



# NUTRITION COACHING FOR TRAINING CLIENTS

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## MY STORY



- 11 years of personal training at World Health.
- 6 years of nutrition coaching.
- Presenting and educating for 6 years.
- Online coach.
- Sponsored athlete.



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Why did I get into nutrition coaching?



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First off I never imagined this is the path I would take.

I did know I would do something fitness related.

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What initially drew me to change my nutrition was first building muscle then second dealing with IBS.



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In the beginning of my training career I still wasn't great at making the connection between nutrition and my clients.

Most clients receive the basic information of don't eat garbage.

Some went and saw dietitians.

But back in 2007 to about 2012 there wasn't much resources out there to help in terms of effectively coaching clients.

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In 2012 I started a side company with some collages where we made an app, a blog and vlog.

In the process we recruited a couple dietitians. Most of the recommendations was food guide related. Although it had some beneficial concepts, it was basic and not always presented in practical ways.

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From there I got my Precision Nutrition and did my Certified Holistic Nutrition diploma. I felt trainers needed better resources on how to coach their clients more effectively in the kitchen without needing a large base of knowledge.

Now 6 years later my primary focus in nutrition.

It's a challenge, but I like it.

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Fast forward since the 2000's there is now almost too much information on nutrition.

The nutrition coaching market has become over saturated. (No pun intended)

Obesity continues to climb. 50% of the US by 2025. 34% of Canada and 20% Worldwide.

We have more internet experts out there voicing opinions and selling thoughts and supplements.

Heading into this new era people not only need the help of fitness professionals they need someone to keep them accountable with nutrition and avoid them from steering towards quick fix solutions or the latest trend.

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### PERSONAL TRAINING

The scope of practice of Personal Trainers has become blurred.

Personal trainers see a client often more than any other health professional and due to the relationship that has been built has the ability to influence that individual decisions.

2-3 sessions of personal training won't make a difference if the individual is not practicing healthy habits outside of the gym.



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### SCOPE OF PRACTICE

It is important to have completed a course so you can prove you have a base level of knowledge outside of the standard personal trainers scope of practice.

Canfitpro has a intro course.

Precision nutrition is a great option to be secure in your recommendations.

Always know when to refer out.

Unless you are a dietitian you can't work with chronic disease or prescribe supplement dosages.

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### MOST IMPORTANT SKILLS FOR NEW NUTRITION COACHES.

1. Basic nutrition knowledge.
2. Ability to coach effectively. (Bringing yourself down to a clients level of knowledge, personalizing programs, helping to clarify confusion)
3. How to market yourself. (What is your niche or the main community you are trying to attract? Facebook, Instagram, email list?)
4. Understanding the basics of creating a sustainable business.
5. Advanced nutrition knowledge.

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Unfortunately most products and services are aimed towards the 95%.



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As a career trainer you have the opportunity to work with the 5% who actually succeed.

Some of these people are equipped to do it on their own.

Others have a capability to get there through the help of a professional.

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What is the number one thing anybody needs to be successful who is not incredibly self motivated?

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### ACCOUNTABILITY

Booking sessions in which a client will get charged for if they don't get adequate notice is the first step.

However its pretty common that individuals won't make significant long term habit changes outside the session unless you make it a focus of your time together with them.

The best tool you have in your tool box is Myfitnesspal and a weekly check in, in person or through email.

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### MYFITNESSPAL



Get your client to add you as friend. Then make sure they open up their diary for sharing.

You need to pick a day each week where you check in and analyze what they have been eating.

Unless you are certified you don't want to give them a plan.

You look first for food quality. (How much whole food)

The second for Macros. Are macros consistent and conducive to the clients goals?

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### CALORIES

Never dip below the BMR.

When losing weight people typical dip below their BMR which produces quick results but makes it harder for them to lose weight in the long term.

Easy method if someone is looking for weight loss is to take the total accumulation of exercise performed in a 7 day period, divide it by 7 and add it to their BMR. Take that number and times it by .8 and .9 for an estimate of the the amount a calories they should be eating a day.

Always be aware that its not all about calories however. This is just one tool in the tool box. *Why do I say that?*

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### MACROS - PROTEIN

1.25g/lb of body weight for individuals who are new to weight training or have issues gaining muscle. i.e Ectomorphs.

1g/lb of body weight for anyone looking to build muscle or anyone looking for weight loss.

0.75g/lb for endurance athletes, general pop, and someone with basic fitness goals.

0.5g/lb is the bare minimum. Below this muscle loss may occur.

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### MACROS - CARBOHYDRATES

Amount prescribed depends on body type, current metabolic health, and amount of activity.

For endurance athletes who train regularly it can look like 300-500g of carbs per day.

For some trying to gain muscle it may look like 200-300g per day.

For someone trying to lose weight it could look like 100-200g per day.

For some who has a very poor tolerance to carbs less than 100g.

50-100g can be a danger zone and can affect thyroid health.

50g or less depending on the individual will cause nutritional ketosis.

Carb cycling?

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### MACROS - FAT

Fat is usually calculated based on the remaining calories left over.

This will change if ketosis is the goal.

When an athlete is on a recovery fats can be higher while carbohydrates can be lower.

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Despite what people say, they don't have a good idea if they are eating healthy unless they track in the beginning. There is so much processed food, and people are so busy that they can often perceive they eat healthy when they actually don't eat the right foods and the right amount for their goals.

I've gotten much better results with people when they agree to track than when I just offer recommendations. I don't work with anyone anymore unless they track because it's a waste of time. Especially when they say they are doing everything you tell them but they are not seeing any progress.

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WEEKLY REPORT

How did you feel your week was overall?

What were you most successful at?

What challenges did you experience?

What do you think you need to work on?

Here are some things I noticed after checking your diary:

Do you have any questions?

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Thank You!  
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