



Kids Course Training Workbook

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TRAINING TIMELINE

Timeline: **Online Modules to be Completed:** **Planning for Launch:**

Week 1 5 Hours	Foundations Kids Basics Family Nutrition	Start Providing Free Help Plan Nutrition Talk
Week 2 5 Hours	Teen Athlete Nutrition Partnerships Evaluating Your Program	Line Up Test Clients Identify Potential Partners

ONCE FINAL QUIZ & ENTIRE COURSE IS COMPLETED, BOOK YOUR WRAP-UP CALL

LESSON 1: FOUNDATIONS

UNDERSTANDING THE CLIENT JOURNEY

Before building a nutrition program, you need to first understand your client _____



What Problem(s) Are You Solving When Working With Kids & Families:

- Parents are overwhelmed by all the information out there regarding what is healthy and what isn't
- Lack of time
- Parents don't what to fight with their kids about food



Your Role As The Guide:

- ✓ Work with parents and kids, together, to create a simple & sustainable plan
- ✓ Empower kids to get involved in the kitchen and try new foods
- ✓ Foster a positive relationship with food for kids

Pro Tips When Working With Kids & Families:

- 📌 Parents need to be involved with the program
- 📌 Make it fun
- 📌 Relate eating healthy to what they care about

PRICING & PACKAGES

Recommend setting up a pricing structure similar to adult programs with a 3-month commitment. Time allotments should be similar to your standard accountability plan for kids programs, in-person meetings every four weeks.

For family nutrition programs, you should charge more as it will be more time you are spending with the family.

Kids Nutrition Program Recommended Pricing:

- ✓ Similar to your standard accountability rate (At HSN HQ: \$179/month for 3-months)
- ✓ Monthly rate after the first 3-months similar to adult rate (At HSN HQ: \$109/month)
- ✓ What's included: Initial consult (60-minutes), check-ins via the app, follow-up visits every 4 weeks (30-minutes)

Family Nutrition Program Recommended Pricing:

- ✓ 1.5X Your Higher Accountability Rate (At HSN HQ: \$359/month for 3-months)
- ✓ Monthly rate after the first 3-months similar to initial higher accountability rate (At HSN HQ: \$229/month ongoing)
- ✓ What's Included: Initial consult (60-minutes), check-in via the HSN App, follow-up visits every 2 weeks (45-minutes each)

Pro Tips When Pricing:



Pricing for family nutrition program based on four family members, recommend charging extra for additional family members and extending time of consults (10 minutes), additional \$75/month

YOUR WEBSITE

- ✓ Simple & scannable
- ✓ Clear call to action (Apply For Coaching or Free Intro Call)
- ✓ Smiling and happy faces (use HSN stock photos)
- ✓ Remember what problems you are solving and talk about them

FAMILY NUTRITION TEMPLATE

MARKETING YOUR NUTRITION PROGRAM

You must bridge the gap between the problem that your ideal clients are looking to solve and the solution you offer.

THE PROBLEM

Unsure What's Right
Misinformation
Lack of Confidence
Overwhelm
Lack Of Time



YOUR SOLUTION

Confidence
Simplicity
Adventurous Palate Fueling For
Health
Optimal Performance
Healthy Family

Provide Consistent Free Help:

Network Marketing:

Sales Funnel & Lead Capture Tools:

YOUR LAUNCH STRATEGY

What Can You Start Doing Now?

- ☒ Line up a family nutrition talk
- ☒ Use the nutrition emails and social media graphics to provide free help
- ☒ Line up a few test clients (Do you have any current nutrition clients who might be interested in family nutrition?)

ADDITIONAL NOTES & PLANNING:

LESSON 2: KIDS BASICS

A HABIT-BASED APPROACH

At Healthy Steps Nutrition, we believe that something as fundamental as nutrition shouldn't be complicated. We focus on a _____ habit-based approach to make _____ changes one step at a time.

HOW:

- ☒ Utilizing the Plate Method for kids, teens, and families
- ☒ Fostering a healthy relationship with food (adding things in not taking them away)
- ☒ Encouraging lifestyle changes by implementing healthy habits consistently
- ☒ Keeping it simple by working on only one thing at a time

WHY:

THE PLATE METHOD FOR KIDS & TEENS

The Plate Method is one of the easiest and most effective methods for improving diet by eating a balanced meal of high-quality foods. Your clients can utilize this method to incorporate your favorite foods and recipes into their diet.



