

30-day welcome, nurturing, and sales journey (231% Lift in CVR vs. original)

Company

Precision Nutrition

Audience

New prospects of the Precision Nutrition Certification, who identify as "new to nutrition coaching / looking to get started" when they opt in via email.

Hypothesis

Segmented messaging matters for new prospects. Our original welcome sequence / sales page for the PN Nutrition Certification was targeted to *all* new prospects, regardless of where they were in their coaching career journey. The language was broad and, frankly, watered down as it tried to speak to everyone.

This new sequence + sales page specifically targets "new/aspiring coaches" who are brand-new to the idea of coaching. Their goals, desires, and concerns are significantly different from other segments (such as experienced fitness professionals), and we should speak to them accordingly.

Strategy

This 30-day sequence uses a strategic "bookend" approach: It opens with a flash sale to capture high-intent buyers, transitions into educational nurturing content that builds confidence and addresses concerns, then closes with a final flash sale to convert warmed-up prospects.

Results

This new segmented welcome sequence, combined with the new [segmented sales page](#) I created, increased sales conversions for this segment from 4.5% to **14.9%**—nearly **3x** the original conversion rate.

Key elements

- Paints a vivid picture of what it's like to be a nutrition coach
 - Provides free coaching tools they can start using immediately
 - Demonstrates earning potential
 - Addresses common objections (time, cost, lack of experience, credibility)
 - Shares graduate success stories
 - Positions PN's unique differentiators vs. competing certifications
-

Table of contents

[Day 0 - Confirmation Email](#)

Welcome + flash sale open

[Day 1 AM - How much you can make as a nutrition coach](#)

Earning potential + realistic income projections

[Day 1 PM - 7 things you can do as a nutrition coach](#)

Career possibilities

[Day 2 AM - Offer ends today](#)

Urgency + program benefits recap

[Day 2 PM - What happens if you wait](#)

FOMO + consequences of delaying

[Day 3 - I'm holding your spot](#)

Personal follow-up addressing common objections

[Day 5 - Nutrition coaching tools, free tips, and more](#)

Free cheat sheet for answering top nutrition questions

[Day 7 - You don't need to be an all-knowing "expert"](#)

PN's 6-step coaching process explained

[Day 9 - Fun kitchen experiment](#)

Environment design beats willpower

[Day 12 - Do this FIRST with every client](#)

Free client intake tool

[Day 14 - The booming demand for nutrition coaches](#)

Market opportunity + health statistics

[Day 16 - Everyone asks this about food](#)

"What should I eat?" infographic

[Day 18 - What's different about these coaches?](#)

5 key competitive differentiators

[Day 20 - You don't have to quit your day job](#)

Grad success story: Pharmacist starts coaching on the side

[Day 22 - Is getting certified worth it?](#)

5 questions to help prospects decide

[Day 24 - 7 ways to earn as a coach](#)

Coaching business model options (1-on-1, groups, corporate, online)

[Day 26 - A teacher, an engineer, and a personal trainer](#)

3 grad success stories, covering various demo/psychographics

[Day 27 - Get started now \(72 hours only!\)](#)

Final flash sale open

[Day 28 - Questions about our program?](#)

6 FAQs addressing final questions, concerns, objections

[Day 29 - Ends today: PN Nutrition Certification](#)

Final urgency push + full benefits recap

[Day 29 PM - Only a few hours left](#)

Grad story about overcoming doubts

[Day 30 - I still have a spot for you](#)

Personal follow-up with one more chance to join

Emails

Day 0 - Confirmation Email

Subject

Welcome to Precision Nutrition.

Preheader

Perks + Special Offer Inside!

Body

[PN LOGO HERE]

You're now a Precision Nutrition "Insider," %%firstname%%!

Whether you're dreaming of switching careers, or building a meaningful side business...

The PN Nutrition Certification gives you everything you need to confidently coach nutrition and make a great living while changing lives—even if you've never coached before!

As a PN Insider you'll get:

👉 **Exclusive offers with our best price**—for when you're ready to launch your coaching career.

👉 **Our best coaching advice, tools, and techniques**—drawn directly from our certification program.

👉 **A behind-the-scenes look** at how much our certified coaches are earning, plus inspiring stories from people just like you who've launched rewarding coaching careers.

Get ready—your path to becoming a nutrition coach starts right now...

⚡ **Fast-action offer for PN Insiders Only** ⚡

[Start the PN Nutrition Coaching Certification today](#)—at our absolute best price.

(This offer expires in two days. Details below.)

You DON'T have to quit your job, go back to school, or risk your financial security to become a successful nutrition coach!

Many of our students begin coaching on the side while keeping their day jobs—and many of them transition to full-time coaches once they see how fun, rewarding, and lucrative it can be.

✓ **Start with zero experience.** Most of our students have never cracked open a single nutrition textbook. You bring your passion, and we'll teach you everything you need to know.

✓ **Study at your own pace.** Spend about a half-hour per day, or a few hours per week, and you'll be PN Certified in a few months. Lifetime access, no pressure.

✓ **Start practicing your coaching skills on day one**—with yourself, friends, family, and even clients. No need to wait until you're certified.

✓ **Charge \$65 - \$130 USD per hour.** Our grads make 11% more on average than competing certifications. They charge premium rates because they have premium skills.

✓ **Get guaranteed job interviews and college credit (US).** Gain world-class credibility with "PN" behind your name.

✓ **Never feel alone.** We've got your back—all 54,000 of us! Get answers and advice inside our exclusive community of coaches and PN's top experts—in our forum and on live weekly calls.

✓ **Feel confident with our 100% money-back guarantee.** No risk, all gain.



Hear from someone who started just like you



"I love being a kindergarten teacher. And I also love helping others improve their health through nutrition. Once I started the PN Certification, I knew I had made the right choice to **pursue my passion on the side!** Now I feel much more prepared to coach others."

- Kelly Slagh, full-time kindergarten teacher and part-time nutrition coach

Ready to turn your passion for health into a fulfilling career—on your terms, on your schedule?

[Join us now and get our absolute best price.](#) *Expires in two days.*

Why choose PN to launch your coaching career?

For starters, we're the ONLY certification company that coaches its own clients every single day (150,000 and counting).

That means everything you'll learn in our program is evidence-based, client-tested, and proven to work in the real world. No one else can say this.

What's more...

Business Insider recently ranked us the **#1 nutrition certification**.

Our coaching method has been validated in **3 peer-reviewed studies** (another industry first).

And we’ve worked with **Fortune 100 companies**, pro sports teams, and Olympic medalists.

When the world’s top performers need nutrition advice, they come to us. Now we’ll share our nutrition coaching secrets with you—so you can coach like we do!

How does our program stack up against the competition?

