



AFPA

HEALTH, NUTRITION & FITNESS

Holistic Health Coach Guide

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Introduction

Health and wellness are your passion. You know that there is more to healthy living than diet and exercise—stress, relationships, and sleep all impact personal wellness. Take action and turn your passion into a career you'll love while helping others achieve their optimal health by becoming a Holistic Health Coach.

At a time when half of all Americans have chronic diseases and one in four have multiple chronic conditions, the role of health and wellness coaches is more important than ever. What is the source of the chronic disease epidemic? Habits. Although [40 percent](#) of people make New Year's resolutions to jump-start healthy habits, only 8 percent actually keep them. Without the right support system and tools to change harmful behaviors, the cycle continues—and usually worsens.

By 2030, chronic diseases could cost as much as [\\$47 trillion](#) in healthcare spending, and although [45 million people are planning to go on diets](#) this year, 97 percent of those people will regain everything they've lost and then some within three years. Now is the time to put your passion for health and wellness into practice.

Although many worry that their health woes are the result of genetic predisposition, the truth is that an estimated [85 percent of chronic diseases](#) are caused by factors other than genetics, including diet, exercise, and stress. If you see yourself supporting people in initiating lifestyle, diet, and behavior changes, now is a critical time to launch your career as a Holistic Health Coach.

In this guide, you'll learn everything there is to know about being a Holistic Health Coach in today's booming wellness industry.

Take action and turn your passion into a career you'll love while helping others achieve their optimal health by becoming a Holistic Health Coach.

Holistic Health 101

What is a Holistic Health Coach?

Holistic Health Coaches use an integrative approach to diet and lifestyle changes in order to improve their clients' health. A Holistic Health Coach moves one step beyond simple health coaching by recognizing that there is more to overall health than just diet and exercise. A Holistic Health Coach evaluates their clients' physical, social, psychological, and spiritual well-being to come up with lasting plans to change behaviors and boost their clients' overall health. A Holistic Health Coach has the unique ability to promote:



Positive psychology, by using your clients' strengths (not weaknesses) to encourage behavior change



Habit reversal and change to promote healthy eating, physical fitness, getting plenty of sleep, and more



Motivation to achieve your clients' needs and goals based on their individual experiences (e.g., "I am going to change my lifestyle so I can keep up with my grandchildren.")

Health coaches have the power to improve client health outcomes, and one [review of health coaching](#) found that it proved effective for individuals battling obesity, heart disease, diabetes, and even cancer.

“Seeing the progress, hope, and excitement a healthy lifestyle can bring is a reward money can’t buy.”

Michael W. - Business Owner and AFPA Certified Holistic Nutrition Consultant

A Booming Industry

The Global Wellness Institute—a research firm that focuses on areas such as healthy eating, fitness, and anti-aging efforts—reports that while the pharmaceutical industry is a \$1 trillion business worldwide, the wellness industry is more than triple that with a [\\$3.7 trillion market](#).

On an average doctor's office visit, a patient spends only about 10-12 minutes actually speaking to their doctor. A patient often leaves the doctor's office with information, but information doesn't translate into behavior changes. Doctors and nurses are trained in delivering an expert model of care, but not necessarily in explaining and encouraging long-lasting behavioral changes in order to lower stress or increase daily sleep. Beyond that, it's predicted that, by the year 2025, there will be a shortage of 52,000 primary care physicians. With so few doctors available, physicians must be focused on lab results, proper diagnoses, and treatment plans—not on empowering their patients to adopt healthy, preventative habits.

Additionally, more and more people are looking at their health not as the absence of disease, but as the ability to live the most vibrant life possible. The rise in interest in local food, plant-based diets, yoga, alternative medicine, fitness, and meditation is representative of a changing tide toward holistic, healthy living. It also means the trillion-dollar health and wellness industry is expected to see a [growth of 17 percent](#) in the next five years, because individuals and corporations alike have begun assessing and recognizing the work-life imbalance in today's world.

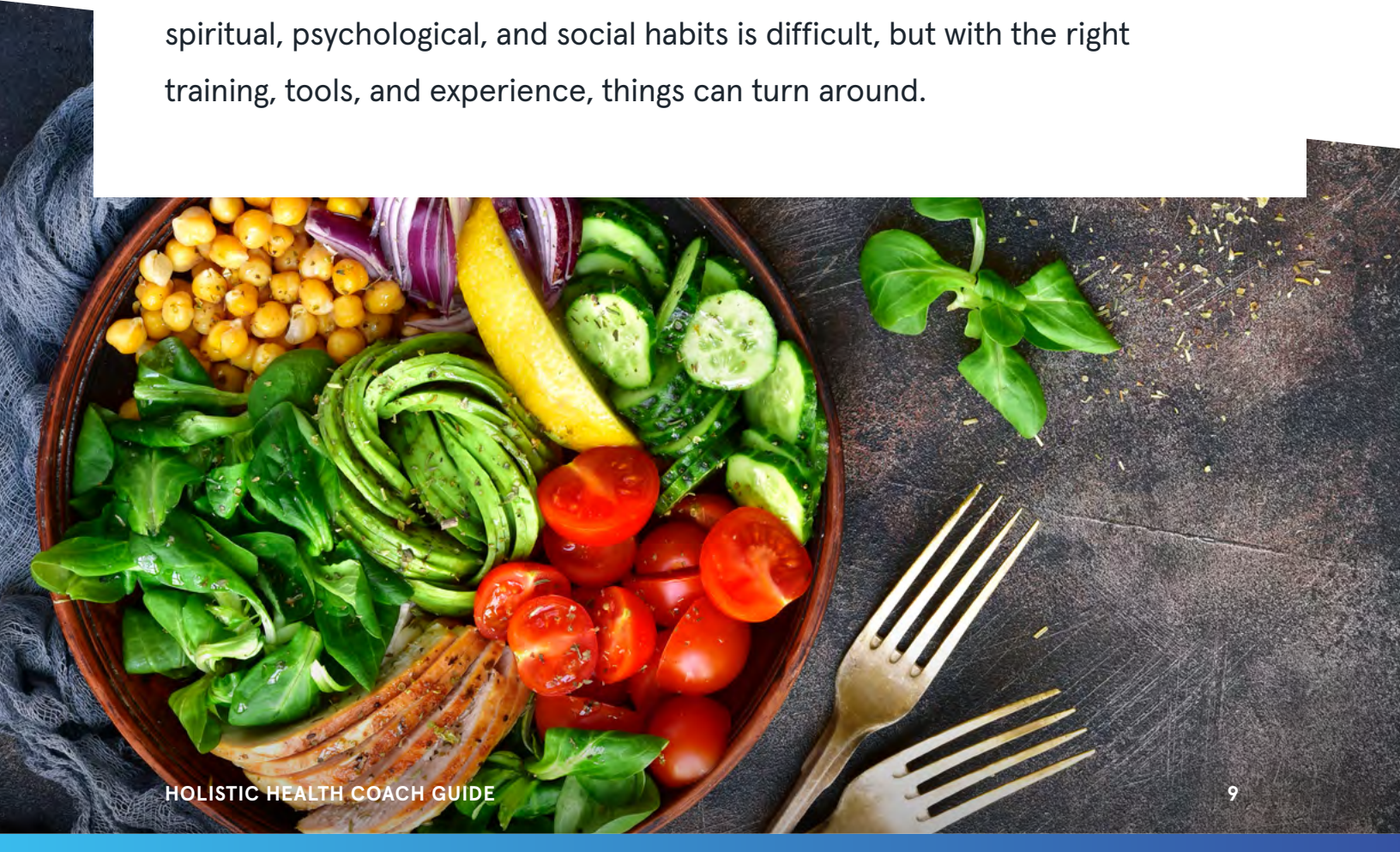
“Most consumers are more interested in staying out of the doctor’s office than they are about scheduling their next physical.”

