Done-For-You Talk Script & PowerPoint Slides & Handouts
- Done-For-You Marketing Materials For Your Talk
- How To Attract Clients Online
- Done-For-You Website Copy
- Done-For-You Video Scripts
- How To Schedule Clients
- Sample Real-Life Health Coach Weekly Calendars
- Client Scheduling Software Recommendations
- How To Prioritize Your To-Do List
- Simple Productivity Checklist
- How To Take Payments
- Your First Or Next $5K Checklist
- Done-For-You marketing for Detox program
- Done-For-You marketing for the 90-Day Intensive Total Transformation Program
- Done-For-You weekly scripts for newsletters or video tips
- How to create videos that attract clients
- Recommended list of business and marketing resources
Bonuses!

**Marketing Pillar Super Bonus: Going Pro**
- Our intention is to make it as easy as possible for you to go pro which is why we are gifting you with a marketing super bonus!

**Upon graduation you will receive:**
- A personalized website
- Private client portal with calendar and scheduling capabilities
- A contact management system for getting clients online
- Email marketing capability
- Invoicing and reporting
- This will help you attract clients quickly, get organized, automate your business and easily facilitate a smooth, professional experience that turns your clients into raving fans.
Recap!

• To get the most out of your investment in this training:

  ▪ TRUST THE PROCESS:
    • Why the BAHC training is completely unique.
    • Why the 4 Pillars of a Successful Health Coach will help you create a solid foundation for success in the real world.
5 Success Tips

• Success Tip #2: Check Your Expectations

  ▪ Adult learning: It’s different from how we learned as kids.

  ▪ The first adult learning theory was developed in 1833, and was popularized in the US by educator Malcolm Knowles in 1967.

  ▪ It has been argued that adults learn differently because, among other things, they bring with them a host of life experiences that children don't.
5 Success Tips

- Adult learning is all about immediate application
  - Children expect the application of what they’ve learned to be postponed (i.e.: “I’ll get a job after college” whereas adults expect that what they’re learning will have immediate application to their career - and their own life).

- It’s also important that any education you receive as an adult includes:
  - an appreciation and inclusion of all your amazing life experience
  - the opportunity for processing and practice
  - practical, “hands-on” experience
5 Success Tips

- BAHC has been carefully designed to incorporate all these elements through:
  - Weekly skills labs where you immediately apply and practice what you’ve learned
  - Office Hours where you can have Q & A and coaching with Carey & Stacey
  - 24/7 online forum
  - Action steps and exercises that will help facilitate your own health and transformation
  - Practice clients
  - And more….
5 Success Tips

- You might be surprised to learn that #1 one biggest myth about adult learning is that it is inherently joyful!

- The truth is that its not ALWAYS joyful.

- Even for those of us who love to learn, there are occasional challenges in the learning process.
5 Success Tips

- It's been said that adult learning is all about CHANGE:
  - Change in attitude
  - Change in knowledge
  - Change in behavior
  - Change in a skill
  - Change in how we think
  - Change in productivity
5 Success Tips

- Does the Critter Brain like change? NOT. AT. ALL.

- So if adult learning is ALL ABOUT change, then you can expect that the Critter Brain, even YOUR Critter Brain, will sometimes experience FREEZE, FLIGHT or FIGHT.
5 Success Tips

- Very commonly, these critter brain responses will occur to you as one of these 6 thoughts/feelings:
  - Perfectionism - “I have to do this training PERFECTLY - or else!”
  - Overwhelm - “Oh my god, I’m sooooo overwhelmed - I don’t know where to focus!”
  - Feeling Stuck - “I can’t seem to do ANYTHING at all!”
  - Feeling Behind - “If I were doing this perfectly I wouldn’t be so behind/I’m BAD.”
  - Feeling Like You’re Not Doing It Right - “I’m not doing these coaching questions right - I stink at this!!”
  - Worried That Others Are Further Ahead Than You Are - “Everyone else is doing better than me!”
5 Success Tips

- It is TOTALLY NORMAL to have any one (or all) of these feelings when learning something new.

- In fact, it would be ABNORMAL **not** to experience these feelings.

- When these feelings come up, know that your Critter Brain is trying to keep you **safe**.