			
	NUTRITION COACHING CERTIFICATION	CERTIFIED NUTRITION COACH	NUTRITIONIST CERTIFICATION*
PRICE	\$599 or 12 monthly payments of \$59	\$629 or 12 monthly payments of \$55	\$529 or 12 monthly payments of \$52
MONEY-BACK GUARANTEE TRIAL PERIOD	45 days	28 days	7 days

[Click here](#) for a detailed comparison.

Now's the time to start, %%firstname%%...

Launch your nutrition coaching career today, learn at your own pace, and begin building the skills you need to help people transform their lives—while building the flexible, meaningful career you've been dreaming of.

[Join us now and get our absolute best price.](#)

Expires in two days.

See you in the program!

- The PN Team

P.S. Have any questions before you enroll?

💬 **Chat with us [here](#)**—or reply to this email and our Certification Advisors will help you out (no bots, all humans)!

P.P.S. Need more info to make the best decision for you and your career?

Click here to download your **free Information Packet**—with earning potential, a sneak peek at the curriculum, student success stories, and more.



Plus we'll send you more nutrition coaching tools and tips soon!

Day 1 AM

Subject

💰 How much can you make as a nutrition coach?

Preheader

It's more than you think...

Body

[PN LOGO HERE]

How much can you make as a PN Certified Nutrition Coach, %first_name%?

It's one of the first questions people ask us. And for good reason.

According to recent industry data, PN Certified Nutrition Coaches charge an average of **\$65-\$130 USD per hour**.

They can command these high rates because they deliver results that actually stick.

While other coaches struggle with clients who quit after a few weeks or months, PN coaches help people build lasting habits. And clients pay a premium for it.

By the way, you can join the PN Nutrition Certification right now at our absolute best price!

This is the quickest way to launch your new coaching career or side business, start changing lives, and make money doing what you love.

[Join at our lowest price.](#)

Expires tomorrow.

Now let's do some realistic math...

You use our done-for-you social media resources (included in our program) to start attracting clients.

You start with 2 clients at \$75/hour, meeting twice a month. That's \$300/month total.

Month 2: Add 2 more clients. Now you're at \$600/month.

Month 3: Your first clients refer friends (because they're seeing real results). You add 2 more at \$85/hour. Now you're earning over \$1,000/month.

By this point, you've already *doubled* your investment in the program—with a tiny handful of clients on a very part-time basis.

And this is just the beginning...

Lots of PN Certified coaches easily handle 40 or more clients at a time.

What's possible long-term?

Our top earners make \$240k+ annually. Of course, they've been at this for years and really know their stuff.

The point is: this works at any level.

Whether you're looking for extra income or planning a career change, it starts with having the right skills to actually help people change their lives.

You don't need years of experience to help someone eat better and improve their health.

All you need is a passion for helping people and a solid understanding of nutrition science and the coaching process—which you'll learn in our program.

[Join the PN Nutrition Certification](#) now and:

- ✓ **Get our lowest price** on the industry's #1 rated program
- ✓ **Study at your own pace** with no deadlines, no pressure
- ✓ **Start earning \$65-\$130 USD/hour** as a certified nutrition coach
- ✓ **Help people transform their health** and make a real difference in the world
- ✓ **Build a flexible part-time or full-time business** that fits around your schedule
- ✓ **Get support from PN's top experts** and your coaching peers around the world
- ✓ **Feel confident with our 100% money-back guarantee**

[Join now—lowest price.](#)

Expires tomorrow.

Talk soon!

- The PN Team

P.S. Questions? Hit reply, or [chat with us](#) on the registration page.

Day 1 PM

Subject

7 things you can do as a nutrition coach

Preheader

Coach part-time or full-time, online or in-person...

Body

[PN LOGO HERE]

Read time: 1 min. 45 sec.

%%firstname%%, a lot of people ask us:

“What can I actually *do* with a nutrition certification?”

Here are **7 practical ways** you can use your PN Nutrition Certification to change lives, turn your passion into profits, and build a meaningful career:

1. Help people transform their bodies, health, and confidence.

As a PN Certified Coach, you'll help clients lose fat, gain strength, improve their relationship with food, boost energy, and feel like themselves again. This work is life-changing—and it starts with you.

2. Charge \$65-\$130 USD per hour for your services.

Clients happily pay for real results. With PN's evidence-based tools and strategies, you'll be able to deliver those results—and earn a premium rate.

3. Coach on the side—while keeping your day job.

Many PN grads start with a few clients on the side while working a 9-5, raising a family, or exploring a new direction. You can coach in a way that fits your life and schedule.

4. Build a meaningful, full-time business.

Once you've built your skills and client base, you can grow your practice into a full-time career—one that reflects your values and allows you to do energizing, impactful work every day.

5. Coach online, in-person, or both.

Whether it's Zoom calls, gym sessions, or a mix of both, you'll have the freedom to coach however works best for you and your clients.

6. Work for a health and fitness organization.

Many companies hire certified nutrition coaches. And if you're in the U.S., you'll get guaranteed job interviews with three top employers once you graduate.

7. Position yourself in a field with explosive growth.

According to LinkedIn, healthcare support roles—including nutrition coaches—have grown 34% since 2019. With rising rates of obesity and chronic disease, your skills will be more in demand than ever.

**Ready to turn your passion into your profession,
%%firstname%%?**

Whether you want to change careers completely or build meaningful income on the side, the PN Nutrition Certification gives you everything you need to coach nutrition confidently and make a real impact.

Today and tomorrow are your chance to join at our absolute lowest price.

[Learn more + enroll now →](#)

To your success,

- The PN Team

Questions? Hit reply, or [chat with us](#) on the registration page.

Day 2 AM

Subject

Ends tonight: PN Nutrition Certification

Preheader

NO experience? NO problem!

Body

[PN LOGO HERE]

Quick reminder, %%firstname%%:

You have until midnight tonight (ET) to [join the PN Nutrition Certification](#)—at our absolute best price!

Here's what you'll get:

- ✓ **The world's #1 nutrition coaching certification.** Gain the knowledge, skills, credentials, and support to launch your coaching career—while making a full-time or part-time living doing what you love.
- ✓ **Three textbooks in a beautiful box set.** Master nutrition science and coaching without feeling overwhelmed. (Shipped free anywhere in the world.)
- ✓ **20 animated videos** to boost your understanding of the material.
- ✓ **Workbook and study guide** to help you apply and retain what you're learning.
- ✓ **40+ premium coaching tools.** Get the same assessment forms, questionnaires, and worksheets our in-house PN coaches use—so you're prepared and confident with each client.
- ✓ **PN's Pro Nutrition Calculator.** Create beautiful, personalized eating guides for your clients with the click of a few buttons.
- ✓ **Private community of 54,000+ coaches and PN's top experts.** Never feel stuck or alone. Ask questions, get advice, join live Q&A calls, troubleshoot coaching scenarios, and build your career.

