

GROW
YOUR
BUSINESS



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COACHING BUSINESS BUILDER

YOUR ROADMAP FROM COACHING
THEORY TO THRIVING PRACTICE.



Each module includes:

- Topic outline, learning objectives, and lesson overview
- Expert speaker presentation/lecture
- Downloadable references for relevant journal articles and literature



Certificates

On completion of the training, participants will be issued a Certificate of Completion.

Training Outcomes

By the end of this training, you will have everything you need to launch and grow a professional metabolic health coaching practice with confidence. Specifically, you will be able to:

Attract and convert clients

Craft compelling messaging, build a marketing strategy that works, and understand the full client journey from first touchpoint to long-term relationship.

Build a business with a clear identity and direction

Know your niche, your values, and the unique position you occupy in the market, so that the right clients find you and trust you from the start.

Build the systems that make a practice sustainable

Set up your practice management, documentation, privacy protocols, and financial systems properly from day one, so your business can grow without chaos.

Create income-generating offers

Design ethical, well-structured coaching packages and programmes, price them sustainably, and build a business model that works for your life.

Use the right tools

From your website to social media to AI and tech, you will know what to use, how to use it, and how to make it work for a coaching business in the metabolic health space.

Plan for the long term

Leave with a long-term business plan, not just a launch strategy, so that your practice becomes a lasting vehicle for impact and income.

Show up professionally and credibly

Understand your scope of practice, how to work alongside clinicians, how to communicate professionally between sessions, and how to operate within ethical and legal standards as a coach in this space.

Why You Should Do This Training

The world is waking up to metabolic health. With the **2025 US Dietary Guidelines** failing to reflect the growing body of evidence behind low-carbohydrate and ketogenic nutrition, more people than ever are seeking practitioners who truly understand how food affects their health – and they are not finding enough of them. The demand for knowledgeable, credible metabolic health coaches has never been higher, and it is only going to grow.

The reality most new coaches face:

Graduating from a nutrition course is the beginning, not the finish line.

What comes next is the hardest part.

- How do you find clients?
- What do you charge?
- How do you structure your offer?
- What are your legal obligations?
- How do you build a brand that attracts the right people?

Most coaches spend years trying to figure this out alone – testing things that do not work, undercharging, burning out, or quietly giving up on a practice that could have changed lives.

This training exists to close that gap.

It is the road map from qualified coach to thriving, sustainable practice –built specifically for the metabolic health niche, by people who have done it.



Meet The Lecturers:

The content of this training has been reviewed by the Nutrition Network Medical Advisory Board



GWEN WARREN

One of the UK's leading experts in helping health professionals build sustainable, successful businesses.



JANEY-LEE GRACE

*Sober Coach Trainer
TV Presenter, founder of The Sober Club and No. 1 Best Selling Author*



CHRIS & JUDE

Co-Founders of Ready Steady Websites



KELLY SAUBER

*Metabolic Health Practitioner,
Exercise Physiologist, Wellness Educator, Curriculum Developer
ACSM-EP, NASM-CES*



LUCY WHEELER

*Founder of Lucy Legal –
Supporting entrepreneurs to legally protect their businesses*



MARIA PURICH

Director at Calyx Training Solutions (Pty) Ltd

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KRISTINE HART

Over two decades of deep immersion in the digital marketing realm. The driving force behind MKH Marketing



ALI IMREN

Swiss entrepreneur who runs several digital businesses in parallel – from a creative agency to a SaaS platform and ventures in the health space. Through his agency Bare Creative, he helps service businesses build websites, automate their admin and put AI to work where it actually moves the needle.



KELSEY BUCHALTER

*TEDxCapeTown Speaker,
Nutrition Network Practitioner
(NNP) & Advisor*

There has never been a more important moment to be a metabolic health coach

There has never been a more important moment to be a metabolic health coach - and there has never been a bigger gap between the coaches who exist and the people who need them. Chronic disease rates are climbing. Mainstream dietary advice continues to steer people toward the very foods driving metabolic dysfunction. And while the science supporting therapeutic carbohydrate restriction is stronger than ever, most people will never hear about it from their doctor.

Coaches are filling that gap - in homes, in communities, and online - and the ones who are properly set up to practise are building meaningful, income-generating businesses doing it.

But a thriving practice does not happen by accident. It requires a business foundation, a clear identity, the right systems, and the confidence to show up professionally in a clinical landscape. Without that, even the most knowledgeable coach struggles to gain traction.

This training gives you that foundation - built for this niche, by experts who understand it.



YOU HAVE THE SKILLS. NOW BUILD THE BUSINESS.

Because here is the truth most coaching courses won't tell you: knowing how to coach and knowing how to run a business are two very different things. And the gap between them is where too many talented coaches quietly give up.

Lecture Outline

Business Vision and Values	<i>Gwen Warren</i>
Branding & PR	<i>Janey-Lee Grace</i>
Planning and Building your Website	<i>Chris & Jude</i>
Practice Management & Systems – Documentation and record-keeping, Privacy, confidentiality, and digital safety	
Crafting your messaging and your offer	<i>Gwen Warren</i>
Marketing Strategy	<i>Gwen Warren</i>
Email Marketing	<i>Gwen Warren</i>
Business Models	<i>Gwen Warren</i>
Small Business Legals and Compliance	<i>Lucy Legal</i>
Small Business Accounts and Business Structure	<i>Maria Purich</i>
Long Term Business Planning	<i>Gwen Warren</i>
Social Media Strategy Part 1 – LinkedIn, YouTube	<i>Kristine Hart</i>
Social Media Strategy Part 2 – Instagram	<i>Kristine Hart</i>
AI, Tech and Software	<i>Ali Imren</i>
Professional practice	<i>Kelsey Buchalter</i>
Ethical coaching packages and program design	<i>Kelly Sauber</i>

Who Is This Training For?

- Allied healthcare practitioners
- Nutritionists & dietitians
- Health coaches
- Fitness professionals
- Anyone seeking to expand their knowledge on building a thriving, sustainable practice.

More About Us:

The Nutrition Network is an education platform founded by The Noakes Foundation, providing professional training in therapeutic carbohydrate restriction and metabolic health. With a growing global community, the organization aims to transform healthcare through evidence-based nutrition education.

For more information or further enquires please feel free to reach out to us

Best regards,

Nutrition Network Team!



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