Nielsen, a global measurement and data analytics company

Holistic Health Coaches have the ability to empower their clients to make serious behavior changes in order to alter their health outcomes. [According to the CDC](#), preventing chronic disease can be achieved by:

- Not smoking
- Participating in regular physical activity
- Consuming little to no alcohol
- Maintaining a normal body weight
- Obtaining sufficient sleep every day
- Eating a healthy, balanced diet


Unfortunately, only about [6.3 percent of Americans](#) engage in all five of these behaviors, which is why chronic disease is plaguing us all. This is why the role of a health coach is so crucial. Helping clients change their physical, spiritual, psychological, and social habits is difficult, but with the right training, tools, and experience, things can turn around.



Is Holistic Health Coaching Right for Me?

You're passionate about health and wellness, and you love spending time one-on-one with clients, helping them see how they can make lasting, meaningful behavioral changes to enhance their lives. How do you know health coaching is right for you? If these benefits of being a Holistic Health Coach excite you, then you're in the right place:

- **Flexibility:** As a Holistic Health Coach, you can work for yourself or at a medical office, wellness center, spa, gym, training center, university, and beyond. Many corporations are also hiring health coaches as part of [wellness programs](#) that provide incentives for employees who make healthy choices and changes. You can work one-on-one with clients on your own time or full-time as part of a care team with other health professionals to help treat chronic disease.
- **Easy Entry:** You could spend years going to school to become a doctor, nurse practitioner, or physician's assistant—or you could get your Holistic Health Coach certification and bring your passion and expertise to clients more quickly. If you aren't science savvy or don't have the tens of thousands of dollars needed for a four-year degree, [health coaching](#) is a great way to put your passion into practice.



“The books and textbooks used are the same as the ones my friends who are going to school to become registered dietitians are using.”

Emily N. – AFPA Certified Master Nutrition Consultant

- **Change-Maker:** Teaching clients how to implement lasting behavior change through evidence-based methods is extremely rewarding—for you, your clients, and their families. As a Holistic Health Coach, you have the skills, talents, and passion to battle the epidemic of chronic disease one person at a time on a personal level.

There are many paths that could lead you to a Holistic Health Coach certification. If your corporate job is no longer fulfilling and you want to make a career change, a Holistic Health Coach certification could be just the thing you’re looking for.

What if I don't have a background in healthcare or fitness? Although experience in health and wellness is a plus, great Holistic Health Coaches come from diverse career backgrounds and life experiences.

If you're a physician, nurse, yoga instructor, personal trainer, or chef, training as a Holistic Health Coach certification can help you round out and complement your experience and skills. Additionally, if you're a health coach who wants to take a deeper dive beyond just diet and exercise to help others understand that their health is dependent on a holistic approach to nutrition and meal planning, supportive relationships, meaningful work, work-life balance, spirituality, and more, then you're a Holistic Health Coach in the making. As a Holistic Health Coach, you can expect to:

- **Coach and educate** clients about how to achieve and sustain healthy habits as part of a daily routine that includes eating healthy, exercising, managing stress, getting plenty of sleep, maintaining healthy relationships, and more.
- **Empower** your clients to achieve optimal and lasting health by addressing any imbalances caused by improper nutrition, a stressful lifestyle, poor sleep quality, a lack of exercise, and more.

- **Educate** clients on how to identify and change any sources of ill health.
- **Create** strategies for identifying healthy environments and start a support program to help clients in reaching their personal wellness objectives.
- **Recognize** when it is necessary to refer clients to their primary care physicians for treatments and/or diagnoses.

Bonus: Health coaches often provide supplemental services, including counseling, talk therapy, and different methods of holistic wellness such as healing touch or reiki.

Your Career in Holistic Health

As a Holistic Health Coach, there are [endless career paths](#)—and the options continue to increase. Thanks to technology, Holistic Health Coaches are able to offer their services any time, day or night, from the comfort of home. This flexibility means more opportunities for clients who aren't local, which means a greater reach for your business. Using the phone, email, social media, video conferencing, or countless other means of communication, you can create a robust, rewarding career as a Holistic Health Coach. Some of the spaces you could find yourself in as a health coach include:

- Community centers
- Health clubs
- Fitness studios
- Hospitals
- Private medical offices
- Health insurance companies
- Educational institutions
- Wellness centers
- Weight-loss centers
- Gyms
- Rehabilitation centers
- [Corporate environments](#)
- Clients' homes or offices
- and more!

It's not uncommon for a Holistic Health Coach to charge \$100–\$150 per session or as much as \$200–\$500 an hour. In fact, according to [Glassdoor.com](https://www.glassdoor.com), health and wellness coaches can earn **upwards of \$87,000 per year** doing what they love. It's important to note that your salary can vary according to any number of factors, including:

- Your location
- Whether you're working part-time or full-time
- Whether you're self-employed or working for a company
- Your years of experience
- Whether you're renting space or not
- What types of certifications you have (the more, the better)
- What types of tools you're using to streamline your business

“The growth trajectory of the wellness industry appears unstoppable.”

Growth Wellness Institute senior researchers Katherine Johnston and Ophelia Yeung

Here are some other ideas for how you can use your Health Coach certification:

- Create a holistic nutrition and health blog.
- Create a YouTube channel and/or a podcast about nutrition and coaching.
- Create nutrition and wellness programs in your community.
- Create your own online wellness products and programs.
- Start a Facebook group or page about holistic nutrition and health.
- Develop a healthy meal planning program.
- Be a resource for sourcing local, organic foods.
- Offer holistic nutrition and wellness seminars to special groups.





- Lecture or speak on holistic wellness and behavior change.
- Author books on creating a healthy lifestyle and holistic nutrition recipes.
- Host a wellness retreat.
- Start a meal preparation and delivery business.
- Create and run a community kitchen and/or garden.
- Be a guest on local programming, such as radio, news, or TV.
- Work as an in-store nutritionist.
- Start a restaurant or personal chef business.