✓ **Guaranteed job interviews and university/college credit** in the US.

✓ **FREE! Guide: Social Media Success Secrets.** Attract new clients online with 95+ done-for-you social media posts, infographics, blog articles, and email newsletters.

✓ **45-day money back guarantee.** Love the program, or you'll get every penny back.

Bottom line: You get everything you need to go from beginner to confident, well-paid nutrition coach—without the years of trial and error.

Fun Fact: Our PN Certified Nutrition Coaches are charging anywhere from **\$65 - \$130 USD per hour** on average for their services.

In other words, just one paying client can pay for your entire investment... and then some!

[Join now: Best price →](#)

_(Ends at midnight!)

No experience? No problem!

You don't need a background in nutrition, health, or coaching to succeed as a PN Certified Nutrition Coach.

Many of our most successful graduates started with *zero* experience.

All is you need is:

- A passion for helping people improve their health
- The willingness to learn evidence-based methods
- The commitment to practice what they learn

That's it. We provide everything else.

You'll start practicing what you learn from day one—with yourself, then with friends and family. By the time you're certified, you'll already

have real coaching experience.

Don't let this opportunity slip away, %%firstname%%...

The PN Nutrition Certification gives you everything you need to start helping people transform their health—while building the flexible, rewarding career you've been dreaming of.

[Join now at our best price—expires at midnight!](#)

- The PN Team

P.S. Still have questions?

 [Chat with us](#) or  **hit reply** to this email.

Day 2 PM

Subject

 Hrs left: What happens if you wait?

Preheader

Take your first step today.

Body

[PN LOGO HERE]

%%firstname%%, if that quiet voice inside you has been saying, "*I think I'm ready*"... we'd hate for you to miss this:

[Join the PN Nutrition Certification—lowest price.](#)

(Ends at midnight!)

What happens if you wait?

You're not just passing up our absolute best price.

You might also be postponing:

- The confidence that comes from finally saying, *"I'm a nutrition coach."*
- The first client who says, *"You changed my life."*
- The momentum that builds when you stop *researching* and start *doing*.
- The skills that separate coaches who struggle from those who create lasting transformations.

It's okay to feel nervous. Everyone does at the start.

But you won't be doing this alone.

We've helped over 175,000 people move from *"I'm not sure I can do this"* to → *"I'm really doing this!"*

And we'll help you, too.

Our expert community is here to support you every step of the way.

Get answers to your pressing questions anytime in our exclusive forum...

Plus pop into one of our **weekly live calls** where you can speak directly with PN's top experts any time you need!

(This access alone is worth the entire cost of the program.)

*"I'm so glad I took this leap of faith. I'm now more confident in my knowledge and have started coaching a few clients. This certification has been a real **game changer!**"*

- Khosi Hlongwane, PN Certified Nutrition Coach

If this is something you want for yourself—don't let it pass you by.

We're here when you're ready. And if that's today, we'd love to welcome you.

[Join now—only hours left at this price.](#)

 Hope to see you in the program!

- The PN Team

Day 3

From Name

Lance at PN

Subject

I'm holding your spot, %%firstname%%.

Preheader

Here's one more chance to enroll.

Body

Hey %%firstname%%,

Lance Jones here, Director of New Student Enrollment at PN.

I noticed you made it all the way to the registration page for the PN Nutrition Certification...

... but you didn't join.

[Here's one more chance to join at our absolute best price.](#)

If you're still wrestling with this decision, let me address the concerns I hear most often:

Worried you won't have the time?

I get it. Your life is already packed.

But you don't need to clear your schedule or put anything on hold. Sarah, a busy mom of 3 and full-time nurse, told us: "I thought I didn't have time for this. But 20 minutes during my commute and 30 minutes on Sunday mornings was enough. Now I'm booked with clients and finally using my health background to actually help people change their lives."

Everything is self-paced, so you can go as fast or slow as you like. And once you're in, you own the materials for life.

Concerned about the cost?

Let's do some quick math:

Your first client paying \$75/hour for 8 sessions covers your entire investment.

Most of our grads charge \$65-\$130/hour, so your ROI happens fast.

Unsure if it's the right fit?

That's exactly why we offer a 45-day money-back guarantee. Try everything. If you don't love the program, let us know before you certify and we'll refund every penny.

Here's the reality, %%firstname%%:

There's never a "perfect" time to level up your skills. But every day you wait is another day you could be helping people change their lives—and earning professional rates for it.

This specific offer won't be available again for months. And honestly? After seeing what our grads accomplish, I'd hate for you to look back and wish you'd jumped in when you had the chance.

You still have time to join (until midnight) by clicking here:

[GET OUR LOWEST PRICE →](#)

Take care,

Lance Jones
Director of New Student Enrollment at PN

Day 5

Subject

Nutrition coaching tools, free tips, and more.

Preheader

Cheat sheet inside!

Body

[PN LOGO HERE]

%%firstname%%,

Because you're a PN Insider, over the coming weeks we'll share **free nutrition coaching tools** and **strategies** we've used to help over 150,000 people transform their health and fitness.

You can start using these right away—to help yourself, friends, family, colleagues, and clients eat better and live healthier—no experience required!

Without further ado...

[Here's a cheat sheet to help you answer the top nutrition questions.](#)

Inside you'll find evidence-based, easy-to-understand answers to:

- What's really behind the most common nutrition questions
- Why each person's unique physiology matters
- How each person's situation can help determine your response

- How to handle diet trends (Vegan, Carnivore, Paleo, Carb-phobia, etc.)
- And much more!

The top coaches know that meeting people where they are is key to getting them the best results possible.

If you're ready to start answering nutrition questions like a boss, [this cheat sheet is an excellent start](#).

Enjoy,

- The PN Team

P.S. Have questions about becoming a certified nutrition coach? [Chat with us here](#), or reply to this email, and we'll help you out!

Day 7

Subject

You don't need to be an all-knowing "expert"

Preheader

This matters MORE than having all the answers

Body

Read time: 1 min. 20 sec.

Here's something that might surprise you, %%firstname%%:

The best nutrition coaches aren't the ones who know the most *information*.

Rather, they know how to guide and inspire their clients through *transformation*.

Think about it...

Your future clients already have access to more nutrition info than they could consume in a lifetime. They can Google "healthy breakfast ideas" and get 47 million results in 0.3 seconds.

So why do they need *you*?

Because you're far more valuable than a walking nutrition encyclopedia.

You're there to help real people make progress toward their goals—even in the midst of their beautifully messy, imperfect lives.