- When the Critter Brain freaks out about change, the Cortex has to **justify** that reaction with a “logical” reason to freak out.
5 Success Tips

- So it comes up with these lovely things called UNREALISTIC EXPECTATIONS.

- UNREALISTIC EXPECTATIONS are extremely stressful - they’re meant to be!

- Here’s how to replace UNREALISTIC expectations with more REALISTIC expectations as you’re going through this training.
5 Success Tips

- Let’s look at how to do this in each one of the 5 most common thoughts/feelings:

  a. Perfectionism:
     - **UE**: “I should be doing this perfectly and anything less than perfect is FAILURE. That must mean that this isn’t the right time or the right school or I should put my future on hold until everything can be perfect. If I can’t do it perfectly, then I’m not getting the most out of the training, so I should quit.”
     - **UE**: There’s a way to do something perfectly!
     - **RE**: Trade “perfection” for “presence”; your stretch is to be a “B” student instead of an “A” student.
5 Success Tips

b. Overwhelm:
   • **UE**: “I have to figure out how every piece of this new career and how the next 5 years of my life are going to unfold RIGHT NOW, or I will fail.”

   • **RE**: “Anyone can learn anything as long as it’s learned in small chunks.”
5 Success Tips

c. Feeling Stuck:

• **UE**: “I’m lost, I don’t know what to do, I’m stuck and that must mean that I’m stupid and I can’t figure this out. Nothing is ever going to work!”

• **RE**: “I feel stuck because I’m just not seeing any options that will work out well. Logically, I know there are always options, even if I can’t see them right now. Feeling stuck just means that there’s something I need to KNOW, FEEL or UNDERSTAND. Once I do, I’ll be able to move forward again.”
5 Success Tips

d. Feeling Behind (this is a variant on perfectionism):
   • **UE**: “Even though I’m a mom, I have a job and I’m in school, I SHOULD be on top of every single lesson. I’m so behind, so that must mean that I should just quit.”

   • **RE**: “Adult learning is different than learning when I was a kid. I have a lot more to keep up with, so it’s okay to be a “B” student instead of an “A” student. I’ll still get everything I need and more out of this training, plus I know I’ll have access to these materials and this community for a lifetime.”
5 Success Tips

e. Feeling Like You’re Not Doing It Right:
   • **UE**: “There is a way to do this ‘right’, according to The Global Committee For The Way Things Are Done Right, and if I don’t do it ‘right’, the Committee will punish me.”

   • **RE**: “I trust that it’s not the first rodeo for these teachers and this school, and that their curriculum will ensure that I’m learning the right things at the right time. I also trust in my ability to figure things out - if there’s something that will help my success that I need to learn, I believe I can do it!”
5 Success Tips

f. Worried That Others Are Further Ahead:
   • **UE**: “Everyone is going to go at the same pace, so if I don’t keep up (or even surpass the others), then that means doing a bad job, I’ll never be successful and I should just quit - maybe this career wasn’t meant for me anyway.”

   • **RE**: “Health coaching is a booming career with millions and millions of people across the planet who need my help. I’ll have a thriving career serving even just 1000 clients in my lifetime, so I don’t need to ‘keep up so I don’t miss out’. Everyone goes at a different pace and there is plenty for everyone.”
5 Success Tips

• Success Tip #3: Embrace Community

1. We can do it all, but we can’t do it all alone

   • Especially when embarking on a new path that others - even well-meaning friends and family - might think is CRAZY.

   • You must be surrounded by like-minded people who will support you and stretch you.

   • We are the unusual ones - very few people in the world take this path and want to dive as deep into health, wellness and personal transformation as we do, so it’s crucial that we’re surrounded by our tribe.
5 Success Tips

2. Reach Out For Help And Be Willing To RECEIVE Support

• If you’re attracted to coaching, it’s likely that YOU’VE been the one helping others and giving to others - YOU are probably the “rock” or the “helper” for the people around you.

• So you might be waaayy more used to GIVING than RECEIVING.

• So when we stretch you to allow yourself to reach out and ask for - and RECEIVE - support, it can feel really difficult and uncomfortable.

• Why is that?
What’s The Difference Between Guilt And Shame?