How to Kick-Start Your Career

If you're ready to dive in and get started, here are some simple steps you can take to become a Holistic Health Coach:

Step 1: Research

The first step to become a health coach is to do your homework and find a program that will provide the skills and knowledge to achieve your specific career goals. Some considerations:

- Does the course offer online study?
- Are all materials online, or are there hard-copy options too?
- Is the test online, or do you need to go to a testing site?
- What kind of supplemental materials does the course offer?
- Will there be career support during and after the course?

Step 2: Get Certified

Once you've chosen a program, you'll study when you want, at your own pace, in your own space. Follow the suggested schedule to study just 7-10 hours a week and you'll be certified within 12 months. Or complete the program sooner if you're truly motivated to get your career going.



“I would tell others that want to explore this field to research options and see what fits them best, to understand nutrition and all of what that encompasses, to give some time to thoughts of what they would do with a nutrition certification and research what that would bring to their lives.”

Cynthia K. – AFPA Certified Holistic Nutritionist

Step 3: Gain Experience

Getting certified is just one part of the path toward a successful career as a Holistic Health Coach. You should consider obtaining some practical experience, whether through practice sessions with colleagues, friends, or family members or by shadowing another professional in the workplace. These real-life experiences will help to build your confidence, skills, and resume.

Step 4: Get Hired

Whether you work for yourself and coach clients around the world or decide to pursue a career as a corporate health coach, getting hired in today's fast-paced health and wellness industry is a full-time job in itself. Keep your resume up to date, and use [health industry career resources](#) and job boards to find the right gig for you.

Step 5: Stay Certified

Long after you've become certified and landed the perfect job helping others see how powerful behavior change can be, you must [keep your certifications current](#). Additionally, it might be worth exploring [complementary certifications](#), such as fitness or nutrition, to round out your health coach chops.

A man and a woman are jogging on a track. The man is in the foreground, wearing a dark grey jacket with a bright green collar. The woman is slightly behind him, wearing a grey and white patterned long-sleeve top and black leggings. They are both looking forward, and the background shows a track with bleachers and trees under a bright, hazy sky.

Get to Know the Curriculum

Now that you're ready to launch a Holistic Health Coach career, explore our Holistic Health Coach certification program course overview.

Curriculum Overview

Module 1: Health and Wellness

Module 2: Health and Lifestyle Coaching Skills

Module 3: Holistic Nutrition Science



Module 1: Health and Wellness

The Health and Wellness Module explores the many facets of personal health and self-responsibility, while focusing on the basic principles of physical, mental, and spiritual health. It provides students with the tools they need to make informed health decisions that promote lifelong wellness for themselves, their families, and their clients. The lessons encourage readers to be responsible for their own health-related behaviors and outline how to improve overall health through nutrition, fitness, stress management, and maintaining an overall healthy lifestyle.

Part 1 Achieving Wellness

- The Definition of Health
- Mind-Body Communications Maintain Wellness
- Managing Stress: Restoring Mind-Body Harmony
- Mental Health

Part 2 Eating and Exercising Toward a Healthy Lifestyle

- Choosing a Nutritious Diet
- Managing a Healthy Weight
- Movement and Physical Activity for Health

Part 3 Understanding and Preventing Disease

- Reducing Infections and Building Immunity: Knowledge Encourages Prevention
- Cancer: Understanding Risks and Means of Prevention
- Cardiovascular Diseases: Understanding Risks and Measures of Prevention
- Heredity and Disease

Part 4 Explaining Drug Use and Abuse

- Drug Use and Abuse
- Eliminating Tobacco Use
- Using Alcohol Responsibly

Part 5 Making Healthy Choices

- Making Decisions About Healthcare
- Exploring Alternative Medicines
- Accidents and Injuries

Part 6 Overcoming Obstacles

- Understanding Aging and Dying
- Working Toward a Healthy Environment



Module 2: Health and Lifestyle Coaching

The **Health and Lifestyle Coaching Module** will show you how to have realistic coaching conversations with your clients and how to address issues such as the timing and types of questions to ask, how to provide feedback effectively, and how to facilitate robust action planning. You will learn how to engage in well-designed communication strategies to motivate, guide, inform, and support clients' processes toward personal change with a holistic approach.

Part 1 Introducing Wellness Coaching

- Modern Health Issues
- Process of Change
- Wellness Coaching

Part 2 Background and Core Ingredients of Coaching

- Evolution of Coaching
- Models of Helping Others
- Core Ingredients of Effective Coaching
- Core Ingredients of Wellness Coaching

Part 3 Paths of Change

- Transtheoretical Model
- Change Strategies
- Self-Efficacy, Self-Regulation, and Relapse Prevention
- Applying Strategies in Coaching

Part 4 Coaching Models

- Examine Different Models of Coaching
- Desired Outcomes
- Desired Plans

Part 5 Setting the Foundation for Effective Coaching

- Establishing the Coaching-Client Guidelines and Agreement
- Differentiating Values, Virtues, Morals, and Ethics
- Coaching Agreements
- Critical Elements of Agreements

Part 6 Co-Creating the Coaching Relationship

- How to Establish Trust and Respect
- The Working Alliance Between Coach and Client
- The Coaching Presence



Part 7 The Power of Listening

- Understanding Body Language
- Active, Passive Listening
- Levels of Listening

Part 8 The Power of Questioning

- Types of Questioning
- Problematic Questioning
- Steps of Questioning
- Positives and Negatives of Questioning
- Powerful Questioning