So your clients don't need you to know everything.

They need you to help them discover what works for *them*... and give them support, accountability, and guidance along the way.

Here's how you'll coach people—using our proven 6-step process:

Step 1: You listen deeply. Instead of diagnosing problems, you explore their world. What are their goals and preferences? What's their schedule like? What's worked before? What hasn't? What matters most to them right now?

Step 2: You build understanding together. You help them see patterns they might miss. Why do they eat well all week, but struggle on weekends? Why do they struggle making it to the gym after vacation?

Step 3: You brainstorm possibilities. Rather than prescribing solutions, you collaborate. "Given your Tuesday morning routine,

what's one small adjustment to your breakfast that might work for you?"

Step 4: You choose one action together. Not ten things. One. Something they feel confident they can do consistently.

Step 5: You observe what happens. You track not just compliance, but how it felt, what obstacles came up, what they learned about themselves.

Step 6: You adjust based on results. When something works, you build on it. When it doesn't, you explore why and try something else.

This is exactly how you'll build your coaching practice from day one:

Instead of guessing, you'll use a proven coaching system that's worked with hundreds of thousands of people from all walks of life.

This changes everything.

Your clients will get results that last—because the changes they make fit into their real life, not some idealized version of it.

And you get to do meaningful, well-paid work that feels different every single day.

Instead of feeling like a broken record dispensing the same info, you'll instead learn about each person's unique situation, and give them tailored recommendations that work *for them*.

In other words:

As a nutrition coach, you're *not* the expert with all the answers. You're the *guide* who helps each person find their own answers.

The most successful nutrition coaches aren't the ones who memorized the most studies.

They're the ones who mastered the art of meeting people where they are and helping them take the next right step—each and every time—until they reach all their health and fitness goals.

Sounds fun, right?

Try experimenting with Step 1 above—with yourself, a friend, or family member. You might be surprised by what you uncover, simply by asking the right questions.

Talk soon,

- The PN Team

P.S. Have questions about becoming a certified nutrition coach? [Chat with us here](#), or reply to this email, and we'll help you out!

Day 9

Subject

 Fun kitchen experiment

Preheader

These 4 steps make it easier to eat healthy.

Body

[PN LOGO HERE]

Read time: 1 min. 31 sec.

%%firstname%% -

What happens when you drop a recovering chocoholic into the middle of a Ghirardelli factory?

Our prediction looks something like this:



Like Lucy, our *willpower*—no matter how "strong"—will often fall short in the face of constant temptation.

This is why the best nutrition coaches focus on their client's *environment* instead.

This brings us to Berardi's Law, named after PN's co-founder:

If a food is near you and conveniently available, you will eventually eat it.

The good news? You can harness this principle to help both yourself and your future clients succeed.

Try this 4-step "kitchen makeover" experiment.

We pulled this directly from the [PN Nutrition Certification](#). Try it yourself this weekend—it's the exact process you'll teach your future clients:

Step 1: Go through your pantry, cabinets, and fridge. Reduce or eliminate foods that don't support your goals (or hide them somewhere inconvenient).

Step 2: Take a quick grocery trip for foods that DO support your goals. Make them readily available and easy to prepare.

Step 3: Tidy up your kitchen and put useful tools within arm's reach—like that blender for morning smoothies.

Step 4: Have a conversation with household members about what would help this work, and get their support.

We won't pretend this is the easiest thing in the world, but it's certainly easier (and more effective) than relying on willpower alone.

And you might be surprised by how much your eating behaviors begin to change—all because you made some strategic tweaks to your environment.

Here's what makes this so powerful as a coach:

When you've experienced this transformation yourself, you can guide clients through it with confidence.

You'll know exactly what obstacles they'll face and how to help them succeed.

Plus, you're teaching them something that works when motivation fades (which it always does).

Until next time, have fun in the kitchen. 

- The PN Team

P.S. Have questions about becoming a certified nutrition coach? [Chat with us here](#), or reply to this email, and we'll help you out!

Day 12

Subject

Do this FIRST with every client

Preheader

Free tool inside: The missing piece for new coaches

Body

[PN LOGO HERE]

Picture this, %%firstname%%:

Your first nutrition client sits down and says they want to lose weight.

Your instinct might be to dive straight into meal planning or calorie calculations.

But here's what experienced coaches know: The real answer isn't in the spreadsheets; it's in your client's story.

What's really behind your client's desire to lose weight?

Could their overeating stem from poor sleep? Workplace stress? A chaotic home environment? All three?

Beyond weight loss, what else do they want? More energy for their kids? Confidence in their clothes? Less joint pain?

And here's the big question:

Will your advice actually work in their real life?

Who does the cooking? What's their schedule like? Do they have health issues you should know about?

Without understanding the full picture, you're just guessing. And guessing never leads to great results.

There's a better way to start every new client relationship.

This is exactly why we created our comprehensive Client Intake Form—the same one our PN Nutrition Certification students use with their clients.

It gives you a 360-degree view of who your client is, what they need, and what's most likely to work for them specifically.

More importantly, it shows you **how to have that crucial first conversation** that sets the foundation for everything that follows.

[Download our FREE Client Intake Form →](#)

This isn't just a questionnaire—it's your roadmap for building trust, identifying strengths, spotting potential obstacles, and creating a plan that actually works in their real life.

Don't have any clients yet? Now's the perfect time to practice!

Try using this form with yourself first—you'll be amazed at what you discover about your own health patterns.

Then offer to help a friend or family member with their nutrition goals. They get expert-level guidance, and you get real coaching experience.

This client intake form is just the beginning. In the PN Nutrition Certification, you'll learn the complete system for understanding clients, building trust, and creating plans that actually work for the long haul.

[Start your coaching journey here →](#)

Enjoy!

- The PN Team

P.S. Have questions about becoming a certified nutrition coach? [Chat with us here](#), or reply to this email, and we'll help you out!

Day 14

Subject



The booming demand for nutrition coaches

Preheader

Why now is the perfect time to start as a coach

Body

[PN LOGO HERE]

Read time: 1 min. 33 sec.

The demand for nutrition coaches is exploding—and it's only getting started.

Why?

Because we're living through a health crisis that doctors and nurses simply can't solve alone.

Nearly **half the population** struggles with chronic diseases like diabetes, heart disease, and obesity.

Meanwhile, **60% of people are actively trying to lose weight**, and **82%** consider wellness their top daily priority.

But here's the problem:

A 15-minute doctor's visit can't teach someone how to meal prep on Sundays...

Or how to navigate emotional eating after a stressful workday...

Or how to tweak their macros and portions to fit their goals, without sacrificing all the pleasure of eating.

That's where nutrition coaches come in.

