



HOW TO HIRE A **HEALTH & WELLNESS** COACH



7 QUESTIONS TO ASK FIRST

BY: JESSICA SHOTWELL WALKER, INHC, PNT



HELLO THERE!

Thanks for downloading this guide! Inside you'll find everything you need to find the right health coach for **YOU** and **YOUR GOALS**.

But first, I want to congratulate you on taking a major step towards improving your health and wellness.

Hiring a health coach is a **GREAT** way to fast-track your progress to get the results you're looking for safely, quickly and more easily (and even have a lot of fun along the way).

But the truth is, finding exactly the right coach or program for **YOU** can be pretty confusing. It can also feel a bit intimidating, especially if you're just starting out on your wellness journey!

What questions should you ask? How do you make an informed decision? How do you know you're making a good investment of your time, money, and energy?

This guide will arm you with the questions to ask so you feel **CONFIDENT** when it comes to hiring a health coach and choosing the right program. You'll know exactly what info you need so you can get the most **VALUE** for your money, time, and effort.



*The first
wealth is
health.*

RALPH WALDO
EMERSON

Here are some quick dos and don'ts when it comes to hiring a health coach:

- ✗ Don't hire based solely on price (more on that below!)
- ✓ DO get referrals and do pay attention to word-of-mouth
- ✗ Don't hire the first health coach you find simply because it's the easiest choice
- ✓ DO ask a lot of questions ... and most importantly:
- ✓ DO listen to your gut instincts!

Ultimately, you want to hire a health coach who:

- ✓ Is experienced helping people like you get the results you're after
- ✓ Is a good fit personality-wise
- ✓ Will push you and challenge you to be your best, even when you "don't feel like it"
- ✓ Will be there for you when you need it most and hold you accountable
- ✓ Truly cares about YOU
- ✓ Provides a high value for their time and expertise.

My goal is for you to get the BEST results and experience possible.

If you have any questions whatsoever, feel free to send me an email or call me at 770-727-5800. I'm here to help you reach your goals.

Thank You!



Jessica S. Walker

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• **Certified Health Coach**

- IIN
- Precision Nutrition

• **USDBF Dragon Boat**

- Level 1 Coach
- Race Official Candidate



7 THINGS YOU NEED TO KNOW BEFORE HIRING A HEALTH COACH

1 WHY DO YOU WANT TO HIRE A HEALTH COACH?

There are a lot of GREAT reasons to work with a health and wellness coach, but before you hire one or join a transformation program, be sure you have a clear idea of what you are truly looking for and what kind of results you want to achieve.

A great coach can help you formulate your personal goals and a timeline for achieving them, but you need to know the basics first.

- Do you have a specific health concern you want to address?
- Have you put on weight and need help losing it?
- Are you struggling to balance self-care with other demands in your life (work, home, etc.)?
- Are you looking for guidance to build healthy habits into your daily routine?
- Are you experiencing an overwhelming amount of stress and need more balance in your life?
- Are you overwhelmed with where to start when it comes to wellness?

Some coaches will be more equipped to help with certain goals than others, and the truth is, some enjoy working with specific populations more than others, because of their background and interests.

In addition to having the expertise necessary to help you, you also want your coach to enjoy working with you as much as you enjoy working with them!

As an example, if you recently retired and want to focus on creating an energized and healthy lifestyle, hiring a coach who primarily works with postnatal moms might not be the best fit.

It's worth the time to think about your goals and then seek out coaches who have demonstrated experience in helping others achieve the same kinds of results you're looking for.



Setting goals is the first step in turning the invisible into the visible.

TONY ROBBINS

2 DO YOU WANT INFORMATION OR DO YOU WANT COACHING?

Some people seeking change are happy to follow a one-off program or checklist, while others want more in-depth, customized coaching.

This might sound like semantics ... but it can be make-or-break when it comes to getting real results. It boils down to whether you want:

- Basic facts, a checklist, or other info about wellness and health that you implement on your own, or
- Real support and personalized guidance to help you get the results you're looking for - and be able to adjust the plan as needed along the way.

A **COACH** provides all of that, PLUS they share actionable tips and strategies to make it easier to incorporate healthy changes into your life for years to come!

This can include accountability, self-development and mindset coaching, and all the "extras" you need to create real shifts and lasting RESULTS in your life.