Part 9 Direct Communication

- Feedback
- Challenge
- Self-Disclosure
- Immediacy
- Direct Input

Part 10 Awareness and Action

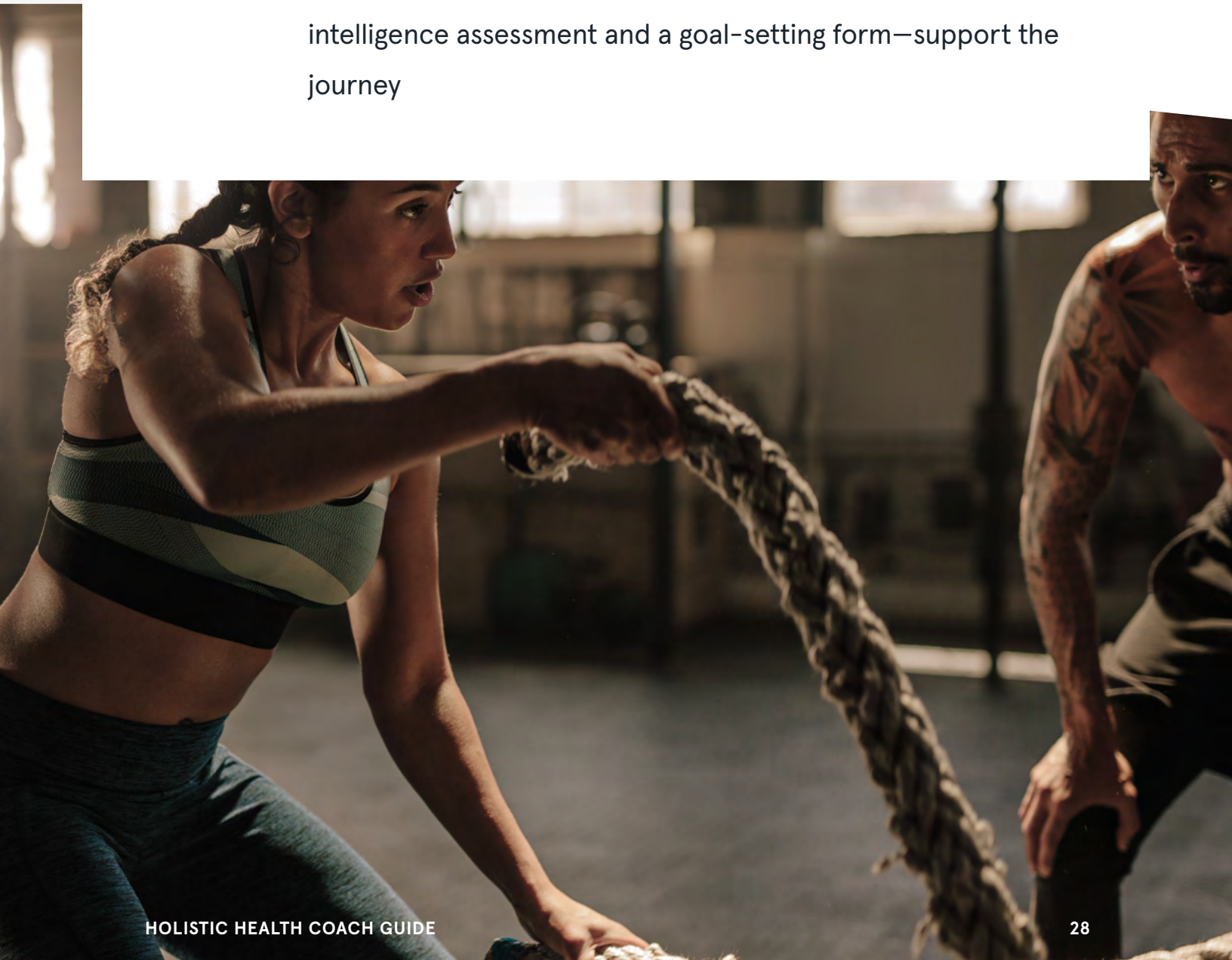
- Increasing Client Awareness
- Client Focusing
- Client Reflection
- Designing Action
- The Competency Development Model

Part 11 Goal-Focused Coaching

- The Centrality of Coaching
- Goal Complexity
- The Coach's Role
- Case Studies

Part 12 Tools for Your Coaching Career

- Sample Coaching Forms and Agreements
- ICF Code of Ethics
- Complete kit of assessment tools to help establish a strong framework for successful coaching
- Welcome packet, coaching readiness index, introductory session form, and between-sessions questionnaire to benefit both the professional and client in laying the groundwork
- Other supplemental resources—such as a social and emotional intelligence assessment and a goal-setting form—support the journey





Module 3: Holistic Nutrition

In the Holistic Nutrition Module, you will learn about the fundamentals of food and nutrition and the science of behavior change and communication. You'll also learn the skills necessary to support clients in achieving health behavior change through coaching.

Part 1 Introduction to Holistic Nutrition Practice

- Unit 1: Introduction to the nutrition and wellness industries
- Unit 2: Nutrition as a profession
- Unit 3: Nutrition on a Global Landscape and The Role of Integrative and Holistic Professionals
- Unit 4: Ethics and Professional Conduct

Part 2 Introduction to Food and Nutrition Science

- Unit 1: Structural Organization of the Human Body
- Unit 2: An Overview of Nutrients
- Unit 3: Digestion, Absorption, and Transport

Part 3 Metabolism and Nutrition

- Unit 1: Overview of Metabolic Reactions
- Unit 2: Carbohydrate Metabolism
- Unit 3: Lipid Metabolism
- Unit 4: Protein Metabolism
- Unit 5: Metabolic States of the Body
- Unit 6: Energy and Heat Balance
- Unit 7: Vitamins and Minerals
- Unit 8: Fluid, Electrolyte, and Acid-Base Balance

Part 4 Nutrition in Life Cycle

- Unit 1: Nutrition in Pregnancy and Lactation
- Unit 2: Nutrition in Infancy
- Unit 3: Nutrition in Childhood
- Unit 4: Nutrition in Adolescence
- Unit 5: Nutrition in the Adult Years
- Unit 6: Nutrition and Aging

Part 5 Functional Foods, Botanicals, and Supplementation

- Unit 1: Introduction to: Bioactive Substances and integrative care
- Unit 2: Botanicals: Herbs and Spices
- Unit 3: Functional Foods and Nutraceuticals
- Unit 4: Avoiding Scams and Ineffective Treatments
- Unit 5: Dietary Supplements

Part 6 Holistic Health and Wellness

- Unit 1: The Definition of Health
- Unit 2: The Role of Diet and Nutrition in Disease Prevention and Management
- Unit 3: Mental Health and Wellness
- Unit 4: Movement and Exercise
- Unit 5: Sleep and Rest
- Unit 6: Community and Support
- Unit 7: Cultural Wellness

Part 7 Basis for Holistic Nutrition Assessment and Education

- Unit 1: Assessment of food and nutrition-related history
- Unit 2: Biochemical, physical, and functional assessment
- Unit 3: Behavioral-environmental: The individual in the community
- Unit 4: Food and nutrient delivery: Planning the diet with cultural competence
- Unit 5: Education and counseling: Behavior change

Part 8 Nutritional Support and Dietary Protocols

- Unit 1: Nutrition in Exercise and Sports Performance
- Unit 2: Nutrition in Weight Management
- Unit 3: Nutrition in Eating Disorders
- Unit 4: Nutrition and Bone Health
- Unit 5: Nutrition Care and an Overview of Dietary Protocols and Approaches

Part 9 The Holistic Nutrition Counseling Process

- Unit 1: Meet Your Clients
- Unit 2: Fundamentals of Health Behavior Change
- Unit 3: Communication Essentials
- Unit 4: Meeting the Client: The Counseling Interview
- Unit 5: Developing a Nutrition Care Plan
- Unit 6: Promoting Change to Facilitate Self-Management and Counseling
- Unit 7: A Guided Counseling

Part 10 Next Steps and Making the Most Out of Your Certification

- Unit 1: Nutrition as a Scientific Process
- Unit 2: Keeping Your Knowledge Up-to-Date
- Unit 3: Continuing Your Education
- Unit 4: Business Fundamentals: Starting Your Holistic Nutrition Practice



Launch Your Career with AFPA

AFPA's Holistic Health Coach certification program is the only educational program of its kind that provides a comprehensive training course in health coaching and holistic nutrition, as well as board certification for holistic health practitioners. Getting certified with AFPA will provide you with the instruction, tools, and knowledge to facilitate behavior change that will lead your clients—and you!—to a natural, happier, healthier lifestyle. Our program emphasizes vital healthy living practices, including:

- Lifestyle wellness
- Physical fitness
- Optimal nutrition
- Alternative therapies
- Herbology
- Homeopathy
- Health coaching concepts
- Motivation strategies
- and so much more

Through a holistic approach to diet, relationships, mental health, stress, disease prevention, physical fitness, and spirituality, you'll have the skills and ability to help your clients find the right foods and lifestyle to help them feel their best—for good.

