



Nutrition Coaching

Fueling Busy Bodies

About Northwest Energy Lab Nutrition Coaching

Food is many things to many people. Among all of the roles it plays in our lives, it is used to celebrate, to comfort, to bring us together with others, to fuel our workouts, and to reward our accomplishments. The decision about what to eat, when to eat, and how much to eat is a deeply personal one. In more ways than one, we ARE what we EAT!

The guiding principle of NWEL Nutrition Coaching is that **food is fuel**. Our intention is to build lifelong nutrition habits that enhance your performance in your busy, active life. Through our coaching, we approach nutrition holistically, in terms of how it interplays with your sleep, stress, athletic performance, happiness, and genetics.

The Goals of NWEL Nutrition Coaching

- To provide energy throughout the day
- To train mindfulness of what you put into your body and the effect it will have on your short-term and long-term health
- To enforce concepts of nutrient timing - in other words, WHEN you eat is as important as WHAT you eat
- To support your athletic goals
- To help you live without guilt, obsession, paranoia, shame, or discomfort about food
- To emphasize gratitude for your body and all of the incredible things it does for you

You may notice that “weight loss” is not a goal. Why? While your weight is a data point that we use, our coaching is not targeted on weight loss. If you have weight to lose, it will happen as a result of changing habits around stress management, nutrition timing, sleep patterns, activity levels, etc.

Does NWEL promote a specific diet?

No! What will you eat on this program? Well, whatever you want to!... seriously! This program is not classified as paleo, vegan, keto, low-carb, or anything like that. It is a program that is targeted to your likes and dislikes, your lifestyle, and your beliefs. This doesn't mean that you can eat chocolate for breakfast and ice cream for dinner. Hopefully, through our sessions together, you will understand why this would not be a wise choice to fuel your body for your busy life :-)

Will you be required to track calories or macros (carbs/proteins/fats)? Only if this appeals to you. Everyone is different. This works for some people and not others. We'll discuss what type of tracking will be most effective for you.

How It Works

1. Lifestyle Assessment & Goal Setting. First, we will establish your reasons WHY you want to change your nutrition habits, and set realistic, achievable goals.
2. Dietary & Habits Analysis. You will keep a food log for 3 days so that I can get a sense for your current food likes/dislikes and habits around cooking, snacking, exercising, etc.
3. Lifestyle Changes. This third phase is where the rubber hits the road. Success will come with small changes, so we will target a couple changes at a time. Here are a few examples of what this could mean:
 - Writing a new grocery shopping list
 - Eating something specific at a specific time of day
 - Adding (or removing) a specific food to (or from) your day
 - Meditation, or sleeping an extra 30 minutes
 - Trying a new recipe
 - Modifying your activity types
 - Keeping a journal
4. Tracking and On-going Analysis. We will check-in regularly to track progress toward your goals and will adjust as needed on an on-going basis.

Pricing

Initial Consultation and Follow-Up Assessment: \$240

- Includes a 60-90 minute in-depth discussion about your habits, your attitudes, your lifestyle, and your goals
- Analysis of your 3-7-day food log and habit journal
- Assessment of journal and nutrition program proposal, including specific target areas, action items, and measurable goals.

Monthly Nutrition Coaching: \$180/month (10% discount for clients also on a Monthly Personal Endurance Coaching program with Northwest Energy Lab)

- 2 30-min calls per month
- Unlimited contact via email or text message
- Recipes, grocery lists, meal-planning

60-min Nutrition Consultations: \$80

In lieu of on-going nutrition coaching, you may opt for 60-min consultations, where we will review your habits and answer specific questions you have about your nutrition practice.