
INSTITUTE OF

TRANSFORMATIONAL NUTRITION

2021 COURSE CATALOG & GETTING STARTED GUIDE



01 Discover ITN

02 How to Become a Coach

03 The Transformational Nutrition
Difference

04 Certification Curriculum

DON'T ASK WHAT THE
WORLD *needs* . ASK
WHAT MAKES YOU
COME *alive* , AND GO
DO IT.

BECAUSE WHAT THE
WORLD NEEDS IS
PEOPLE WHO HAVE
COME *alive* .

HOWARD THURMAN

AMERICAN AUTHOR, PHILOSOPHER, EDUCATOR, AND CIVIL RIGHTS LEADER

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PASSION-BASED
LEARNING

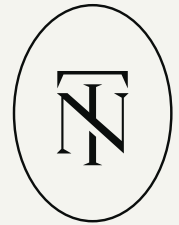


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BUSINESS BUILDING
BLUEPRINT

A *WELCOME* FROM OUR FOUNDER & CEO

I never set out to create a school. But after struggling to find solutions for my chronic health conditions, mental health issues, and lack of belonging or purpose, I knew something had to be done.



I realized that diets, green smoothies, and habit change weren't the solution.

"Mind, body, spirit" had become nothing more than a buzzword, and I was determined to bring science and soul back to health and nutrition.

I don't have to tell you that the old-world definition of nutrition, that focuses solely on food, is outdated. That it was created for a world that no longer exists.

I don't have to tell you that the world is in crisis. That it's desperate for a solution.

I don't have to tell you that some of us possess a calling so deep and so intense that we can't just sit on the sidelines and watch. We must get in the ring.

Something tells me you know these things already. That's why you're here.

When I started ITN, my dream was to create the Harvard of health and nutrition coaching schools.

I have done just that. This program has no equal.



CYNTHIA GARCIA, FOUNDER & CEO

Our students, leading experts in the industry, and even other schools refer to us as the “Ivy League” of health and nutrition coaching schools.

No one can duplicate the education we provide, the passion of our team, and the ambitious, forward-thinking people who walk through our virtual doors every day.

People who want the best education available and are committed to their own personal growth and success.

People determined to make a difference in the world.

People just like you.

What you will find here is a community dedicated to change.

To real transformation.

To questioning the status quo so we can make it better.

You’ll find your next level of success, freedom, and purpose.

You’ll find a career that makes you feel alive, relationships you’re on fire for, and wealth that provides total freedom.

If your path has led you here, welcome home.

If you’re looking to become part of an army for change with the most modern-day, cutting-edge education available, then keep reading.

And if what you see lights your passion for change and you want to be a part of this revolution, then I hope you join us for our Transformational Nutrition Coach Certification Program.

A handwritten signature in black ink, appearing to read 'Cynthia Garcia', with a stylized, flowing script.

Cynthia Garcia
Founder & CEO
Institute of Transformational Nutrition

"When I started ITN, my dream was to create the Harvard of health and nutrition coaching schools.

I have done just that. This program has no equal."

DISCOVER THE INSTITUTE OF TRANSFORMATIONAL NUTRITION

INSTITUTE OF TRANSFORMATIONAL NUTRITION

COURSE CATALOG & GETTING STARTED GUIDE



Discover more about the Institute of Transformational Nutrition (ITN), the increasing demand for health and nutrition coaches, and what you can do as a coach.

ABOUT THE INSTITUTE OF TRANSFORMATIONAL NUTRITION (ITN)

INSTITUTE OF TRANSFORMATIONAL NUTRITION

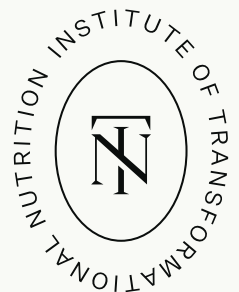
ABOUT ITN

ITN is the modern-day coaching school for forward-thinking coaches (and those who want to become one).

We're a dedicated legion of passionate coaches who see the worn out, old-world method of nutrition coaching as being at the core of everything (yes, everything) that's wrong with the health and wellness world today. We believe the world (and YOU) deserves so much more!

Ours is a revolution to purge the world of the old-school method of nutrition coaching by understanding the modern-day definition of nutrition is so much more than just what you eat.

Join our ranks and create a life of purpose and influence while changing the world by healing the people in it.



YOU HAVE THE *PASSION.* YOU DESERVE THE *EDUCATION.*

INSTITUTE OF TRANSFORMATIONAL NUTRITION

COURSE CATALOG & GETTING STARTED GUIDE

While starter health coach schools offer a basic education on diets, mindfulness, and habit change, we provide a modern-day nutrition certification to ambitious people – just like you – who see the value and necessity of a new model of nutrition that includes physical, mental, and spiritual nutrition.

We offer simple, step-by-step courses that teach you how to confidently coach clients and build a successful business.



