

HSN

MENTORING



A TURN-KEY SOLUTION
TO BUILDING A NUTRITION PROGRAM
WITHOUT REINVENTING THE WHEEL

ABOUT HSN MENTORING

At Healthy Steps Nutrition, we believe something as fundamental as nutrition shouldn't be complicated, which is why we focus on a **simple, habit-based approach** when working with clients.

Healthy Steps Nutrition was founded in 2012 by Nicole Aucoin, Registered Dietitian and CrossFit Level 2 Trainer.

In 2014, she started training gym owners and coaches to build nutrition programs using the HSN platform. Since 2014, HSN Mentoring has **trained over 2,500 gym owners and coaches** and **helped over 30,000 people around the world take control of their health.**

In 2019, HSN Mentoring launched the Grow Your Nutrition Business Podcast.

In 2020, Healthy Steps Nutrition released the **Basics of Nutrition Coaching Course, a CrossFit Preferred Nutrition Course. This course content is included in the training course for HSN Mentoring. All training and ongoing mentoring through HSN is approved for CrossFit CEUs.**



WHAT GYM OWNERS ARE SAYING

"This is easily one of the best value adds we have ever done in our 10+ years as an affiliate."

Dan Hollingsworth, Owners of Kitsap CrossFit

"We dreamed of opening a gym where nutrition is the foundation and HSN has made that dream a reality for us."

Amanda Wood, Owner of New Horizon Athletics

"This is the single best thing our gym has ever spent money on."

Michael Crespo, Owner CrossFit Novato

"HSN Mentoring is hands down the best program I've ever been a part of. So EXCITED!!"