While doctors diagnose and prescribe, nutrition coaches do something entirely different:

They guide people through the daily choices that transform their health and fitness over time—in a way that works for them.

The opportunities are all around you.

Every day, someone in your community is...

- Searching for info online, overwhelmed by conflicting nutrition advice
- Trying their 5th diet this year, hoping this one will finally stick
- Wishing they had someone who actually understood their crazy schedule and real-life constraints

They're not looking for another meal plan. They're looking for a caring, compassionate coach...

Someone who can meet them where they are, help them navigate their unique challenges, and celebrate the small wins that lead to lasting change.

That someone could be *you*.

We could cite stats all day long about how the demand for coaches currently *far* exceeds the supply.

The nutrition coaching field isn't just growing—it's calling for people who genuinely care about helping others transform their relationship with food, their bodies, and their health.

Are you ready to answer the call?

If so, consider joining the [PN Nutrition Certification](#)—the world's #1 program for learning how to coach nutrition with total confidence, and build the coaching career of your dreams.

- The PN Team

Day 16

Subject

Everyone asks this about food.

Preheader

FREE Infographic inside 📌

Body

[PN LOGO HERE]

“What should I eat?”

Your future clients will probably ask this more than any other question.

And right now, they're drowning in conflicting answers from Google, social media, and diet gurus.

The problem: Most advice out there labels foods simply as "good" or "bad"—ignoring nuance, personal preferences, food culture, budgets, and real life.

There's a better way.

At PN, we offer a visual, evidence-based guide you (and your future clients) can actually follow. Here it is:

[INFOGRAPHIC: “What should I eat?”](#)

No rigid rules. No food shaming. Just simple guidelines that help people eat more whole foods, more often.

Bonus: Also see our versions for [Keto](#), [Paleo](#), [Mediterranean](#), [Vegetarian](#), and [fully Plant-Based](#) eaters.

Whatever someone’s eating preferences, these guides will serve as a good starting point.

Start sharing these with your friends, family, and colleagues—and use them yourself!

And when you’re ready to take things further—now that the people in your circle are coming to you for nutrition advice...

Join the [PN Nutrition Certification](#) and turn your passion for helping others into a profitable (and fun!) career.

Talk soon,

- The PN Team

P.S. Have questions about becoming a certified nutrition coach? [Chat with us here](#), or reply to this email, and we’ll help you out!

Day 18

Subject

What’s different about these coaches?

Preheader

5 reasons PN coaches earn more money + change more lives.

Body

[PN LOGO HERE]

Read time: 1 min. 58 sec.

%%firstname%%, you may be wondering:

What makes PN Certified Nutrition Coaches different from other coaches out there?

Here are 5 (of many) ways our grads stand head-and-shoulders above the rest:

1. They earn significantly more.

PN coaches earn \$65-\$130 per hour—much higher than coaches with competing certifications. Why? Because they deliver better results, and people are willing to pay a premium for that.

2. They focus on what actually works.

Most clients don't struggle with *knowing* what to do. They struggle with *actually doing it*.

Most certifications out there do a decent job of teaching nutrition science. And they might toss in a chapter or two on behavior change.

But at PN, behavior change the foundation of everything we do, because it's by far the most important aspect of what you'll learn.

What's more: We're the ONLY certification company in the world that coaches its own clients daily. For 20+ years, we've guided over 150,000 real people through lasting transformations.

No other company can say this.

When you learn our system, you're getting battle-tested methods, not textbook theories.

3. They're backed by the industry's top-rated program.

With 175,000+ students worldwide, PN is the most trusted name in nutrition coaching education. And we're ranked #1 by Business Insider.

We coach pro sports teams, Olympic athletes, and Fortune 100 companies. Our graduates don't just get a certificate—they get a reputation that opens doors.

4. They have 40+ professional coaching tools at their disposal.

These are the same tools our in-house PN coaches have used, refined, and perfected since 2005 with our own clients. Client intake forms, assessment templates, habit trackers, coaching scripts—everything you need to start coaching immediately.

5. They're never alone.

Our grads have lifetime access to 54,000+ peers and PN's top in-house experts—weekly live calls, active forum support, and collective intelligence from the world's most experienced nutrition coaches. (This community alone could cost \$100-\$150/month, but we offer it to our students completely free.)

There are a lot of nutrition certifications out there, with more popping up almost weekly.

But if you want the best, you're in the right place.

Ready to join the ranks of nutrition coaches who are in high demand?

The PN Nutrition Certification gives you everything you need to start coaching with confidence—even if you have zero experience right now.

[Learn more about our program →](#)

To your success,

- The PN Team

P.S. Have questions about becoming a certified nutrition coach? [Chat with us here](#), or reply to this email, and we'll help you out!

Day 20

Subject

Don't quit your day job 😊

Preheader

PN grad story → From pharmacist to nutrition coach (in 6 months)

Body

[PN LOGO HERE]

Read time: 2 min. 20 sec.

Unsure if you have time to coach nutrition on the side?

This story may convince you otherwise...



Meet Nehal Solaiman—clinical pharmacist, mom, and now successful nutrition coach.

A few years ago, Nehal was struggling with gestational diabetes during her third trimester.

As a pharmacist, she knew the medical facts, but she wanted to get healthier without dieting or deprivation.

Her solution? **She dove deep into nutrition and transformed her health—naturally reversing her gestational diabetes and delivering a healthy baby boy!**

That experience sparked something bigger.

Why a busy healthcare professional started coaching on the side

Nehal already had medical training and understood nutrition science. But she was missing something crucial: how to actually help people change.

"It was one thing to tell someone that broccoli was good for them," she says. "It was another to inspire them to actually eat it."

That's where PN came in. While other programs focus on nutrition science, PN also taught her the psychology of coaching—how to help

people overcome emotional eating, reduce stress, and build sustainable habits.

"I didn't want to just hand them a paper and send them home. I wanted to help them change their behavior."

From zero to 10 clients... in 6 months

Nehal's coaching journey started when her sister-in-law heard about her transformation.

She wanted to lose weight as a nursing mother, but without strict dieting.

Result? 30 pounds lost in 3 months.

"She told me she never felt deprived," Nehal says. "This new way of eating has become her lifestyle."

Word spread. Her sister, other in-laws, and their friends started reaching out.

Within six months of her first client, Nehal had 10 regular coaching clients—all while working as a pharmacist and raising a young son.

Nehal's coaching approach (that you can learn too)

Nehal takes a whole-person approach, addressing sleep, stress, and emotional eating—not just food choices. She uses PN's practical tools like:

- **"Eat more, eat some, eat less" food categories** instead of restrictive meal plans
- **Hand portions** for easy portion control without measuring
- **Focus on making each meal a little bit better** rather than perfection

"Rather than completely give up foods they love, they learn how to change how they cook, their portion sizes, or the timing of certain foods."