The Benefits of AFPA


Study at Your Own Pace

Our Holistic Health Coach program is a self-paced, self-study program that you can complete from the comfort of your home in 12 months or less. You can complete the course 100 percent online, or you can choose a hybrid learning program with physical textbooks and online testing.

Become Board Certified

“This program is amazing, and you can do your work as you continue your normal daily routine. Everything is conveniently online for me and I am loving it. I cannot wait until I complete the program so I can see what the future holds for me.”

Shantay T. – AFPA Certified Health & Wellness Coach



“The process from ordering, schedule, training materials, and support has been solid. The information is up to date and practical. I can see that I will be fully prepared for my Holistic Nutrition practice.”

Craig W. – AFPA Certified Holistic Nutritionist

The Price Is Right

One of the best things about an AFPA certification is that our program won't break the bank. If you're on the fence about whether you truly want to pursue a career as a Holistic Health Coach, our curriculum is very affordable. With [payment plans](#) that fit your budget, the AFPA Holistic Health Coach certification costs less than the tens of thousands you would spend on a four-year degree program. You can put your passion into practice faster, too.

**“Highly effective,
convenient, affordable ...”**

Sheena K. – AFPA Certified Nutrition & Wellness Consultant

Holistic Health Coaching is a fast-growing, booming business. With a certification from AFPA, you'll not only be a part of the solution to the current healthcare crisis, but you'll also be engaging in an exciting career move and doing something you love.

Holistic Health Coach FAQ

What is a Holistic Health Coach?

A Holistic Health Coach is a trained professional who uses an integrative approach to both diet and lifestyle changes to improve their clients' health. Working as a guide toward an overall healthier life, they will look at their clients' nutrition patterns, relationships, physical fitness, spirituality, and more.

Holistic Health Coaches will generally meet with clients and conduct an initial interview, assess their current health, as well as observe any conditions that may present. During the client-coaching relationship, a Holistic Health Coach will:

- **Coach and educate** clients about how to achieve and sustain good health, such as through a daily routine involving whole, nutritious foods, exercise, stress management, and adequate sleep.



- **Empower** clients to achieve optimal health, for the present and the future, through addressing any imbalances caused by improper nutrition, lifestyle stressors, poor-quality sleep, insufficient water, lack of exercise, and relaxation.
- **Educate** clients to evaluate their lifestyle choices and to identify and change any potential causes of ill health.
- **Create** healthy environments, conduct educational activities and demonstrations, and support clients in reaching their personal wellness objectives.
- **Recognize** when it is necessary to refer a client to his or her primary care physician for treatment and/or diagnosis.

Additionally, a Holistic Health Coach may provide counseling, talk therapy, and different methods of holistic wellness, such as healing touch or reiki. Finally, they will document the client's progress and meet with them regularly to follow up on the client's goals and where they stand in terms of meeting them. They may even provide some kind of blueprint or action plan that the client can follow, made up of small, attainable steps. Of course, they will also provide a ton of encouragement and support.

What is the difference between the Health & Wellness Coach and Holistic Health Coach certification programs?

The Health & Wellness Coach (HWC) certification program focuses on the processes of coaching, how to be an effective coach, and how to elicit behavior change from your clients. This program focuses on how health is not only specifically dependent on diet and exercise, but also on supportive relationships, meaningful work, work/life balance, spirituality, and more. HWC also looks at many areas of a client's life—instead of diet and exercise alone—that may be contributing to stress and poor health.

The Holistic Nutrition certification program focuses on the fundamental biochemical knowledge of human nutrition and how nutrient needs change across the human life cycle. It provides a holistic and integrative focus of well-being as it relates to nutrition and eating, and vice versa, based on the multiple dimensions of wellness. It also looks at the science of health behavior change as applied to nutrition coaching.

The Holistic Health Coach (HHC) includes both the Health & Wellness Coach (HWC) and the Holistic Nutritionist (HN) certification programs. Once you have received HHC certification, as an AFPA graduate you are eligible to be a Board Certified Holistic Health Practitioner through the [American Naturopathic Medical Accreditation Board](#) (ANMAB).

This program focuses on how health is not only specifically dependent on diet and exercise, but also on supportive relationships, meaningful work, work/life balance, spirituality, and more.

Why should I become a Holistic Health Coach?

Demand for health and wellness is higher than ever and growing fast. The Global Wellness Institute, a research firm that focuses on areas like healthy eating, fitness, and anti-aging efforts, notes that [wellness is a \\$3.7 trillion market](#). That makes it nearly three times larger than the \$1 trillion worldwide pharmaceutical industry.

According to research firm [Technavio](#), the health and wellness industry can expect growth of at least 6 percent from 2018 through 2020. Another research organization, [Nielsen](#), notes in a recent report that “most consumers are more interested in staying out of the doctor’s office than they are about scheduling their next physical.” This is leading many people to take charge of their nutrition and fitness goals in meaningful, long-term ways.

That opens up huge opportunities for those who specialize in health and wellness. From personal trainers to nutrition experts, professionals in the wellness field can expect steady client growth, especially if they keep expanding their services. Now is the time to take advantage of the boom.



Where can I work as a Holistic Health Coach?

Once they have completed the program, some graduates may feel a bit overwhelmed with the career possibilities and choices available to them and need a little guidance. You can choose from a variety of work environments, doing full-time or part-time coaching, having your own coaching business, or working alongside other professionals first. Here are some options:

- **Colleges and Universities:** Although college-level sports teams can use Holistic Health Coaches, it's not just the athletes who can benefit from your insights. Many colleges and universities use health professionals for students, faculty, and staff as a way to reduce stress and boost overall wellness for everyone on campus.

- **Wellness Centers, Spas, and Gyms:** As the interest in wellness and healthy lifestyle changes blossoms, the number of centers specializing in these services is growing—particularly at resorts and retreat organizations. Gyms also are expanding their offerings in order to stand out from competitors, and many offer more than just personal training.
- **Corporations:** Companies of every size are [implementing employee wellness programs](#) and offering incentives for healthy lifestyle changes such as smoking cessation, regular exercise, and health screenings.