Kimberly Vincent, Owner CrossFit Unlimited

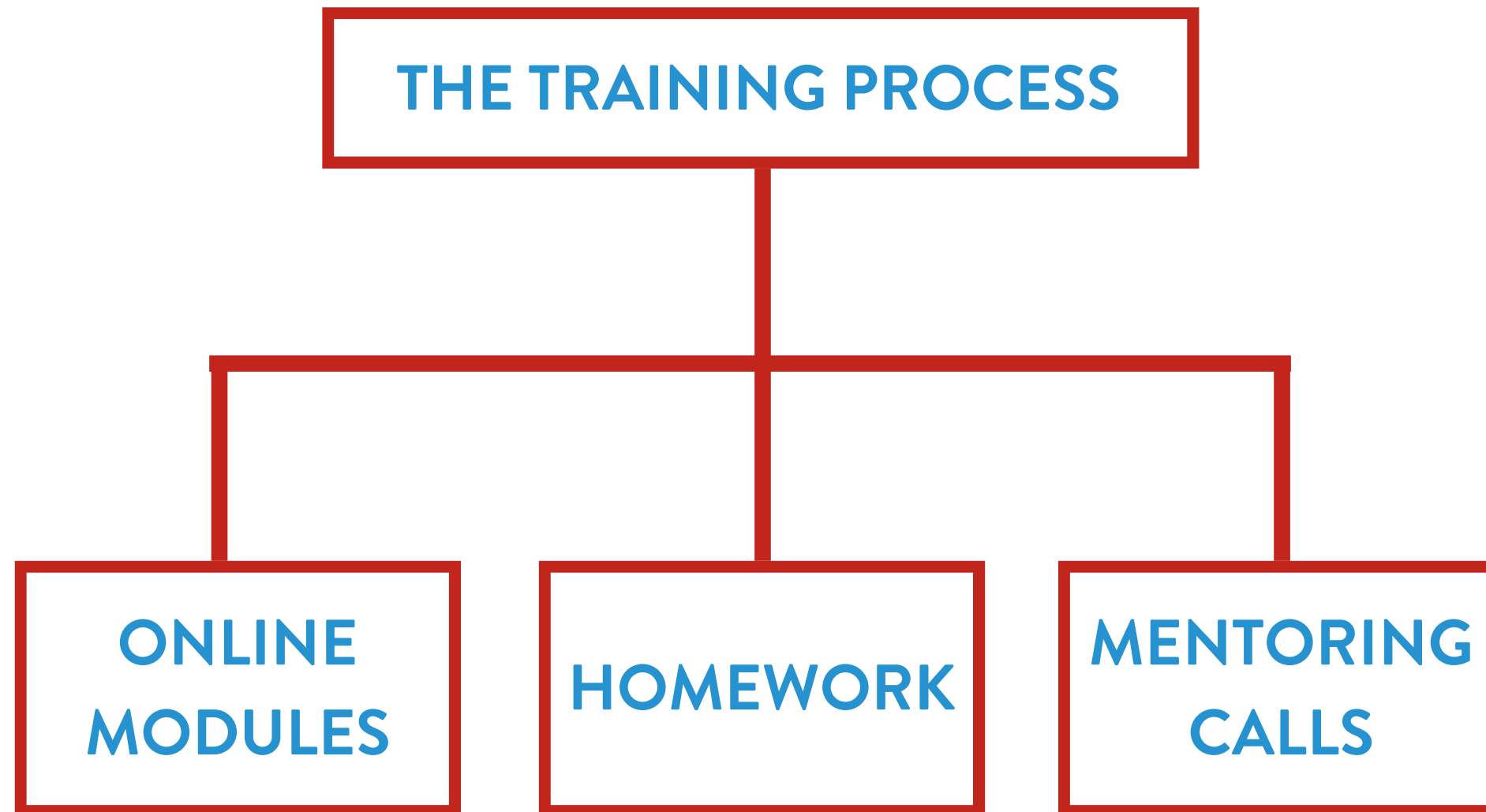
LISTEN TO THEIR STORIES HERE



IMAGINE A
TEAM WORKING
BEHIND THE
SCENES TO BUILD
YOUR PROGRAM
SO YOU CAN FOCUS ON
HELPING YOUR CLIENTS



THE TRAINING PROCESS



- **30-Hour** Course
- Two Subscriptions To Training (Owner & Coach)
- **Instant Access** To Course & Marketing Materials
- **6 Mentoring Calls** Including Coach's Evaluation
- Program Written & Backed By **Registered Dietitians**
- **Ongoing Support After The Training**
- Learn How To Offer **Individual Nutrition Coaching**
- Launch With A **Nutrition Challenge** To Recoup Initial Investment Right Away

SAVE TIME & DON'T REINVENT THE WHEEL

THE TRAINING PROCESS

- ✓ Understand How To Price & Package Your Nutrition Programs
- ✓ Understand Your Client Journey
- ✓ Integrating Nutrition Into The Free Intro

FOUNDATIONS

MARKETING

- ✓ Understand How To Build Nutrition Into Your Brand
- ✓ Revamping Your Lead Nurture To Incorporate Nutrition Coaching
- ✓ How To Leverage FREE Help To Build Authority As The Nutrition Expert

COACHING NUTRITION CLIENTS

- ✓ Individual Nutrition Coaching
- ✓ How To Keep Clients Engaged
- ✓ How To Increase Client Retention
- ✓ Leveraging Nutrition Challenges To Build Momentum For An Ongoing Nutrition Program

LEVERAGING THE HSN PLATFORM

- ✓ How To Customize The HSN App
- ✓ Understand What Is In The Platform To Save You Time & Not Reinvent The Wheel



Expansion

Kids & Teens Training
Corporate Wellness
Restaurant Partnering
Co-Branded Nutrition Talks

Client Retention

The HSN App
Client Resources
Weekly Round Table Discussions & Monthly Mentor Calls



Marketing

Monthly Nutrition Tips, Email Content & Video Scripts

Sales Funnels (Customizable Lead Capture & Email Sequences)

Training To Build Nutrition Into Your Brand

Sales

Standard Operating Procedures
Role Play With Mentors
Staff Training

**SAVE TIME & DON'T
REINVENT THE WHEEL**

THE INVESTMENT

INITIAL

One-Time Fee \$1999

(2) Subscriptions To Online Course

(6) 1:1 Mentoring Calls
Workbook

Instant Access

Marketing Content

Client Resources

Step By Step Guides

+

ONGOING

\$249/month

(1) 1:1 Mentoring Call

Educational Webinars

Weekly Round Tables

Monthly Content

(Nutrition Tips, Recipes, Videos & Emails)

Online Client Dashboard

Client Resources

SIGN-UP NOW

*First month is prorated upon day of sign-up and
renews on the first of the following month*

BENEFITS



EDUCATION

Comprehensive training teaching how to build nutrition into your business, how to market your program, work with individuals and run successful nutrition challenges.