Her bigger vision

"Eventually, it's my hope that nutrition coaching becomes my main job and clinical pharmacy becomes the side job," Nehal says.

Why? "So I can help even more people as a nutrition coach."

Ready to start your own coaching journey? It's probably easier than you think. And you don't have to give up your day job to get started!

The PN Nutrition Certification teaches you everything Nehal learned—the psychology of behavior change, practical coaching tools, and how to help people create lasting transformations.

[Learn more about our program →](#)

Talk soon!

- The PN Team

P.S. If you'd like to explore how coaching as a side business can look for you, [chat with us here](#), or reply to this email.

Day 22

Subject

Is getting certified worth it?

Preheader

5 questions to ask yourself.

Body

[PN LOGO HERE]

Read time: 2 min. 24 sec.

%%firstname%%, if you're thinking about becoming a certified nutrition coach, but still wondering if the investment is right for you, this email is for you.

Here are 5 questions to help you decide if getting certified right for *your* situation:

1. Do you feel 100% confident giving nutrition advice right now?

If someone asked you about emotional eating, metabolism, macros, or how to lose weight without feeling deprived, would you know what to say? Or would you feel like you're just repeating things you've heard online?

For aspiring coaches: Becoming certified gives you the credibility and knowledge to give evidence-based advice with confidence—which is crucial when you're building trust with your first clients.

2. Are you worried about being "qualified enough"?

One of the biggest fears we hear: *"What if I don't know enough to actually help people?"*

Becoming certified with PN gives you:

- **Enhanced credibility**
- **Unshakeable confidence** in your nutrition recommendations
- **Proven communication strategies** and coaching techniques
- **Access to a community** of 54,000+ coaches and our top experts when you need support

Translation: You'll feel prepared, not anxious, when talking to new and potential clients.

3. Do you want a career that actually pays well?

Research shows PN Certified Nutrition Coaches earn \$65-\$130 USD/hour on average—significantly more than competing certifications.

Many of our grads go on to replace their full-time income with coaching.

Reality check: If you're looking for meaningful work that also supports your financial goals, having a reputable, recognized certification is often the difference between struggling and thriving.

4. Do you want to help people get real results?

Imagine helping someone finally break free from yo-yo dieting. Or watching a busy parent discover they can eat better without stressing about having no time for healthy meals. Or seeing someone come off their blood sugar and blood pressure meds!

This is what can happen when you understand behavior change, not just nutrition facts.

For career changers: This is usually why some of our students eventually leave their corporate jobs—so they can spend more time doing work that genuinely transforms lives.

5. Are you ready to start, but need a clear path?

Changing careers can feel overwhelming. Becoming certified gives you a proven roadmap: learn the skills, practice with friends/family, land your first few clients, get support from peers and experts, then scale from there.

Bottom line: It's the bridge between "wanting to help people" and → "having a successful coaching practice."

So, is getting certified worth it for you?

Only you can decide. But if you've been nodding along as you've read, then certification is probably your best next step.

If you're ready to turn your passion for helping others into a profitable business, career, or side gig...

The [PN Nutrition Certification](#) gives you everything you need to start coaching with confidence—even with zero experience.

[Explore your new coaching career with PN →](#)

To your success,

- The PN Team

P.S. Our entire support team is PN Certified—and they can answer any questions you have about this program or about a career in coaching. [Chat with our team here](#), or reply to this email.

Day 24

Subject

7 ways to earn 💰 as a coach

Preheader

Which path is right for you?

Body

[PN LOGO HERE]

Read time: 2 min. 43 sec.

Hey %%firstname%%,

What's one of the best things about becoming a nutrition coach?

You can work on *your* terms.

Want to coach online or in-person? Part-time or full-time? Work with individuals or groups? From an office, gym, your kitchen table, or a beach resort?

The possibilities are endless. And today, we're sharing **7 proven business models** that can launch your coaching career—each one tested by successful coaches who started exactly where you are now.

Keep in mind, these aren't the *only* coaching business models. You're only limited by your creativity!

1. Individual coaching

Best for: Aspiring coaches who want to start small and build confidence.

Start with 1-on-1 clients, charging \$65-\$130 per hour. Ask for 6-12 month commitments (not single sessions) and position yourself as a nutrition and lifestyle coach, not just a meal planner.

Why it works for beginners: Easy to start, keeps things manageable, and helps you develop your coaching skills with real people.

2. Small group coaching

Best for: Those who want higher income per hour worked.

Coach 5-25 people simultaneously in recurring group sessions. Charge \$20-40 per person per session—so one hour with 10 people earns you \$200-400.

Why coaches love this: Better return on your time investment, built-in accountability for clients, and the group energy keeps people motivated.

3. Transformation contests

Best for: Creating buzz and landing multiple clients quickly.

Run 4-6 week challenges with clear goals and prizes. Charge \$225+ per person and aim for 20+ participants.

Great for attracting new clients: Creates urgency, gets fast results you can showcase, and brings in immediate cash flow while building your reputation.

4. Corporate wellness

Best for: Those wanting higher-paying, stable contracts.

Partner with companies to provide nutrition coaching to their employees. Corporate rates are significantly higher than individual coaching.

Career-changer advantage: Your previous work experience could give you credibility with business decision-makers.

5. Online coaching

Best for: Maximum flexibility and scalability.

Deliver coaching through email, SMS, apps, video calls, or a combination. Start with 10-20 clients at \$100/month each. Focus on 2-3 specific client types (busy moms, male executives, etc.).

Why it's perfect for starting out: Work from anywhere, manage your own schedule, and reach people who need help but don't need or prefer in-person coaching.

6. Partnership model

Best for: Getting started while you build skills.

Partner with established professionals (trainers, doctors, therapists) who need nutrition expertise. You handle nutrition, they handle their specialty. Your referrals mutually benefit each other.

Smart for beginners: Learn from experienced practitioners while building your client base and confidence.

7. Specialty coaching

Best for: Those with specific expertise or passion.

Focus on a particular niche—athletes, women with PCOS, plant-based eaters, etc. Become the go-to expert in that area.

Aspiring coach advantage: Easier to market yourself as "the" coach for a specific problem vs. a generalist.

Which model is right for you, %%firstname%%?

Starting out? Try individual or partnership models to build experience.

Want quick income? Consider group coaching or transformation contests.

Need flexibility? Online coaching lets you work around other commitments.

Have business experience? Corporate wellness could be your fast track to higher earnings.

Bottom line: All of these models (and more) can work, but they work best when you have the [skills and confidence](#) to deliver real results.

Talk soon!