• Guilt negates the behavior. “You did something bad.”

• Shame negates the person. “You ARE bad.”
“Or else” implies something bad will happen to you.

Or

The messaging that’s carried with all of this forth is:
- Don’t tune in or know your desires.
- Don’t have any desires.
- Be self-sufficient.
- Give, but don’t you dare take.
- You are shameful, wrong, bad and undeserving of pleasure.
- Having needs and desires is dangerous: something bad will happen to you or someone you love if you know, speak and receive your desires.
Major Revelation

• Someone who feels they cannot give themselves permission to receive their desires will attract people who have very little ability to GIVE.

• Personally, this shows up in relationships. Notice if you tend to be the one who picks up the slack, who cleans up more often, or who proactively seeks to give pleasure to the other.
Why Do We Resist Receiving?

We resist because something in our beliefs tell us it’s better to resist receiving than to receive. What are the beliefs that we tell ourselves that perpetuate this experience?

- I should be able to do all this by myself.
- Receiving is selfish.
- Receiving puts burden on others.
- If I receive, it’s going to cost me dearly.
- I’m going to have to suffer through something so I can receive my desire
- If I’m receiving others will think I’m selfish or greedy
- I don’t deserve what’s being given OR
- I only deserve what I’ve earned and I haven’t earned the right to receive yet
- They will judge me, call me a diva, a bitch or high-maintenance
- It’s more noble and god-like to give
- It’s not fair to others for me to receive more
- I don’t want to take away from others
- I already have enough/too much
Throughout Your BAHC Training

• You’ll be practicing coaching question sequences and exercises that start widening your GOODNESS BUCKET, so you can receive:

  ▪ support throughout your training (and beyond)
  ▪ more goodness in your life
  ▪ wonderful clients who have plenty of money to pay for your services
  ▪ the income to finance your continuing education if you so desire
  ▪ support and assistance in building your business
  ▪ greater health for yourself and a body you love
  ▪ deeper intimacy with your loved one
  ▪ better connections with your friends, kids and families
  ▪ a lifestyle you love
  ▪ and more and more income
5 Success Tips

3. A Note for introverts

- Many introverts worry that they can’t coach because they aren’t “outgoing.”

- Coaching is the perfect profession for an introvert:
  - You can work from home.
  - You can coach clients on the phone instead of in person.
  - Networking events and live trainings happen only a few times a year.
  - Initially have to get past shyness and connect with people, but once you start building momentum, clients and referrals come to YOU.
5 Success Tips

4. How to get support when challenges come up:

- Participate in weekly skills labs (or schedule them on your own so you can practice each week).
- Call into office hours with Carey & Stacey.
- Use your school forum (in members area).
- Getting out from behind your computer and into the community at live events.
5 Success Tips

• Success Tip #4: “Small Hinges Swing Big Doors”

  ▪ Small steps over time equal success

  • So often we’re looking for the big “TA-DA!!!”, but massive transformation does not come in a pill (even though we wish it would).

  • Consistency and persistence will get you much further than a big “TA-DA!”
5 Success Tips

- **TCM Mastery Paradigm**: “The more change someone needs, the less they can handle.”
  
  • Your clients change at a slow pace, too.
  
  • We often want them to make changes much faster than they’re ready to.
  
  • We often want OURSELVES to make changes much faster than WE’RE ready to.
5 Success Tips

• Success Tip #5: Anyone Can Learn To Do Anything

  ▪ **TCM Advanced Paradigm:** If one person can do something, it is possible to model it and teach it to anyone else. Anything can be accomplished by anyone if it is broken down into small enough chunks.
Certification Requirements

• Requirements are:

1. Attendance: Complete 24 of 24 training lessons
2. Satisfactory completion of 4 quizzes
3. Weekly Skills Labs: Complete 12 of 24
4. Complete 6 “Closing the Deal” conversations
5. Take 2 practice clients through The Total Transformation 90-Day Health Coaching program

Complete these requirements within 1 year of your start date.
Certification Requirements

We promise that these requirements will be challenging enough that you’ll feel confident as a health coach, but not so challenging that you can’t do them.
Let’s continue the conversation in the comment below!  
*What was your biggest aha from this video?*

Leave a comment and let us know!