You can choose from a variety of work environments, doing full-time or part-time coaching, having your own coaching business, or working alongside other professionals first.

- **Weight-Loss Programs:** Even well-established diet programs have been making major changes in the past few years, moving away from restrictive plans in order to focus on healthy eating behaviors. Many have acknowledged that deprivation and overly rigid diet programs can lead to yo-yo weight issues that are ultimately unhealthy for clients. As these programs shift toward a better model, Holistic Health Coaches fit in beautifully.
- **Training Centers:** Holistic Health Coaches can be a strong addition to sports-specific training centers that cater to professional and amateur athletes. Often, those who are training need a range of strategies that don't just encompass nutrition for optimal performance, but also stress management and recovery tactics.
- **Own Your Own Business:** Some Holistic Health Coaches prefer to have their own businesses and consult on a regular basis with different types of organizations. Some existing practices are looking to partner with holistic health professionals in order to offer more services to their clients and grow their network. With many options for where you could work as a Holistic Health Coach, you have the opportunity to keep expanding your business and optimizing your revenue sources, in addition to helping clients live their best lives.

What about additional career ideas?

- Create your own holistic nutrition and health blog.
- Create a YouTube channel and/or a podcast about nutrition and coaching.
- Host holistic nutrition and holistic wellness coaching groups on social media.
- Create nutrition and wellness programs in your community.
- Create your own online wellness products and programs.
- Develop a meal planning system for clients or organizations for your online business.
- Be a resource for sourcing local organic foods.
- Teach holistic nutrition and wellness seminars to special groups for a variety of ages.
- Lecture or speak on holistic wellness and behavior change at events and conferences.
- Author books on creating a healthy lifestyle and holistic nutrition recipes.
- Host a wellness retreat.
- Start a meal preparation and delivery business.
- Create and run a community kitchen and garden.
- Be a guest on local programming, such as radio, news, TV, or a public forum.
- Work as an in-store nutritionist.
- Start a restaurant or personal chef business.



How is AFPA different from other coaching programs?

AFPA's curriculum integrates both our health and wellness coaching content and holistic nutrition content, specifically motivational interviewing, positive psychology, mind-body medicine, and character strengths.

The AFPA certification program is one of the most comprehensive options available and is the perfect fit for someone who may not necessarily have the time or money to pursue a four-year degree program at a college or university. Course study materials are delivered online and/or to your doorstep, and you can learn at your own pace from anywhere in the world. You have assignments to complete and—when you're ready—you can complete the final certification examination.

More perks:

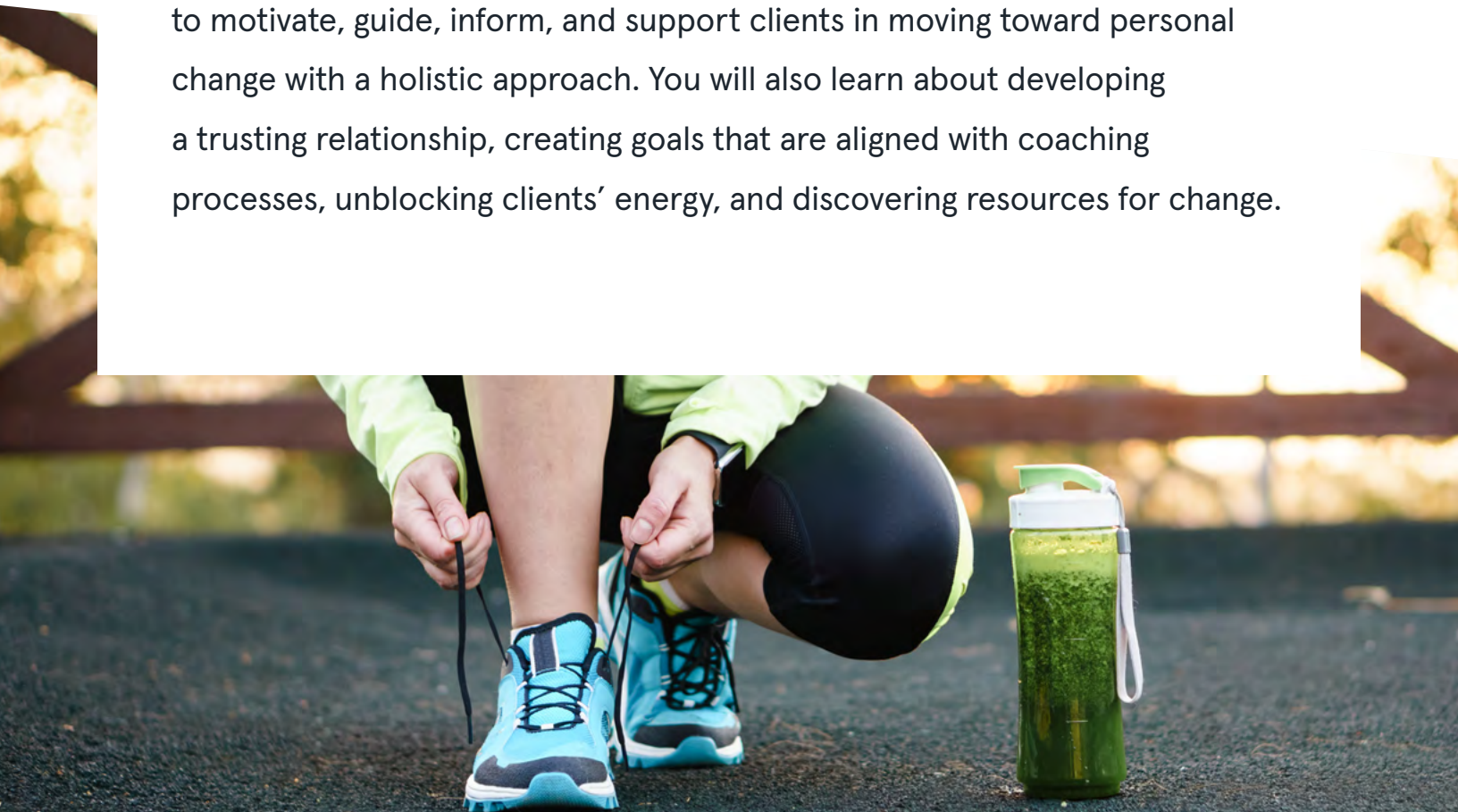
- AFPA has provided certification and continuing education to more than 110,000 Certified Personal Fitness Trainers, Certified Fitness Instructors, and Nutrition professionals worldwide. AFPA offers FREE unlimited professional support to all of our certified professionals!
- Earn continuing education credits for health professionals.
- The program curriculum fully meets [AADP](#) board educational requirements, which gives AFPA students a thorough knowledge of courses set forth by the institute. As an added incentive, this makes you eligible to become a Board Certified Holistic Health Practitioner.
- The AFPA program curriculum fully meets the educational requirements of the [American Naturopathic Medical Accreditation Board](#) (ANMAB), and graduates are eligible to apply to be a Board Certified Holistic Health Practitioner through ANMAB.