- The PN Team

P.S. Want to coach nutrition and work on *your* terms? The [PN Nutrition Certification](#) teaches you everything you need to succeed with any of these models—the science, the coaching psychology, and the business fundamentals.

[Start building your coaching practice with our help →](#)

Our entire support team is PN Certified—and they can answer any questions you have about this program or about a career in coaching. [Chat with our team here](#), or reply to this email.

Day 26

Subject

What do a teacher, engineer, and personal trainer have in common?

Preheader

They're all thriving as nutrition coaches (despite starting with zero experience)

Body

[PN LOGO HERE]

Read time: 2 min. 10 sec.

Hey %%firstname%%,

What do a teacher, a former engineering student, and a personal trainer have in common?

They're now all successful PN Certified Nutrition Coaches—despite starting with zero nutrition education or experience.

If you're worried you're not "qualified enough," these stories might change your mind:

Bethany: Teacher → Master Health Coach



Bethany's coaching career was born from her own struggles with disordered eating and food obsession.

The PN Nutrition Certification helped her build a better relationship with food—and showed her how to help others do the same.

"I work with clients fed up with diet culture," Bethany says. "I've helped people nourish themselves and become mindful eaters without obsessing over every bite."

Her clients now prioritize strength, confidence, and food freedom over just being thin.

Also: Bethany has transitioned from teaching to full-time health coaching!

Ryan: Engineering Student → Sports Nutrition Specialist



Nutrition coaching didn't even exist in Ryan's small Algerian town. But despite pressure to finish engineering school, he followed his passion to help others eat better.

"At first, I had low confidence. So I threw stuff at the wall to see what stuck. People liked the science-based approach PN teaches."

He started coaching general clients, then shifted to sports nutrition with his old swim team. "I helped swimmers change their diet and sleep. Their performance significantly improved this year."

His vision? "I want to encourage evidence-based nutrition knowledge in my country."

Go get 'em, Ryan!

Zee: Trainer → Complete Health Coach



Zee had been a personal trainer since 2007, but PN transformed her role.

"I started thinking of myself as an overall health coach rather than solely a trainer."

Now she helps women over 30 gain strength and confidence. She loves client texts like *"Check out this amazing dish!"* and *"I just got the best sleep ever!"*

"The PN Coaches Community helps with my confidence and motivates my next steps as a coach," Zee said.

The common thread?

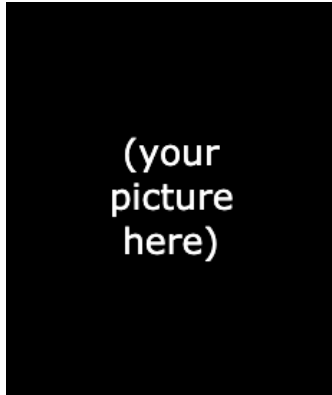
None of them started as nutrition experts. They simply had a passion for helping people and a willingness to learn.

Bethany found her calling in helping people reject diet culture and embrace body positivity.

Ryan carved out a niche for himself with athletes.

Zee expanded from fitness to nutrition and overall wellness.

You can be next, %%firstname%%.



What will your story be? Whose health will you help improve?
Whose life will you impact?

You don't need to be a miracle-worker or nutrition guru. You just need to take the first step toward your passion for helping others.

Ready to write your own success story?

Watch your inbox tomorrow for a special opportunity to get started!

- The PN Team

Day 27

Subject

Get started now (72 hours only!)

Preheader

Lowest price: PN Nutrition Certification

Body

⚡ **3-Day Flash Sale** ⚡

Start the PN Nutrition Certification today—at our lowest price.

%%firstname%%, if you've been following along as we've shown you what it's really like to be a nutrition coach...

And you're ready to turn your passion for helping others into a rewarding career or side gig...

[Join us now → Lowest price \(72 hrs only\)](#)

Self-paced learning with lifetime access!

Take a sneak peek at what you'll get:

✓ **Three textbooks delivered to your door**—with everything you need to confidently coach nutrition. From metabolism and digestion to our proven 6-step coaching process, you'll have the knowledge and skills to help anyone get life-changing results.

✓ **100% self-paced learning**—no deadlines or pressure.

✓ **40+ premium coaching tools**—the same ones we use with our own clients. Client intake forms, nutrition calculators, habit trackers, and coaching scripts that guide you through virtually every situation you'll face.

✓ **Pro Nutrition Calculator**—enter your client's details and goals, and get a personalized eating guide in minutes. Your clients get quick wins, you look like a pro.

✓ **Animated videos and study guides**—so you understand and retain everything, with resources you'll reference for years.

✓ **Coaches community**—ask questions, get advice, join live weekly calls, and troubleshoot real coaching scenarios with 54,000+ experienced coaches and PN's top experts!

✓ **FREE Bonus: Social Media Success Secrets**—with 95+ done-for-you posts, infographics, newsletters to help you attract your first clients online.

✓ **CEUs** with multiple health and fitness organizations.

✓ **College/university credit** through the American Council on Education (US only).

✓ **Guaranteed job interviews** with several leading fitness organizations (US only).

✓ **100% money-back guarantee**—love it within 45 days, or get a full refund.

👉 With all this, it's no wonder why the PN Nutrition Certification was recently **ranked #1 by Business Insider** and is trusted by **175,000+ coaches** worldwide!

You've been thinking about it, learning about it, maybe even dreaming about it. Now it's time to take one small action that could change your career, life, and others' lives—forever. No exaggeration. No risk.

[Join us now → Lowest price \(72 hrs only\)](#)

- The PN Team

P.S. Have questions before you enroll? Chat with our Certified Coach Advisors [here](#), or reply to this email and we'll help you out!

Day 28

Subject

Questions about our program?

Preheader

6 quick Faq's: PN Nutrition Certification

Body

[PN LOGO HERE]

Quick reminder, %%firstname%%:

You have **until tomorrow** to start the [PN Nutrition Certification](#) at our lowest price.

If you've been on the fence, this is your chance to turn your passion for nutrition and health into a rewarding career or side business that changes lives—including your own.

[Start the PN Nutrition Certification now →](#)

100% money-back guarantee.

Still unsure? Let's answer the 6 most common questions we get from new & aspiring coaches:

Q: "What if I have NO nutrition experience?"

You don't need any. (Most of our students have zero experience when they start with us.)

Just bring your passion for helping people, and we'll teach you everything else.

You'll master nutrition science in a non-intimidating way, and you'll gain the behavior-change coaching skills that create lasting transformations.

Q: "Will this actually help me make money?"

Our PN Certified Nutrition Coaches charge **\$65-\$130+ USD per hour**, on average.

That means you can make back your entire investment with just one paying client. Plus, you'll get done-for-you marketing resources to help attract your first clients.