Our mission is to educate and support the next generation of successful, modern-day coaches by redefining nutrition – through teaching the science of physical, mental, and spiritual nutrition – so they can transform the world in a way that makes them feel alive.

OUR *STORY*

INSTITUTE OF TRANSFORMATIONAL NUTRITION

OUR STORY

Cynthia Garcia overcame poverty, abuse, and personal health struggles to become one of the most sought-after, successful coaches in the world. Now she's helping others to do the same.

After growing up in a home filled with domestic abuse, drug use and extreme poverty, Cynthia Garcia struggled with eating disorders and health problems that left her clinically depressed and suicidal.

She sought out help from doctors, nutritionists, trainers, and healers of all types. They all had solutions but none of them worked.

After hitting rock bottom one night, Cynthia had a crystal-clear realization that she had an opportunity to redefine what we thought of as "nutrition."

Frustrated that schools only taught physical nutrition such as food, Cynthia created the Institute of Transformational Nutrition to focus on the other two areas that "feed" us - mental and spiritual nutrition.



Taking the principles she used to heal her own body and reclaim her life, Cynthia has helped millions of people across the globe transform their body, mind, and spirit.

Cynthia built a thriving business and is recognized as a leader in the fields of health, coaching, and business.

She is a celebrity nutritionist to high-profile clients and has been featured on The Dr. Phil Show, The Doctors, and The TODAY Show. Her work and contributions are continually featured in leading publications across the world.

Cynthia knows the best techniques, tips, and coaching methods because she has used them and continues to use them daily. She knows how to write best-selling books, create award-winning product lines and in-demand programs because she's done it.

And now she's sharing this knowledge with you through ITN.

Are you ready to join Cynthia and thousands of other coaches to become an integral part of ITN's movement to redefine nutrition, transform the world, and have fun while doing it?

CYNTHIA & ITN HAVE BEEN FEATURED IN NUMEROUS PUBLICATIONS INCLUDING

Forbes



VOGUE



Women'sHealth

Dr.Phil

BAZAAR

Here, All Are Welcome and Celebrated

We believe a rainbow would be boring without all the colors. We also believe the world would be less interesting, impactful, and meaningful without the wide range of people in it.

We understand that it is diversity and a wide range of thoughts and backgrounds that create powerful transformation in the world.

We respect all races, religions, creeds, gender identities, sexual orientations, ages, national origins, disabilities, and backgrounds and have a zero-tolerance policy for those who don't.

TRANSFORMATIONAL NUTRITION® IS *REDEFINING* NUTRITION

INSTITUTE OF TRANSFORMATIONAL NUTRITION

REDEFINING NUTRITION

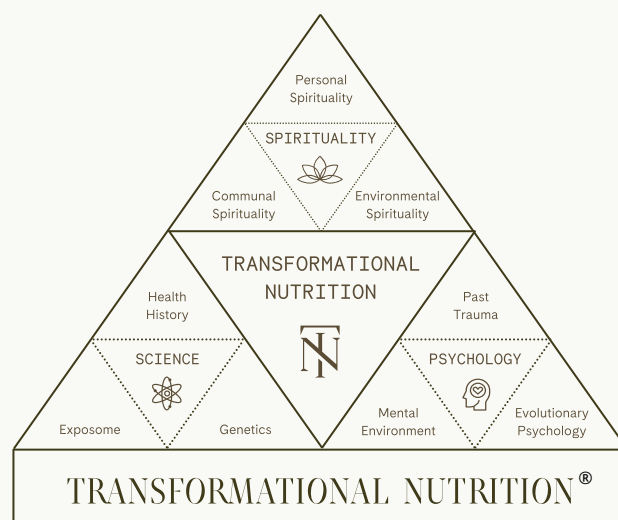
More Than A Buzzword

You've likely heard the term, "mind, body, spirit" but no one has offered a real way to integrate those areas into one proven system – until now.

Transformational Nutrition is the new model of health that blends physical, mental, and spiritual nutrition into one powerful and proven system of coaching.

As you know, you are fed by more than what's on your plate.

That's why Transformational Nutrition redefines nutrition as anything that feeds you – physically, mentally, and spiritually. It's backed by science and proven to be effective.



STUDIED FOR OVER 17 YEARS

PRACTICED BY OVER 1 MILLION PEOPLE

BASED ON OVER 1,400 STUDIES

PILLAR 01 Physical Nutrition (Science)

We dive deep into personalized nutrition including all 10 core areas of health such as digestive health, autoimmune issues, and hormone health. You'll also discover the impact of lifestyle and environmental choices including the exposome, microbiome, and stress and the holistic health practices you can use to support yourself and your client.

PILLAR 02 Mental Nutrition (Psychology)

You'll explore mental health and emotions, behavioral psychology, and the importance of the gut-brain axis. As you know, trauma is key to health and healing so we explore this in a way that allows you to stay within your scope of practice as a coach using powerful tools like the Transformational Trauma Technique®. You'll finally understand why information isn't enough. Even when people know what to do to live a better life, they still won't do it - you'll learn how you can help change that.

