

ACF 90 Day Group Health Coaching Program FAQs

How much is the program and what does the cost include?

The program is \$325 for our gym members and \$475 for non-members. The cost will include:

- 8 group coaching sessions
- 1 group grocery store shopping session
- 21 Day Total Body Transformation
- 90 Day Journal

If you already have the books or want to buy them on your own, the price will be \$300 for our gym members and \$450 for non-members. The books retail for \$22 apiece. You get them from us at \$12.50.

This is an introductory price. We reserve the right to charge a higher fee for future groups if we find the cost and time to run the group program warrants it.

What will I be learning in these group sessions?

The first 21 days we will meet every week including a kick off session and a session after each week for the first 3 weeks. In these sessions, you are going to learn the basics. This is your on-ramp period. We will discuss the following:

- What is health coaching and specifically Primal Health Coaching?
- What is the role of the coach and the role of the participant?
- How does this apply to my goals?
- How does this fit with other practitioners I am working with?
- What is ancestral health?
- How you can influence your gene expression as it relates to body composition, and disease susceptibility through nutritional and lifestyle habits.
- What are each week's challenges and how do I achieve them?
- Uh oh, This week didn't go well! How do I get back on track or avoid the problem moving forward?
- What should I expect each week?
- How do I know what to eat?
- How do I know if my activity level is appropriate?
- How can I make some small changes that will have a big impact on how well I sleep?
- How can I reduce and manage the stress in my life?
- What other issues are getting in the way of my success?

After the first 3 weeks, we will meet every 2 weeks. Over the course of the remaining sessions, the following will be addressed in depth:

- Concepts that relate to optimal human nutrition and how each of us is the same but still unique
- The role that macro nutrients and micro nutrients play in the body and why they are both important
- Why conventional wisdom has the fat and cholesterol thing all wrong
- Why sugar is not just a problem of excess calories . . . it goes much deeper
- How to fuel yourself to meet your unique needs based on your genetics, activity level, and lifestyle
- Activity concepts like why exercise is beneficial (*Hint: It isn't because of weight loss, that is a side benefit*)
- Understanding the effective minimum dose for your goals
- What is the role of cardio training vs strength training?
- Why it is important to practice both and how conventional wisdom has led so many of us astray

- Why the calories-in vs. calories-out concept is literally true, but ineffective over the long term
- How to move more during your day to avoid the “Active Couch Potato” syndrome
- The importance of adequate sleep
- How much sleep is really necessary and why
- How to troubleshoot sleep issues (Learn what might be getting in the way and how to overcome it)
- The metabolic and physiological impact of chronic stress (Yes, stress can cause weight gain and chronic illness)
- How to identify your biggest sources of stress and how to eliminate, reduce or manage them
- How to use proper nutrition and activity to reduce the negative impact of certain stressors
- How other lifestyle factors impact your wellness success like your access to outdoors for adequate vitamin D exposure, the quality of your personal relationships, implementing more playtime, and using your brain for growth

We'll also cover other topics, but this will give you a good idea.

What is the session schedule?

February 4, 11, 18, 25

March 11, 25

April 8, 22

What if I miss a session?

Our goal is to record these, so for those who miss it you will be able to view the session and discussion after the fact.

Can I join in remotely?

We are looking into to how accommodate a remote participation option. Stay tuned!

What books are required for the program?

The 21 Day Total Body Transformation

The 90 Day N=1 Experiment Journal

Any other recommended books?

The Primal Blueprint by Mark Sisson

Why We Get Fat by Gary Taubes

Your Personal Paleo Code by Chris Kresser

Nutrition and Physical Degeneration by Weston A. Price

Will this program be offered again?

Yes, this will be an ongoing program offered 3 times a year. The next group will start in May and then the next in September.