Monthly educational webinars and weekly round tables for continued growth opportunities.



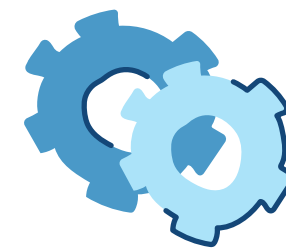
COMMUNITY

Connect with fellow gym owners and nutrition coaches who are building successful nutrition programs through virtual events, private facebook group and annual in-person events.



CONFIDENCE

The program is written and backed by register dietitians. You always have a team of experts behind you just in case you don't know the answer to a question.



TURN-KEY SOLUTION

Let's face it, you don't have time to build a comprehensive nutrition program from scratch. This program allows you to save time and not reinvent the wheel! Start helping your clients with nutrition in as little as four weeks.

ONGOING SUPPORT FROM HSN MENTORING



Monthly Mentoring Calls with An Expert Mentor



Monthly Marketing Content Including Nutrition Tips, Email Content, Video Scripts & Nutrition Talks



Client Resources



Monthly Nutrition Education Webinars to Give Your More Confidence as A Nutrition Coach



Business Support To Help You Expand Your Program To Partnerships & Corporate Wellness



Access To Exclusive Facebook Group for ongoing support

FREQUENTLY ASKED QUESTIONS

How long does it take to get through the training?

It takes about **four weeks to get through the 30-hour training**. It is self-paced so some people finish sooner and some take a little longer.

When do I get access to the training course after signing up?

Immediately. You are also prompted to book a welcome call with Nicole Aucoin.

What is my role as the owner?

Owners are required to go through the training process. Your role is to support the coach who is heading up the program. You are required to attend all mentoring calls during the training process.

Why are owners required to go through the training?

Three reasons:

1. **Your tone sets the tone** for the launch of your program! This ensures everyone on staff is on the same page, which trickles down to the members.
2. On the off chance that your nutrition coach leaves, **you do not want your nutrition program to leave with him/her.**
3. You need to **know what is expected from your coach** to ensure the best experience.

FREQUENTLY ASKED QUESTIONS

Do I need another certification to launch the program?

No, you do not need another certification to run the HSN program within your gym. You do need insurance! Check with your insurance provider.

What is the cost of the program?

The initial investment is \$1999 + \$249/month. The first month (\$249) is pro-rated and renews on the 1st of the following month. **This includes training, online client dashboard, ongoing support and monthly content to help you grow your nutrition program.**

When can I start advertising my nutrition program?

Upon signing up, you get access to **monthly content immediately**. We recommend that you start posting nutrition tips, sending out email content and creating videos (using the content we provide for you). **If you want people to start associating nutrition with your brand, it needs to be a consistent part of your message.**

What are the limitations of the program?

Unless you are a registered dietitian, you are not able to work with clients who need medical nutrition therapy. The license agreement for HSN allows you to work with anyone within your state lines minus medical nutrition therapy (no virtual coaching outside of state lines).

BASICS OF NUTRITION COACHING STANDALONE COURSE



14-Hour Course

- Fundamental skills to become a nutrition coach
- Apply theory into practice



Sample **Client Resources**



Coach's Evaluation & Next Steps
Call With Expert Mentor



Sample **Marketing Materials** (Use as inspiration to create your own)



HSN MENTORING TRAINING, MENTORING + ONGOING SUPPORT



30-Hour Course

- Basics of Nutrition Coaching Course
- Business Support



6 Mentoring Calls To Ensure You Are Doing it Right



Two Subscriptions To The Training
(Owner + Coach)



Nutrition Coaching Support & 75+ Client Resources



Exclusive Access To The HSN App
(Trainer & Client Access)



Receive Access To **Marketing Materials**



Ongoing Support, Education, Mentoring & Content To Help You Grow Your Nutrition Business

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JOIN THE THOUSANDS OF GYM OWNERS & COACHES WHO
HAVE USED HSN TO BUILD THEIR NUTRITION PROGRAMS

SIGN-UP NOW