



**What is a Primal  
Health Coach?  
A Snap Snot**

# Why A Primal Health Coach is Different?

The Primal Health Coach program provides graduates with the most in-depth and up-to-date ancestral health education in the world, equipping them with an arsenal of well-informed alternative choices based on science and experience, to best serve their clients' goals.

Using the model of Integrative Health Coaching, they spark their clients' craving for knowledge and help them access their sense of purpose and live according to their core values.

## Integrated Health Coaching

The Primal Health Coach system is based on integrative Health Coaching (IHC), one of the most well-studied, scientifically validate methods of health coaching.

The Primal Health Coach Institute provides graduates with the tools and education to help clients make better health and dietary choices according to holistic Primal Blueprint principles.

Integrated Health Coaching is focused on the outcome of empowering clients to make life long health behavior changes that will impact their lives today and long into the future.

## Guidelines for Change

- Create healthy habits

- The Client drives all changes aligned to their goals
- The Client defines goals
  - o Physical
  - o Health
  - o Dietary
  - o Spiritual
- Driven by care for the whole person

## **What does a Primal Health Coach offer?**

A Primal Health Coach has a vast array of health knowledge and resources to share with clients coupled with the ability to motivate and inspire lifelong change.

The primary skills a Primal Health Coach offers is as an educator and a catalyst for difficult behaviour changes.

The goal is to assist each client in finding the clearest path to eliminating the barriers that have existed throughout their lives by offer a holistic approach to health, fitness and weight management. Pushing the "Primal" dogma does not guide the coach, but rather flexibility guided by each clients unique needs.