

Nutrition Coaching for Fat Loss: First Things First

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The science is quite simple, and yet it is not common knowledge: to lose fat we need to eat less and move more.

For clients it is never easy and that's why nutrition coaching is also an art.

Use the below to help clients focus on what matters.

Always Start with (Some of) These Habits:	
Helping clients eating less calories intuitively: <ul style="list-style-type: none"> Eating only when physically hungry (not because bored, stressed, etc.) Eating before feeling starving Eating slowly, chewing Eating to satisfied, not full 	Eating protein with all meals and snacks <ul style="list-style-type: none"> Reduces cravings, which reduces overeating Increases satiety Increases metabolism via digestion Increases metabolism via muscle recovery
Helping clients move more <ul style="list-style-type: none"> Helping them make more time Keeping it simple and short at first 	Helping clients to eat less via counting calories <ul style="list-style-type: none"> Usually not a good idea Some will prefer this and do well

Never Start with Any of These Habits:	
Changing their eating philosophies, values <ul style="list-style-type: none"> This is poison for the relationship Know the cuisines of your client population Know your different diets (vegan, keto, etc.) 	Reducing fat portions <ul style="list-style-type: none"> Can be too complicated (trigger frustration) Doesn't address overeating Teach this soon, but not in session one
Intermittent Fasting <ul style="list-style-type: none"> Metabolic benefits are small or nothing Easy to overeat in the feeding window Sometimes causes overeating 	Cutting back on weekend treats <ul style="list-style-type: none"> Don't take away their joy! The weekend is only 2-3 days of the week
Doing a food journal <ul style="list-style-type: none"> Doesn't directly improve eating Most clients find this task annoying 	Reducing alcohol <ul style="list-style-type: none"> Alcohol calories do not always get absorbed Really difficult habit to break
Addressing ineffective biohacks or supplements <ul style="list-style-type: none"> May reduce rapport It can wait 	New recipes <ul style="list-style-type: none"> What's simple to you, may be overwhelming to a client

Also:

- Always pitch a concept to the client before you teach it, to make sure you have their buy-in.
- Check in after teaching. "How confident are you that you can/will do this new eating habit?"
- Notice your client's feelings! Keep them in a space of feeling "challenged but not overwhelmed"

If you are a nutrition coach looking for professional mentorship, please reach out to me! I have helped many coaches take their game to the next level. Follow me on Instagram @kylebyronnutrition