

# HSN Nutrition Coach Handbook

## Mission

Healthy Steps Nutrition is a nutrition and fitness facility whose mission is to empower members of the community to make health a way of life one step at a time through proper diet and exercise program.

## Vision

Our goal is to educate clients on the foundations of achieving optimal health through proper nutrition and fitness. Our community provides members with a non-threatening and fun atmosphere to make lifestyle changes. With nutrition being the foundation of the fitness pyramid, we truly believe that dialing in nutrition is a vital factor to a client's success, which is why we incorporate nutrition on a regular basis. Our comprehensive services provide a one-stop-shop for all our client's health, nutrition, and fitness needs from kids to adults!

## Staff Guidelines:

1. Uniform
  - a. Wear an HSN shirt to all classes you coach
  - b. Wear professional attire when seeing clients
  - c. Maintain proper hygiene, for example, long hair should be tied up and short hair should be well-groomed
2. Arrive at least 15 minutes early to allotted appointment for set-up
3. Ensure all printed material for clients is in folders **prior** to client arriving for their appointment
  - a. Initial Consult Form
  - b. Nutrition Client Agreement Form
  - c. Biometric Tracking Sheet
  - d. Handbook (whatever handbook is appropriate)
  - e. Associated Handouts (disease, state specific)
  - f. Meal Plan
  - g. Kids - blank days plan & pick your plate!
4. Client Membership Options
  - a. Know all membership options:
    - CrossFit: OnRamp (\$250)
    - Gold OnRamp (\$350)
    - CrossFit (\$145)
    - Wellness Membership (\$225)
    - Nutrition: Bronze (\$299)
    - Silver (\$169 x 3 months)
    - Gold (\$209 x 3 months)
5. Retail Options
  - a. Know pricing and where to find additional protein/shirts for purchase
6. Performance Tracking
  - a. Place initial consult form, client agreement, and biometric tracking sheet in a file with client's first, last name and date of initial consult
  - b. Update client progress within the HSN App

# HSN Nutrition Coach Handbook

- c. Place file in appropriate section in cabinet (kids, CF members, and adult clients)
7. Compensation:
  - a. Individual nutrition clients: 4/9 of total revenue
  - b. Additional nutrition work: \$30/hour
  - c. Personal Training: 4/9 of total revenue
8. All nutrition clients pay through HSN ZenPlanner
  - a. Add new client
  - b. Select service
  - c. Add credit card information
9. Confirming Appointments:
  - a. Reach out to clients 24-48 hours prior to appointment time by email or phone call to confirm the appointment
  - b. If canceled, reschedule for as soon as possible
10. Employee Conduct:
  - a. Contribute to a positive workplace & make it FUN
  - b. Treat all members and the community with respect and dignity
  - c. Be accountable and stress accountability to members
  - d. Greet all members by name when they arrive and start conversation
  - e. Ensure guests are welcomed
  - f. Maintain a safe, motivating, and engaging training session
  - g. No cell phone use during sessions or around clients
  - h. Ensure gym and office is clean after each training or nutrition session
11. Sick
  - a. If you need to cancel an appointment provide client with as much notice as possible. **You must give at least 24 hours notice if you need to reschedule an appointment.**
  - b. If you have an emergency, contact Nicole and the client immediately
    - i. Nicole's Cell: 386-547-8695
    - ii. HSN: 954-592-4484
12. Benefits:
  - a. 25% Discount on retail items including protein and clothing
13. Specialty Programs:
  - a. If you would like to take on additional program, you will be compensated 44% of all money received for the program (ie: corporate wellness programs handled start to finish)
14. Non-Compete
  - a. No use of HSN handbooks, meal plans, files, app, and data for personal use or personal clients not being seen at HSN
  - b. Nutrition coach must sign non-compete form
15. Non-Solicitation

# HSN Nutrition Coach Handbook

- a. Upon termination of employment, you agree to not solicit any HSN clients or customers for your own benefit or the benefit of a competitor.
- b. Nutrition coach agrees not to solicit any outside services to HSN clients without approval from Healthy Steps Nutrition.

