

Module 1- Lecture 9

Business Systems, Adherence and Results

****IMPORTANT NOTE:** Since filming these learning activity answer keys, Marc has re-recorded the lectures to keep them fresh and up to date. In that process we switched weeks 8 & 9 in the order you see them in the lectures. Do not be confused if the video says this is week 8 as it is now presented as week 9. The following information corresponds with the video - Coach Mere

Learning Objectives

1. **Discuss** best practices for determining client correspondence and price

Correspondence:

- Start with one convenient day, fill it Maximize your time, then fill the rest of the days
- If everyone checks in on time, ~3-5 hours
- Assessment/start-up: 1 hour, check-ins: 15 mins
- Use one form of communication, e-mail has paper trail

Check-in method

- Let the client prompt the check-in **don't chase them
- Submit form/numbers, send over sheet

Payment

- How much time will it take per week for client?
- Value - what are you delivering?
- Market price - what does the market charge for this service?

Monthly recurring payments

- Average lifespan of client 5-6 months, no end date

Term programs (3 months, 6 months)

- End date, money up front

2. **Practice** the client check-in process, with both written and verbal responses

Use the case studies to practice the check-in process.

Read the check-in form content, look at the numbers, assess what they are saying and come up with a plan (any changes? Stay the same?)

Remember to acknowledge what they say and work on a plan with them.

3. **Hypothesize** barriers to client adherence and **generate** solutions to them

Your job as a coach is to help the client solve problems, not fix them. Generally, there are barriers in the way of adhering to what they need to do.

During check-ins, you want to prompt the client to tell you about these barriers or pain points (is it the process, is it their mindset etc).

You identify what is important (I find it very hard to eat enough protein vs. I missed a meal one day)

Then you come up with a plan together that is realistic and client-centered (they know they can do it).

Learning Activities

1. *Brainstorm three (3) barriers or pain points a client would have in adhering to their nutritional goals*

Traveling, work stress, food availability, birthday parties, engagements, holidays, sick of food choices, too low of calories, being sick, hormonal changes, mindset, overwhelmed tracking macros etc etc

2. *With your three (3) points above, propose three solutions or strategies to overcome them*

Traveling - bring some protein along (hardest macro to hit on the road), do your best to guesstimate

Overwhelmed tracking macros - take a step back and just track protein/calories, just calories

Mindset: focus on what you can control, prioritize one thing and build momentum

3. *In the following case studies, make notes on the following: results, adherence, behavior/motivation and details.*

Case 1 - good adherence, client doesn't feel like things are moving, but the weekly trend shows good results. Needs to remain patient and keep up the great consistency.

Case 2 - things are moving in the right direction, didn't track over the weekend, which made sense (don't want to add more stress) and made a conscious effort to eat more (within goals). Doesn't seem like anything out of the ordinary coming up

Case 3 - Fat loss goals, trending down and moving in the right direction. Working in some social eating and guesstimated. Has a big trip to Europe coming up and doesn't want to track.

Case 4 - not sticking with the plan, vacation, and feeling pulled between spending time with family. Mindset is an issue, wants to get back on track, but also has some more vacation.

Case 5 - Looks like adherence is good, not great but good, Hunger is becoming an issue. Weight is dropping pretty fast but needs to stay on track for the competition.

4. *With the information you assessed, counsel the client (listen and solve) in a:*

These answers are all written emails:

Case 1:

Full check-in:

Thanks for the update and checking in.

Looks like another solid week of learning about your food intake and executing on the plan. It's paying off - feeling better overall, during workouts and weight is coming down slow and steady. I know it doesn't feel like it but the weekly average is moving down, a sign everything is trending in the right direction.

For this week, let's stick here and keep plugging away:

MACRO TARGETS	PRO	CHO	FAT	KCAL
	190	210	70	2230

We always want to eat as much food as we can, while still making progress. As this always gives you a place to go in the future (a food drop etc).

Keep putting together good day after good day and good things will happen.

Let me know if you need anything else for now.

Case 2 - Since things are moving well, it's probably smart to keep with the same food levels. One thing to address is eating earlier in the day, so there's less to consume after dinner. Could be a good idea to set a calorie goal by 12 pm?

Full check-in:

Hey Lindsay,

Happy to see you rolling with the punches and being smart about your weekend. Tracking can be laborious so it's not a bad idea to take some time off from time to time. Given you are probably undereating, it's not a bad idea to set a goal to try to maintain your weight when not tracking. It sets the mindset to intentionally eat.

Outside of that, I also had made room on your tracking sheet to track calories before lunch time this week. Let's just assess this and perhaps we'll set a goal for the following week for you to get ahead of your food intake, so you don't have to buy as many half pints of ice cream :)

Same food levels for now:

MACRO TARGETS	PRO	CHO	FAT	KCAL
	140	330	100	2780

Keep at it!

Let me know if you need anything else for now.

Case 3: good to see the progress, keep up with current food levels until the trip and then advise not to track, but to eat intuitively and prioritize protein, veggies and activity.

Full check-in:

Hey Don,

Thanks for the update. Nice to see you pushing ahead and working hard before your trip.

Getting stronger and weight staying under 180. Best of both worlds!

Let's stick to the same targets and get back to the same targets when you return from your trip:

MACRO TARGETS	PRO	CHO	FAT	KCAL
NORMAL	185	200	55	2035

For Europe, here is how I would handle food:

- at each meal, aim to have a serving of protein (~20+ grams) and a fruit or vegetable.
- eat until 80% full and when hungry.
- stay active with lots of walking.

Do that loosely, enjoy yourself and you'll be in a good spot when you come back.

Let me know if you want anything else for now.

Case 4:

Full check-in: time to take a step back and reassess. Trying to be perfect through this time isn't going to help.

Hey Erica,

It's always important for us to reassess things when there is a disconnect between what you want to do and your actions.

Part of this is that it's just summer. It's the worst thing to find some middle ground, meaning we put some structure in place but also give yourself some time to enjoy your summer. No need to feel guilty about it.

Here's what I want to you to do for nutrition for the rest of this week:

- 1 - focus on getting 15-20 grams of protein every time you eat or snack
- 2- try to be mindful of your eating - this means, eat when hungry and until full (~80%) and don't be restrictive, but be aware
- 3 - try to eat slow when possible and without distractions (TV, phone etc)
- 4- eat with friends/family and enjoy food.

For next week, I want you you rate the entire week on a scale of 1-10 keeping the above in mind:

1 - Protein

2 - Mindful

3 - Aware

4 - Social

Rate those, pass along that lifting information and we'll go from there.

Case 5: time to add in a refeed or some more food?

Full check-in:

Hi Brittany,

Thanks for checking in.

OK first off, everything is moving in the right direction but clearly you are dealing with a lot more hunger. Without revisiting meal timing or anything, the first thing we'll do is add in two higher carb refeeds:

MACRO TARGETS	PRO	CHO	FAT	KCAL
NORMAL	145	190	60	1880
REFEED (x2)	130	250	60	2060

Use those the day before two of your training days and that should help manage hunger and energy levels.

At this point, we have 5-6 weeks to get down another 3-4 lbs, so plenty of time just need to keep at it.

Let me know if you need anything else for now.

For next week:

CLIENT ASSESSMENT PART 1: Write and send your introductory e-mail to your test client. Carefully and concisely describe what information you want from them and how you want to receive it.