Q: "How long will it take me to graduate?"

Our program is 100% self-paced with no deadlines.

Most students graduate within 4-6 months (spending 2-3 hours per week). But you can go faster or slower based on your schedule.

Q: "What will I actually *do* as a coach?"

As a PN Certified Nutrition Coach, you'll help people:

- **Achieve up to 10x better results** than exercise alone
- **Transform their health and fitness** in ways that last
- **Lose stubborn weight** they've struggled with for years
- **Build a healthy relationship with food** (no more diet guilt or shame)
- **Gain confidence** in their bodies and choices
- **Create sustainable habits** that fit their real life

You can coach part-time or full-time. In-person or online. As an employee or entrepreneur. There are so many ways to succeed as a nutrition coach.

[Start the PN Nutrition Certification now →](#)

Lowest price ends tomorrow.

Q: "Can I coach on the side while keeping my current job?"

Absolutely! Many graduates start part-time to bring in extra income while keeping their day job. You can coach where, when, and how you

want—perfect for testing the waters before making any big career moves.

Q: "What if I join the program and decide it's not right for me?"

Try the entire program for 45 days, and even start coaching people. If you don't absolutely love it, let us know (before you certify) and we'll refund every penny. No risk, all reward.

Your move, %firstnamename%.

Every successful nutrition coach started exactly where you are right now—passionate about helping people, but needing the right training to do it confidently.

Now it's your turn:

[Start the PN Nutrition Certification now →](#)

Lowest price ends tomorrow.

Our top experts, along with 54,000 of your coaching peers, will be here with you every step of the way.

- The PN Team

P.S. Have questions before you enroll? Chat with our Certified Coach Advisors [here](#), or reply to this email and we'll help you out!

Day 29 AM

Subject

 Ends today: PN Nutrition Certification

Preheader

Grab our lowest price before it's gone.

Body

Tonight at midnight, our lowest-price offer on the [PN Nutrition Certification](#) ends.

If you've been thinking about turning your passion for helping people into a profitable career or side business, today is decision day.

If you enroll today: You start your journey toward becoming a certified nutrition coach at our best price. You get the know-how, tools, and confidence to help people improve their health and nutrition while building a career you actually love.

If you wait: The opportunity for our lowest price passes, and you'll be back to the regular pricing when you're ready to move forward.

Start coaching on the side now... and maybe even switch careers!



“This was one of the greatest decisions I've made in my life so far. Coming from an engineering background, I've decided to make a career change, and start my own small business as a Nutrition Coach! **I already have 2 clients** with great results so far... and I was able to **lose 22 pounds** since I've started this course.”

- Marwa Abid, PN Certified Nutrition Coach

[Start the PN Nutrition Certification now →](#)

Low price ends tonight.

Here's what you get when you start today:

- ✓ **Complete nutrition coaching education:** 3 textbooks (shipped free), online learning resources, animated videos, 40+ coaching tools
- ✓ **100% self-paced** learning: no deadlines, no pressure, fits your schedule
- ✓ **Lifetime access** to our 54,000+ coach community and weekly expert calls
- ✓ **Guaranteed job interviews** with major fitness companies (US only)
- ✓ **College credit eligible** through American Council on Education (US only)
- ✓ **45-day money-back guarantee** - try everything, risk nothing
- ✓ **Plus:** Done-for-you resources to help you attract your first clients, so you can start earning \$65-\$130 USD+ per hour

Ready to stop wondering and start doing?

Choose our single payment or monthly payment option—whatever works best for your budget:

[Start the PN Nutrition Certification now →](#)

Low price ends tonight.

We can't wait to see you inside our community. 😊

- The PN Team

P.S. Any last questions before you decide?

Our Certification Advisors are standing by to help you make the right decision. Hit reply or [chat with us now](#)—but don't wait. This offer disappears in hours, not days.

Day 29 PM

Subject

Only a few hours left, %%firstname%%.

Preheader

The “Angel” on your shoulder.

Body

%%firstname%%, our lowest price on the [PN Nutrition Certification](#) ends in just a few hours.

If you're still on the fence, here's what PN grad Angel Holland wants you to know:



"You don't have to be great to start, but you have to START to be GREAT!

I told myself I didn't have the time to add anything extra to my plate... I carved out all the time I needed.

I told myself the course is too expensive... I cut back in other areas to get the money.

I told myself that the material would be too difficult to understand... Now look at me. All knowledgeable and stuff! :-)

So proud of myself for starting and completing the PN Nutrition Certification. I'm now a Certified Nutrition Coach!"

- Angel Holland, PN Certified Nutrition Coach

The same doubts you may be having right now, Angel had too.

The difference? She decided to start anyway, and now she's reaping the incredible rewards.

In a few hours, this opportunity will be gone. Will you take your first step like Angel did, or put it on the back burner?

[Start the PN Nutrition Certification now →](#)

Final hours. Lowest price. 45-day guarantee.

You don't have to be great to start. But you do have to start to be great.

- The PN Team

P.S. Angel's right—everyone can find the time, most everyone can find the money, and anyone can learn the material. The only question is: will you [give yourself the chance](#)?

We're here to answer any questions you have. [Chat with us here](#), or reply to this email.

Day 30

From: Lance at PN

Subject

I still have a spot for you.

Preheader

(none)

Body

Hey %%firstname%%,

Lance Jones here, Director of New Student Enrollment at PN.

I noticed you were interested in our PN Nutrition Certification during our flash sale, but you didn't complete enrollment.

Here's one final opportunity to join at yesterday's special pricing:

[Join us here.](#)

Still weighing your options? Let me address what I hear most:

"I'm not sure I have enough time."

Nothing in your life or coaching practice has to be put on hold. We've already helped over 175,000 busy people become coaches. Like Mark, who said:

"I finished this course in a couple of months. I'm a father of 2 under 2 years old. I'm a firm believer that you have to MAKE TIME for yourself, if you want to grow and gain skills that will bring more value to more people."

Go at your own pace: No deadlines, schedules, or pressure.

"What if I'm not cut out for this?"

Most people feel a bit of “imposter syndrome” at the beginning. That’s totally normal.

But any self-doubt you have will quickly begin to fade once you start learning and interacting with coaches in our community. If they can do it, so can you—even if you don’t feel like it yet. :)

"The investment feels big."

Despite offering the world’s leading nutrition certification, we keep our prices very competitive. You can make your entire investment back with one paying client. So if you’re willing to put in a little effort, you’ll pay yourself back pretty quickly.

Plus, we have a 100% money-back guarantee, so there’s no risk to you.

This current pricing likely won't be available again for months.

[Here's one last chance to join.](#)

Take care,

- Lance Jones

Director of New Student Enrollment, Precision Nutrition