At MOMENTUM TRANSFORMATIONS, I'm proud to take a **coaching** approach towards clients.

My **VIP 1:1 Coaching Package** is a **COMPLETE, HOLISTIC PROGRAM** that incorporates small, client-centered daily actions done consistently and over time to achieve long-term, deep health transformations. We meet face-to-face twice per month, and connect multiple times per day via my software app or a web browser.

I am there (even outside traditional work hours) to guide and advise you every step of the way towards achieving a body that's FUN to live in again.



3 DO THEY HAVE A PROVEN RECORD FOR GETTING THE KIND RESULTS YOU ARE LOOKING FOR?

Have they helped people achieve the results you are looking for?

Or, if they are new to coaching, do they have firsthand experience by making a transformation similar to the one you're seeking for yourself?

Hiring a coach who has assisted others in making lasting change in their life can be a good indicator they can help you, too!

Jessica especially loves to work with people who are wanting to explore a low-carb / ketogenic lifestyle and the long-term health and wellness benefits it provides.

TIP: Look for testimonials or other info about their previous success or ask for references!



*It's never too early
or too late to work
toward being the
healthiest you!*



SOME OF MY CLIENT'S SUCCESS STORIES

Here are just a few of the amazing clients I've served over the years!

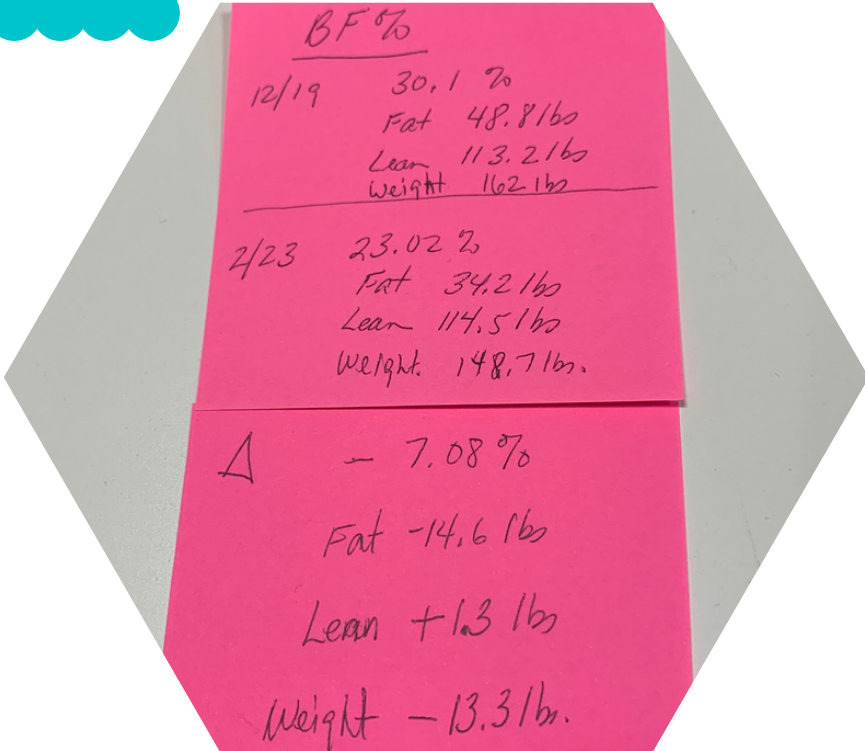


D.A., Male, 54
Endorsement letter



M.C., Female, 56
2 Month BF% Results

Lost: 7% body fat
Lost: 14.6 lbs fat mass
Gained: 1.3 lbs lean mass





4 WHAT ARE THEIR QUALIFICATIONS?

Here's a weird fact: almost NO ONE ever asks coaches about their certifications and credentials.

It's a question that's definitely worth asking.

Why? In the U.S., health and wellness coaches don't actually have to be licensed OR certified in order to work with clients.

Basically, anyone can call themselves a health coach, so it's very important to take some time to do your research.

THINGS
to Know

**Having a
certification
doesn't mean
someone is a great
coach.**



POPULAR HEALTH COACH

Certifications

- NBHWC
- WELLCOACHES
- IIN, ACE
- PN

Compounding the confusion, there are literally DOZENS of companies and schools that offer health coach certifications, some of them with different specialties.

