YOUR  
LOGO

**COMPANY NAME**

NUTRITION COACHING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Name/Business Name] for your nutrition coaching needs. Our mission is to empower clients with personalized nutrition strategies that promote lasting wellness and lifestyle improvements.  
  
This proposal outlines a coaching plan designed to help [Client Name] meet their dietary and health goals.

# Client Goals

[Client Name] is looking to improve their eating habits, manage [weight/health condition/performance], and gain nutritional knowledge for a healthier lifestyle.

# Proposed Coaching Plan

We propose a customized nutrition coaching program that includes:  
  
- Initial consultation and health assessment  
- Personalized meal planning and guidance  
- Ongoing check-ins and accountability  
- Lifestyle and habit-building support

# Scope of Work

Our nutrition coaching services include:  
  
- One-on-one coaching sessions (virtual or in-person)  
- Custom meal suggestions and grocery lists  
- Education on portion control and nutrient timing  
- Weekly goal setting and progress tracking  
- Messaging support between sessions

# Timeline

Estimated timeline for coaching program phases:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Initial Consultation | Assessment and goal setting | [Start Date] |
| Plan Implementation | Begin coaching sessions | [Week 1] |
| Midpoint Review | Assess progress and refine strategy | [Midway] |
| Program Wrap-Up | Final session and future planning | [End Date] |

# Pricing

Coaching package pricing and details:

|  |  |  |
| --- | --- | --- |
| Package | Details | Cost |
| 4-Week Plan | Weekly sessions and meal guidance | [Amount] |
| 8-Week Plan | Extended coaching and deeper habits | [Amount] |
| 12-Week Plan | Comprehensive coaching package | [Amount] |
| Custom Plan | Flexible schedule and support | [Amount] |

# About Me

[Your Name] is a certified nutrition coach with [X] years of experience in guiding individuals toward sustainable, balanced lifestyles.  
  
- Certifications: [Precision Nutrition, NASM, etc.]  
- Specialties: [Weight management, athletic performance, digestive health, etc.]  
- Philosophy: Practical, personalized guidance for long-term results

# Testimonials

Testimonial:  
“[Your Name] helped me shift my relationship with food. The plan was easy to follow and totally transformed my energy and habits.” — [Client Name]

# Terms and Conditions

Payment Terms: Packages billed in advance.  
Cancellations: 24-hour notice required for rescheduling sessions.  
Client Commitment: Active participation and honest feedback are essential for success.  
Confidentiality: All client health information is kept private.

# Acceptance

To begin your nutrition coaching program, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_