Calorie Needs for Girls

.....

Estimated calorie needs per day based upon age, sex, and activity level.

AGE	*NOT ACTIVE	*MODERATELY ACTIVE	*ACTIVE
10	1,400	1,800	2,000
11	1,600	1,800	2,000
12	1,600	2,000	2,200
13	1,600	2,000	2,200
14	1,800	2,000	2,400
15	1,800	2,000	2,400
16	1,800	2,000	2,400
17	1,800	2,000	2,400
18	1,800	2,000	2,400

*Not Active means a lifestyle that includes only the physical activity of independent living.

*Moderately Active means a lifestyle that includes physical activity equivalent to walking about 1.5 to 3 miles per day at 3 to 4 miles per hour, in addition to the activities of independent living.

*Active means a lifestyle that includes physical activity equivalent to walking more than 3 miles per day at 3 to 4 miles per hour, in addition to the activities of independent living.

*Estimates for females do not include women who are pregnant or breastfeeding.

Calorie Needs for Boys

.....

Estimated calorie needs per day based upon age, sex, and activity level.

AGE	*NOT ACTIVE	*MODERATELY ACTIVE	*ACTIVE
10	1,600	1,800	2,200
11	1,800	2,000	2,200
12	1,800	2,200	2,400
13	2,000	2,200	2,600
14	2,000	2,400	2,800
15	2,200	2,600	3,000
16	2,400	2,800	3,200
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ESTABLISHING A ROUTINE

People are creatures of _____, and routines offer a way to promote health and wellness through structure and organization. Having a routine can greatly improve the _____ of kids, teens, and families!

NO ROUTINE:

- ✗ Increased Stress
- ✗ Inadequate Sleep
- ✗ Unhealthy Eating Patterns
- ✗ Lack of Physical Activity
- ✗ Ineffective Use of Time

ESTABLISHED ROUTINE:

- ✓ Lower Stress Levels
- ✓ Adequate Sleep
- ✓ Healthy Eating Patterns
- ✓ Positive Motivation

HELP YOUR CLIENTS ESTABLISH A ROUTINE



A goal without a plan is just a wish. To help your clients achieve their health and wellness goals they will need a plan. Establishing a routine is a great strategy for helping them plan out exactly **HOW** they are going to reach those goals.

NOTES:

DIVISION OF RESPONSIBILITY

Why Division of Responsibility? We want to encourage parents to raise happy, healthy eaters, and utilizing the division of responsibility framework will help them succeed!

THE PARENTS' JOBS ARE TO:

Decide what, where, and when kids eat

Provide healthy balanced meals and snacks at consistent times

THE KIDS' JOBS ARE TO:

Decide **if** and **how much** they will eat





Be responsible for **what** and **how much** they eat of what was provided

FAMILY INVOLVEMENT




✓ Get the whole family involved in planning, prepping, and tasting

Pro Tips:

-  Have them visit the HSN website or look through the healthy kids cookbook and pick out some recipes that they think look good.
-  Take inventory of what they have at home in the pantry and refrigerator, then make a grocery list.
-  Next, have them schedule out time for grocery shopping and bring their list.
-  Just like with grocery shopping your clients need to plan out time for prepping, cooking, and tasting. But this is the most fun part so make sure to encourage them to get the entire family involved.

✓ Share the why and how with extended family and caregivers







Pro Tip:

-  It is important to share the **why** behind the goals with extended family members and caregivers, as well as **how** they can support the client(s).

PICKY EATERS

Trying new foods can be hard, especially for families with picky eaters! While it may be difficult, you can use these pro tips to help your clients try new foods and become more adventurous eaters.

Pro Tips:

-  Make it a family affair
-  Try different preparation methods and seasonings
-  Start Friday Try-Day
-  Begin with just 1-2 bites
-  Try the new food at the beginning of the meal
-  Try only one new food at a time



NOTES:

SUGAR SHOCKER

Children, just like adults can be _____ to sugar. Sugar fuels every cell in the brain. Your brain also sees sugar as a reward, which makes you keep wanting more of it. If you often eat a lot of sugar, you're reinforcing that reward, which can make it tough to break the habit.