Some offer certifications after a one-day training program while others require months of study or even a four-year degree.

Top certifying agencies in the U.S. include the National Board for Health and Wellness Coaching, the Institute for Integrative Nutrition, Precision Nutrition, Wellcoaches, and American Council on Exercise (ACE), as well as university-based programs like those offered at Duke or Emory.

While being certified isn't required and might not even predict whether a coach will do a good job, it DOES indicate a level of professionalism.

Plus, certified coaches must take continuing education classes in order to keep their credentials current, which ensures they stay up-to-date with current research and keep their skills sharp.

Jessica holds certifications from both the Institute for Integrative Nutrition (IIN) and Precision Nutrition (Pn1). In addition, she is a candidate for Precision Nutrition's Sleep, Stress Management and Recovery Certification.

MORE AMAZING TRANSFORMATIONS

I couldn't be more proud of my client's results.

S.D. Female, 40

Single mom of 3, down
90 lbs in 6 months



August 15, 2017

Jessica Walker
Momentum Wellness
Integrative Nutrition Health Coach

Menopause and a sedentary job are not a woman's best friend, in fact they can be a woman's worst nightmare. Over the last 5 years the numbers on my scale kept increasing and all my old weight loss tricks weren't working.

On my first Power Core visit I heard Jessica speak about Health & Wellness and how she learned to eat nutritious meals and still lose weight. I got together with Jessica and she set out designing a program that was designed to fit not only my physical needs but also to work on how it affected me emotionally.

What have the benefits been to me? In four months I have lost 20 pounds and 17 inches. I have also learned how to paddle a dragon boat. The greatest benefit to me was something I never expected. I have suffered with RA for the past 16 years. Since maintaining my new Keto diet I have noticed that the issues I had with inflammation in the past have ceased.

I would highly recommend Jessica if you are looking for some positive changes in your life. She is professional, very knowledgeable about nutrition, takes what she does very seriously, has a keen interest in your overall wellbeing and yet is still a lot of fun to be around.

Thank you Jessica, for being an inspiration for me!

K.B., Female, 60
Endorsement Letter

5 DO YOUR PERSONALITIES "CLICK"?

This is an intangible quality, so you'll have to trust your gut on this one.

It's important that you and your coach enjoy each other's company, since you are going to be spending a lot of time together!

This doesn't mean you need to be BFF's – but you should find them motivating, inspiring, and knowledgeable.

You also need to be able to trust them because they will be pushing you out of your comfort zone on a regular basis (that's part of getting results!).

Also: think about what motivates YOU. *Do you need a cheerleader or a drill sergeant? Or a little of both? Will the coach be able to deliver?*

You should feel confident that your health coach can motivate and support you as you reach toward your goals.



*If something stands
between you and your
success, move it.
Never be denied.*

DWAYNE "THE ROCK" JOHNSON



7 HOW MUCH DOES IT COST?

The price of coaching should play a role in your decision ... as should what you're actually GETTING for your money.

Remember that committing to a program is an **INVESTMENT** in your health, quality of life, and longevity, and should never be looked at as an expense.

A great coach has the potential to change the course of the rest of your life ... your self-confidence, health, the way you look and feel, longevity, and the list goes on!

Ask about rates and any special packages for new clients. Some coaches charge per month; others, per session, or per program.

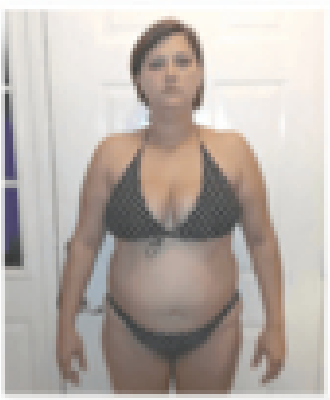
The investment for my **VIP 1:1 Coaching Packages** here at Momentum Transformations ranges from \$1725 to \$4800 depending on your level of commitment, the time we will spend together, and what your specific goals are.

I'm proud to be able to offer a **COMPLETE, HOLISTIC PROGRAM** that includes more than just what happens during your face-to-face sessions with me.