- AFPA is an approved training provider by the [International Practitioners of Holistic Medicine](#).
- AFPA and this program is approved by the [National Association of Nutrition Professionals](#) (NANP) for a total of 60 NANP Category 1 CEUs.
- AFPA is a recognized coaching organizational member of the [Association of Coach Training Organizations](#) (ACTO).
- AFPA is recognized by the state of [Florida as an Associate Member in the Florida Association of Postsecondary Schools and Colleges](#) (FAPSC).
- AFPA is a registered educational institution with the Canadian Association of Drugless Practitioners (CADP) in the country of Canada with all the applicable rights, privileges, and responsibilities.
- AFPA is a partner in wellness and organizational member of the [American Holistic Health Association](#) (AHHA).
- AFPA is recognized as an organizational member of the [American Nutrition Association®](#) (ANA).
- AFPA is proud to be a member of the [Institute for Credentialing Excellence](#) (ICE) in show of our support of the credentialing community and our commitment to strive for excellence in our certification programs.
- AFPA certification programs have been approved for the [G.I. Bill and MyCAA](#).

What will I learn in this course?

The Holistic Health Coach certification program comprises the AFPA Health & Wellness Coach and AFPA Holistic Nutritionist certification programs. Once you have completed both certification programs, you will earn the Holistic Health Coach certification. Collectively, these programs will teach you what you need to know about basic holistic anatomy, physiology, nutrition essentials, eating, and exercising, as well as wellness and stress management, understanding and preventing disease, making healthy choices and overcoming obstacles, health coaching, client intake, best practices, and how to build your clientele.

You will learn the types of questions to ask, how to provide feedback effectively, how to facilitate action planning, learn communication strategies to motivate, guide, inform, and support clients in moving toward personal change with a holistic approach. You will also learn about developing a trusting relationship, creating goals that are aligned with coaching processes, unblocking clients' energy, and discovering resources for change.



Ultimately, you will learn the evidence-based and systematic coaching methodology that you can apply in helping your clients move efficiently toward effective, long-term health and wellness.

This program also provides insight into the theoretical and practical holistic nutrition knowledge necessary to understand clients' nutritional status and provide information about how a holistic nutrition approach can support them in strengthening all dimensions of wellness.

Needless to say, you will graduate with all of the essential skills and knowledge to launch a meaningful career as a Holistic Health Coach and to achieve your own personal goals for success!

What are the prerequisites for this course?

To be successful with this program, we suggest you have a sincere interest in helping others, are committed to health and wellness, and have a strong desire for a career change or to expand your current professional position. Additionally, you must be a minimum 18 years of age and have a high school diploma, GED, or equivalent.

What will a Holistic Health Coach certificate allow me to do?

There is growing demand for wellness coaches and increasing recognition of Holistic Health Coaches as the premier strategizers for preventing disease and improving one's lifestyle. Graduating from AFPA as a certified Holistic Health Coach will open many doors, and our grads are using their training to pursue a range of career paths. They establish private coaching practices, bring holistic health coaching to traditional medical practices, work in a corporate wellness environment, advance in their current positions, or a combination of these paths. In addition, graduating from AFPA means you will be eligible to be a Board Certified Professional with the [American Association of Drugless Practitioners](#) (AADP) and [American Naturopathic Medical Accreditation Board](#) (ANMAB).

**To be successful with this program,
we suggest you have a sincere
interest in helping others.**

How long is the program?

You can complete the Holistic Health Coach program at your own pace, in 12 months or less.

Where does the program take place?

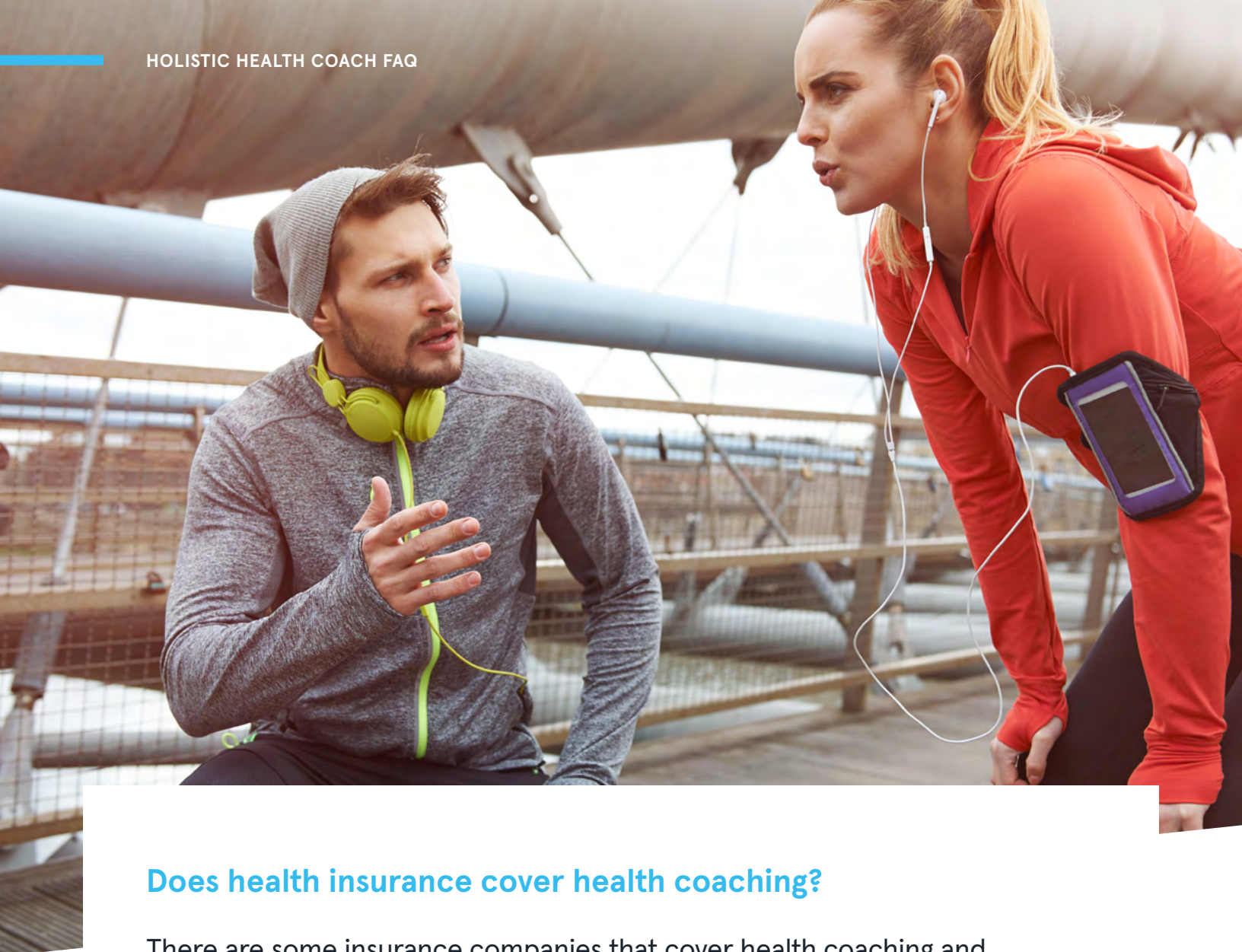
This self-paced, self-study course is 100 percent online and you can complete it from the comfort of your home. You also have the option of choosing hybrid learning with physical textbooks and online testing.