Sometimes extremely difficult behavior and psychological issues can be linked to a child's diet and consumption of sugar. Children crave sugary foods because often after eating them they experience a _____ (like adults) and want to eat more to feel better.

HOW FOOD MARKETING TRICKS US:

- ✓ Product Placement
- ✓ Appealing Packaging
- ✓ Nutrient Content Claims

Top 3 Sources of Sneaky Sugar for Kids:

- 1 Juice
- 2 Convenience Breakfast Foods
- 3 Processed Snacks



REMEMBER: 4 Grams of Sugar is Equal to 1 Teaspoon of Sugar!

UTILIZING THE HOLISTIC FRAMEWORK

- ✓ Stress management
- ✓ Adequate sleep
- ✓ Physical activity
- ✓ Support system
- ✓ Lifestyle
- ✓ Nutrition



INCREASING ENGAGEMENT

- ✓ Autonomy
- ✓ Gamify the process
- ✓ Utilizing the HSN App

COMMON MYTHS & OBJECTIONS

- 1 _____ about food marketing claims
- 2 The correlation between food and _____
- 3 The importance of starting healthy habits at a young age



NOTES:

LESSON 3: FAMILY NUTRITION

LOGISTICS



Initial Meeting:



- Determine What Success Looks Like to Them
- Conduct an Assessment
- Create A Plan That is Simple
- Buy-In From Everyone
- Discuss Follow-Up Plan

Follow-Up Meetings:








- Everyone is Involved
- Ask: What is Going Awesome?
- Ask: What has Been a Struggle?
- Ask: What are You Enjoying the Most?
- Ask: How Can I Help You?



Younger Children

Pro Tips:






-  Watch HSN App Videos on Parent's Device
-  Highlight Recipe Videos with Kids (Positive Peer Pressure)
-  Get Creative (Sugar Shocker Game)
-  Keep it VERY Simple!
-  Your Tone will Set the Overall Tone











Older Children

Pro Tips:

-  Individual HSN App Access
-  Be Mindful of Body Image
-  Sets the Example for Younger Siblings
-  What Can They Control?
-  Foster a Positive Relationship with Food (Non-Scale Victories)



POTENTIAL BARRIERS WITH FAMILY NUTRITION

-  All-or-Nothing Mindset
-  Time Management (Simple & Easy Options)
-  Wearing all of the Hats (Spouse Support)
-  Culture (Extended Family and Caregivers)
-  Being Set Up for Success (Do They Have What They Need?)
-  Magic Talk (All Talk and No Hard Work)



FAMILY NUTRITION IN ACTION



MEET THE CAMPBELL FAMILY

LESSON 4: TEEN ATHLETES

WHAT'S SIMILAR & WHAT'S DIFFERENT

Teen athletes are an incredible population to work with. They are usually very driven and motivated to reach their goals. But you need to understand what is similar and what is different before working with this population.

WHAT'S SIMILAR

- Focusing on a solid foundation of real food first
- Parent involvement
- Understanding how proper nutrition will improve performance, recovery, and ability to gain muscle
- Consultations and follow-ups run similar to kids and adult programs

WHAT'S DIFFERENT

- Calorie recommendations based on age, type of sport, and activity level
- Creative ways to increase calories (increase fat, liquids, adding smoothies)



NOTES:

FUELING AROUND WORKOUTS

What You Need to Know

When helping your teen athlete create a plan, you need to understand the logistics of their _____ schedule.

- ☒ Where are they coming from?
- ☒ How long are their practices?
- ☒ What are they having before, during and after?
- ☒ Do they get a break to have a snack during longer practices?



IN-SEASON & OUT OF SEASON FOR TEEN ATHLETES

What Changes In-Season vs Out Of Season

When meeting with your athletes, it's important to understand their season schedule and how practice/game demands change between in-season and off-season.

You may need to adjust recommendations as goals may change.

Remember to keep in mind the logistics of in-season, are they traveling, are they having multiple games per day, how much recovery do they have between meets.