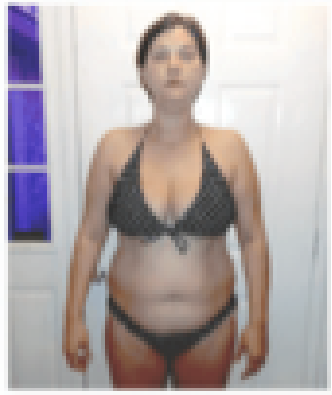
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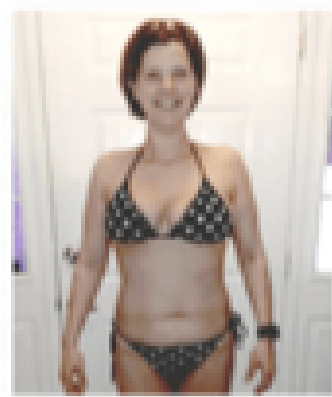




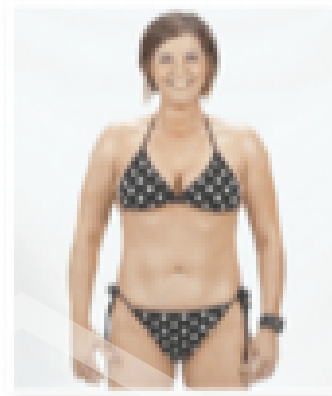
DAY 1
201 lbs



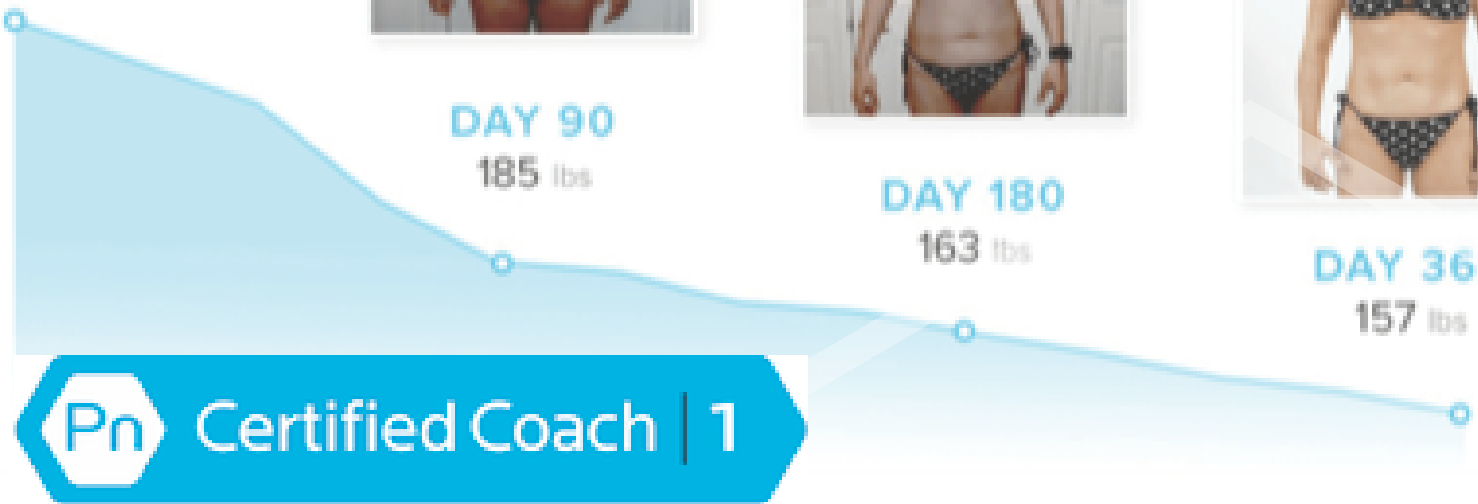
DAY 90
185 lbs



DAY 180
163 lbs



DAY 365
157 lbs



Pn Certified Coach | 1

MAKING YOUR DECISION

Once you've gotten answers to all your questions and concerns, it's time to put it all together and figure out which coach or wellness program is the best for YOU and your goals.

Your choice will likely depend on a variety of things including their ability to get results, availability, investment, in-person/virtual AND also your instinct about who will be the right fit for you.

Hiring a health coach is a reflection of your commitment to your long-term goals.

It's also an investment of your TIME, ENERGY, and MOTIVATION!

Here at MOMENTUM TRANSFORMATIONS I'm 110% committed to helping my clients enjoy real results and become their best possible selves ... all while achieving a body that's FUN to live in again!