How much can I earn as a Holistic Health Coach?

It's not uncommon for a Holistic Health Coach to charge \$100-\$150 per session or as much as \$200-\$500 per hour. In fact, according to [Glassdoor.com](https://www.glassdoor.com), health and wellness coaches can earn upwards of \$87,000 per year doing what they love. The opportunities for health coaching professionals are only increasing year over year.

Is the program approved for continuing education?

Yes. The program offers a total of 60 [National Association of Nutrition Professionals](https://www.nanp.org) (NANP) Category 1 CEUs and 32 AFPA CECs. We work with a variety of additional professional organizations to receive approval for continuing education. As our program gains new approvals, they will be added to the enrollment page.



Does health insurance cover health coaching?

There are some insurance companies that cover health coaching and nutrition consulting. We recommend that you ask the healthcare provider if these types of services are covered. Health coaches do serve as an essential component of the healthcare system. Many people are looking for preventative and improved lifestyle services from a Holistic Health Coach rather than from a physician.

Enrollment FAQ

Who can enroll in this certification program?

We welcome anyone interested in improving their lives and the lives of those around them through a healthy lifestyle!

Also, any licensed and credentialed healthcare professionals, as well as individuals working as any of the following, may be interested in taking this program to further their skills and practice: physician, physician assistant, licensed clinical counselor, chiropractor, nurse practitioner/clinical nurse specialist, RN/LPN/LVN, therapists and assistants, dentist/licensed dental hygienist, registered dietitians, certified nutrition specialist, certified nutrition professionals, certified diabetes educator, certified athletic trainer, certified exercise physiologist, licensed acupuncturist, certified personal trainers, and certified fitness professionals.

My background is not in healthcare or fitness. Can I still enroll?

Absolutely! Although experience in a health and wellness field is a plus, great coaches come from diverse career backgrounds and prior life experiences.

I just want to learn for my own self-improvement. Can I still enroll in this program if I do not want to practice being a Holistic Health Coach?

Absolutely. We encourage you to foster your personal and professional growth even if you have no desire to become a Holistic Health Coach. We are confident that the information you learn from this course will not only benefit you personally but also those with whom you share your knowledge.

When can I enroll? What do I need to do in order to enroll?

Whenever you want! We have a rolling enrollment for all programs, meaning that all you need to do is complete your [enrollment online](#).

How much does the program cost?

Visit the [online enrollment page](#) for more information.

“The courses I have taken through AFPA are continuing to further my business and reach into my community.”

Darlene B. - AFPA Certified Health & Wellness Coach



Are there any payment plan options?

Absolutely! Pick the loan that fits your budget, and make payments over three, six, or 12 months. Our payment plans offer instant approval, are safe and secure—security of your personal information is top priority—and payment reminders can be sent via email and text. Please visit our [Payment Plans](#) page to learn more about available options.

Will I practice coaching techniques and client consultations during the program?

Yes. You'll have assignments that require you to practice coaching and consultation in your environment on your own and with a person of your choosing. Hands-on coaching practice sessions and dietary consultations will help prepare you to work with real clients after your program completion.

What is the estimated time commitment per week?

This program is a self-paced, self-study course, so you dictate when, where, and how long you will study each week. The time it takes to complete your coursework will vary depending on your learning style. Between reading assignments, practice quizzes, and online videos and assignments, most students spend about 10–15 hours per week on their coursework.

We understand that adult learners will pace themselves according to their learning style and schedule. However, we have provided a suggested study schedule to set you on course to have your Holistic Health Coach program completed in fewer than 12 months.

You may complete the coursework whenever and wherever is convenient for you. You may choose to access your program 100 percent online, or if you prefer textbooks, we offer those as well. We recognize that not all our students like online materials but prefer physical materials. Either way, you can access program materials anytime.

Will there be exams?

Yes. As you complete your program, you will test your knowledge through quizzes, review questions, and assignments to support your learning. You will complete a practical skills assessment by completing coaching and consultation sessions with a person of your choice. This will be followed by two comprehensive online certification examinations.



What job opportunities exist for health coaches?

There is a growing demand for health coaches! Graduating from AFPA as a certified Holistic Health Coach opens many doors, and our grads are using their training to pursue a range of career paths. They establish private coaching practices, work in private practices, bring health coaching to traditional medical practices, work in corporate wellness environments, provide direct-to-consumer coaching as contractors for healthcare businesses, advance in their current positions, or follow a combination of these paths.

Will I have access to the entire course when I enroll?

Yes! We don't hold back your materials. Once you are enrolled, you will receive all of your course instructions to access your materials online and/or tracking information for any materials you have requested to be shipped to you.

What books and materials will I need?

Your enrollment fee includes all of your course materials, assessments, online access, student support, and online certification testing. There are no added fees.

Is the program set up for international students?

Yes. The program is designed to accommodate students from around the world, and you can select your delivery method—100 percent digital, in print and delivered to your doorstep, or both—when enrolling.

What if I need technical support with my online access to materials?

In case you have any questions or problems, we provide you with contact information for you to reach out to your instructor or the technical support team to troubleshoot any technical difficulties.

“Having just received my Nutrition and Wellness Consultant Certification, I am so pleased and excited to officially embark on my new career.”

Ristow - AFPA Certified Nutrition & Wellness Consultant



Since 1994, AFPA has offered some of the most highly regarded nutrition, wellness, personal trainer, group fitness, yoga, pilates, and sports conditioning certifications—at a price you can afford—online or through distance education. With more than 25 different nationally and internationally recognized certification programs, we also offer many specialty credentials in medical wellness, as well as more than 200 continuing education courses to keep you on the cutting edge of what is happening in our industry—and to help you maintain your credentials.

Put Your Passion into Practice

[Visit the AFPA Store](#)

For more information on becoming an AFPA® certified Holistic Health Coach, visit [AFP Afitness.com](https://www.afpafitness.com).

