

# The Nutrition Coaching Cheat Sheet for Personal Trainers

Want to help your clients achieve their goals in healthy, happy ways?

Whether you're new to the nutrition coaching scene or you're just looking to grow your personal training business, these tips will help guide you into making the best possible decisions for your clients to hit their milestones.

## **ASSESSING CLIENT NEEDS**

- Coaching isn't just physical. Support your clients' emotional and mental wellbeing – changing nutrition habits can be a big adjustment.
- Each client has a unique journey and backstory. Approach each one with an open mind to align with their personal needs and goals.

## **UNDERSTANDING MACROS**

- Learn the different macros and their purposes. Whether you choose to focus on proteins for muscle gain, carbohydrates for energy, or fats for stability, take the time to understand which macros suit your clients' goals best.

 **Check Out:** [Nutrition Coaching Features in ABC Trainerize](#)

## **TRACKING PROGRESS**

- Use visual progress tracking to monitor how your clients are eating and working out. It helps both you and your clients visualize their progress and their wins! Attach photos, send videos, and share messages consistently to keep your clients engaged and satisfied.

## **PRICING YOUR PACKAGES**

- Pricing will depend on your certifications as well as the needs of your client base. Generally speaking, your packages should start small and should be priced according to the level of effort and personalization.

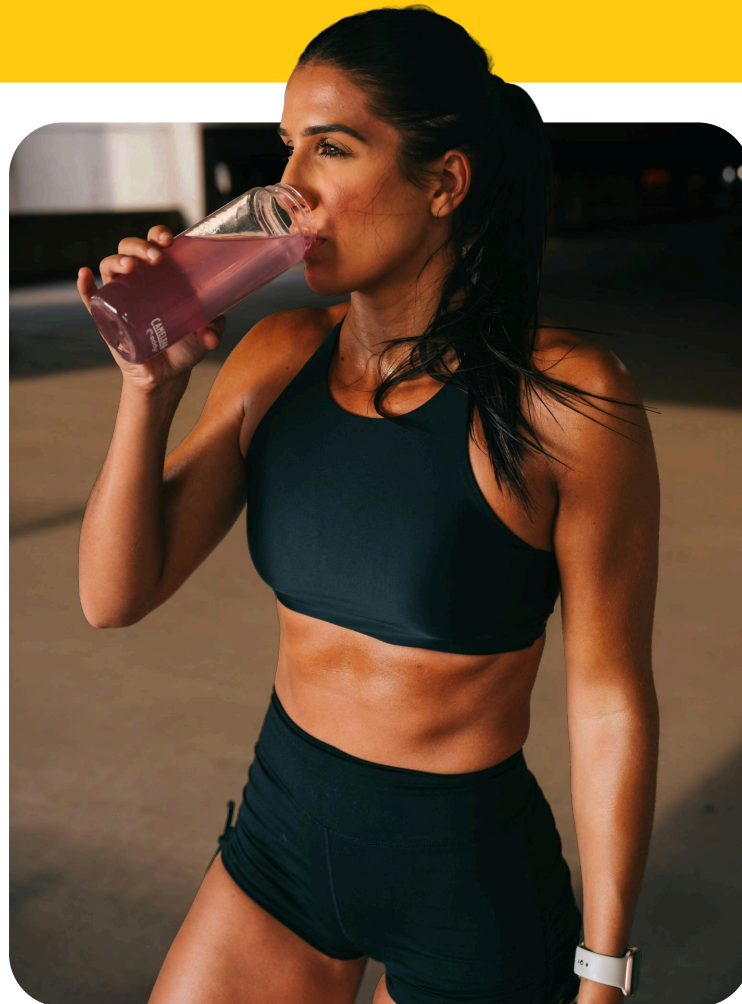
### **FOR EXAMPLE:**

**Tier 1 Plan (\$0–25/month):** for trainers who are just starting out with nutrition, and for clients who are looking to make small changes to their health.

**Tier 2 Plan (\$50–100/month):** for trainers who have certifications but aren't qualified to deliver meal plans, and for clients who want moderate change and improved accountability.

**Tier 3 Plan (\$200–500/month):** for trainers qualified to provide meal plans, and for clients who have specific needs and are seeking big changes for something like a triathlon, bodybuilding event, or even a wedding.

 **Check Out:** [The Foolproof Guide to Nutrition Coaching](#)



## **RED FLAGS**

- Know the signs. Recognize when to refer a client to a registered physician or dietitian. If you notice a client consistently skipping meals, restricting their calorie intake, or feeling guilty about eating, have a conversation with them to guide them towards professional help.

## **COACHING DOS & DON'TS**

- Never force something on your clients. Your role is to guide their diet. You should never require them to take certain supplements or reach strict macro targets.
- Encourage healthy habits like drinking water, good sleep, and stress management. Good habits can better a clients physical and mental well-being just as much as a good workout or meal plan can.
- Always communicate. Developing a personal connection and caring for your clients will show them that you truly care about their journey and success.

## **Get Your Nutrition Coaching Journey Up and Running**

Ready to start your journey as a nutrition coach? With [ABC Trainerize](#), we provide all the tools you need to train your way.

No unnecessary paperwork and no poorly automated tracking. Simply just you, your clients, and your goals for them, all in one place.

**TRY A 30-DAY FREE TRIAL TODAY!**

**[GET STARTED](#)**