## 16. Ongoing Education

- a. We believe in science. We believe in ongoing education. We're committed to the peer review process, the application of cutting-edge science, the debunking of myths, and the benefits of active debate and discussion

## Nutrition Coach Roles & Tasks

### Marketing:

- Post weekly nutrition tip, food, or nutrition meme
- Post weekly nutrition success story- always include link to schedule No Snack Intro/Nutrition landing page (on IG, post link in the bio)
- Post nutrition question of the day with tips in coaches notes for workout
- Post recipe weekly
- Schedule nutrition love letter through mailchimp weekly
- Send out a weekly love letter to your Interest list based on commonly asked questions
- Update nutrition board with new recipe, client spotlight, focus point each month
- Add nutrition component to newsletter (nutrition hours this month, recipe of the month, highlight board success story and testimonial)
- Set nutrition hours and add them in scheduling software (Acuity)

### Prior to Initial Consultation:

- Set client up with HSN App access
- Review customized package playbook
- Confirm 24-36 hours prior to appointment via email or text
- Arrive 15 minutes early
- Make folder for initial appointment
  - o Initial consult form
  - o Customized day worksheet
  - o Handbook
  - o Waiver if new client

### During Initial Consultation:

- Greet client with a smile
- Take notes during initial consult - use the initial consult form to walk you through the consult
- Discuss goals and create action plan with realistic steps the client can accomplish
- Go through the HSN app with client
  - o How to connect their MFP account
  - o Low to add progress photos

# HSN Nutrition Coach Handbook

- o How to access group and private messages
- o How to watch weekly videos
- Create highlight board for your client
- Set follow-up appointment
- Send client away with folder/action steps

## **After Initial Consultation:**

- Email immediately recap of appointment, remind client of action steps and your favorite recipes to try
- Pull appropriate program over to client's profile within the HSN app
- Automate messages each week with the client's action steps
- Update client's action steps within the notes section of the HSN app

## **Within the App:**

- Use group messages to promote engagement within your ongoing nutrition coaching clients
  - o Post pictures of what meals you are preparing and eating
  - o Post recipes
  - o Ask what one thing they will commit to this week on Monday
  - o Ask about one thing they did really awesome this week on Friday
  - o Reach out individually with private messages (check on any responses to automated messages)

## **Follow-up Consultation:**

- Confirm follow-up appointment 24 hours prior to appointment
- Use follow-up form template for consultation
- Take notes
- Discuss bright spots and 1-2 challenges, test biometrics, revisit goals, then create new action steps for the next month based on challenges
- Update action steps within the notes section of the app
- Set up the following appointment
- If client package is ending - use the prescriptive model; your recommendation is to continue with ongoing nutrition coaching to provide the support and accountability for your client

## **Challenge:**

- Create flyer
- Create sign-up page to register
- Create availability for initial biometric testing (recommended to start the week of the challenge kickoff)
- Success stories and link to sign-up page
- Email blasts (6-8 total email blasts)
- Use challenge marketing timeline starting four weeks out
- As people sign up and do measurements, add them to the HSN app and private nutrition challenge group within the HSN app (that you create)
- Kickoff seminar: give folders with handbook and meal plans
- Use PowerPoint to lead the nutrition seminar
- Make sure everyone has the app downloaded and MFP connected to the app during the challenge
- Post recipes for the week in the private HSN App messaging group
- Talk to members in the gym about the challenge
- Collect weekly tracker sheets (have a box at the gym for people to turn them in)

## **HSN Nutrition Coach Handbook**

- The last week of the challenge: create availability in scheduling software for final biometric testing (schedule 20 minute appointments so that you have time to talk about bright spots, challenges, and the plan moving forward with each person)
- Create highlight boards for everyone in the challenge, post their success story in the private FB group first, use them later to market nutrition programs
- Within one week of re-measures, post winner

### **Weekly Tasks:**

- Schedule email content 1x per week
- Schedule social media posts (2x per week- success story and food picture or nutrition meme)
- Follow up with clients
- Respond to in APP messages
- Ensure availability current in acuity
- Send out nutrition question of the day with tips for coaching staff
- Engage in group messages within the app