COMMON MYTHS FOR TEEN ATHLETES NOTES:

LESSON 5: COMMUNITY & ATHLETIC PARTNERSHIPS

HOW TO STRUCTURE

- ✓ Clearly Define Expectations On Both Sides
- ✓ Exposure & Leverage Their Following
- ✓ Consistency Is Key
- ✓ Trial Then Paid Option
- ✓ Repurpose Content To Help More Groups

HOW WE STRUCTURE AT HSN HQ

- ✓ Free Nutrition Talk To Start To Parents
- ✓ Seminar Series For Kids & Emailed Video Home
- ✓ Who's Paying For Your Services?
- ✓ Leverage To Increase Exposure: Email, Banner, Free Help, Training For Front Desk People

HOW TO ESTABLISH

Step 1: Identify Potential Partners

- ✓ Sports Facilities
- ✓ Recreational Leagues (I-9)
- ✓ Doctor's Offices



Step 2: Identify Connectors

- ☒ You Need an Introduction
- ☒ Set Up a Meeting (In-Person or Zoom)
- ☒ What Value Will You Provide to their Audience
- ☒ Make it Easy for Potential Partner
- ☒ Follow-Up Plan



Step 3: Stages of Partnership

- ☒ Provide Free Help
- ☒ Trial with Feedback
- ☒ Consistent Referral (Make Sure You Nurture these Relationships!)
- ☒ Retainer

ADDITIONAL NOTES & PLANNING:

LESSON 6: SCHOOL & CAMP PARTNERSHIPS

HOW TO STRUCTURE

- ✓ Nutrition Programming Proposal
- ✓ Clearly Define Services and Pricing
- ✓ Communication Sent Home to Parents
- ✓ Handouts Sent Home with Students
- ✓ Seminars Offered by Age Group
- ✓ Limit Each Session to 15-18 Students
- ✓ Keep it Simple, Relatable, and Fun!
- ✓ Coordinate Snack or Taste Test

HOW TO ESTABLISH

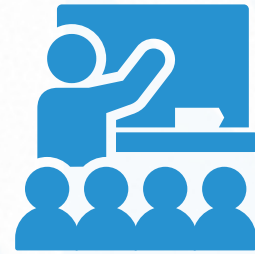
Identify Potential Partners

- ✓ Charter or Private Schools
- ✓ Public Schools
- ✓ Camps



Identify Connectors

- ☒ You Need an Introduction
- ☒ Set Up a Meeting (In-Person or Zoom)
- ☒ What Value Will You Provide to their Audience
- ☒ Make it Easy for Potential Partner
- ☒ Follow-Up Plan



Questions to Ask

- ☒ Is your facility currently offering nutrition education?
- ☒ Does your school or camp have funding for nutrition education for students?
- ☒ Does your school or camp have funding for nutrition education for staff?
- ☒ When your yearly budget proposal due?

ADDITIONAL NOTES & PLANNING:

LESSON 7: EVALUATING YOUR NUTRITION PROGRAM

KEY PERFORMANCE INDICATORS

- ✓ # Leads – Nutrition Talks, Downloads, Emails
- ✓ # Interest Calls
- ✓ # Sign-Ups For 3-Month Program
- ✓ # Conversation To Ongoing Coaching
- ✓ Length Of Engagement (Months)



How to Increase Leads



- Set Up Lead Capture Tool (Downloadable Guide)
- Host Co-Branded Nutrition Talk
- Make A List Of Potential Partners & Identify Your Connectors

Looking to Increase Sign-Ups?



- How Are You Nurturing Leads?
- Do You Have A Free Call?
- Do You Follow-Up Until They Say Yes Or No?
- Review Emails: Is there a Problem, Solution & Call To Action?
- Are You Sharing Success Stories?

Looking to Increase Length of Engagement?



- Are You Getting Feedback From People Canceling?
- Do You Provide A Clear Path To What's Next?
- Do You Provide Support Beyond What To Eat?
- How Do You Retarget Past Clients?

LESSON 8: RESOURCES

KID, TEEN ATHLETE, & FAMILY NUTRITION RESOURCES

This section of the Healthy Steps Nutrition Kids Course will provide you with all of the tools and resources to support your kids program.

Resources Include:



- Initial and follow-up consultation forms
- Nutrition Handbooks
- Engagement and retention resources for kids, teen athletes, and families



MAKE SURE TO CHECK BACK HERE OFTEN BECAUSE WE ARE ALWAYS ADDING NEW RESOURCES TO HELP SUPPORT YOUR KIDS AND FAMILY NUTRITION PROGRAM!

NOTES:

[illegible]