PILLAR 03 Spiritual Nutrition (Spirituality)

We view spirituality as connection and relationships – with yourself, others, the planet, something higher if you so choose, and your purpose. You'll discover the role of spirituality in health, how to manage fear, and embark on a journey of discovering your authentic self so you can finally let go of false beliefs, guilt, and shame for good.

Transformational Nutrition® has been featured as a proven method used to create powerful transformation in people all over the world.

From The Doctors TV Show and Dr. Phil to Vogue, and Revenge Body With Khloe Kardashian, health coaches and medical leaders all over the world are talking about this powerful new science.

OVER 1 MILLION PEOPLE HAVE BEEN IMPACTED BY TRANSFORMATIONAL NUTRITION GLOBALLY.

YOU DON'T HAVE TO
HAVE A *sixth sense*, OR
years of experience,
OR AN *advanced*
college degree IN
ORDER TO USE THE
TRANSFORMATIONAL
NUTRITION MODEL.

WE'VE MADE IT SIMPLE
FOR *everyone*,
everywhere!



TRANSFORMATIONAL NUTRITION® IS ALSO *REDEFINING* COACHING


INSTITUTE OF TRANSFORMATIONAL NUTRITION

REDEFINING COACHING

Real coaches don't just repeatedly ask their clients, "How's it going? What do you want to work on today? Did you meet your goals from the last time we met or are you stuck?"

There's a difference between a cheerleader and a coach. If you want to be successful as a coach, you must use a proven coaching system that's backed by science.

Transformational Nutrition Coaching Method

- 
-
1. Reset Cleanse
 2. Resolve Body System Imbalances
 3. Recognize the Root Cause
 4. Repair or Remove the Root Cause
 5. Return to Resolving System Imbalances

You'll discover the Transformational Nutrition Coaching Method in our Certified Transformational Nutrition Coach (CTNC) program right here at ITN.

STUDIED FOR OVER 17 YEARS

PRACTICED BY OVER 1 MILLION PEOPLE

BASED ON OVER 1,400 STUDIES

THE DEMAND FOR HEALTH & NUTRITION COACHES

People are overweight.		Autoimmune disease is increasing.
Nearly 2 billion people are overweight worldwide, including 340 million children according to the World Health Organization.		The National Institutes of Health estimates up to 23.5 million Americans suffer from an autoimmune disease.
	Diet-related disease is rising.	
	1 out of every 2 Americans will be diagnosed with a diet-related disease.	
Unhealthy eating is killing us.		Digestive health has declined.
Unhealthy eating and lack of activity kills 13 times more people than guns every year.		70 million Americans suffer from a digestive health condition.
	The future generation needs us.	
	For the first time in history, we are raising a generation that may not outlive their parents.	

THE CURRENT STATE OF COACHING

As health conditions rise, so does the demand for qualified health and nutrition coaches.
Highly-educated coaches are in high demand and the opportunities are endless.

Coaching has risen year after year.		People want health coaching.
Health and nutrition coaching has risen 38% in the last few years and is continuing to grow.		60% of Americans want health coaching according to a recent State of Health Coaching Survey.
	Coaching is growing - FAST!	
	Health coaching is predicted to grow another 21% by 2022 – faster than all industries on average.	
One of the highest-paying jobs.		Workplace wellness is in demand.
Health and wellness educator is one of the five fastest growing, highest-paying jobs.		Workplace wellness is estimated to be a \$6 billion industry, creating a demand for health and nutrition coaches.
	The fastest-growing jobs.	
	Health and wellness coach and mental health coach jobs are listed as the fastest-growing jobs in 2021 and beyond.	

YOU ARE THE SOLUTION



Now, more than ever, the world needs agents for change. We need people willing to step up and step out and say “no more”!

We know you have a calling towards something greater – more meaning, more influence, more wealth, more freedom. We feel it too!

You’re driven by your personal journey of finding solutions and now you want the knowledge, credibility, and confidence to help others live better lives.

If you’re ready and willing to lead the charge for better health, increased self-esteem, and improved mental wellness, then you won’t find a better program to help you do that.

By the time you complete the Certified Transformational Nutrition Coach program, you will have the information you need to confidently work with clients, make a great living, and most of all, make a difference.

WHAT YOU CAN DO AS A COACH

As a certified coach, you have the unique opportunity to start a new career, blaze your own path as an entrepreneur, or help others in any way that feels right to you!

Just a few of the things you can do with your certification are:

Coach clients one-one-one

Work in a doctor's office or hospital

Write a book

Host a television show, radio show, or podcast

Coach clients in groups

Become a highly respected influencer

Host retreats

Be a go-to expert for media and television shows

Host a cooking show

Create and run online coaching programs

Work in corporate wellness

Create a health and nutrition app

Be a public speaker

Create your own products

Become a private chef

License your content as an expert

Add coaching as an offering to your current work

Start health and wellness programs in your community

Whether you want to become a nutrition coach, add value to your existing career, or work in an organization, the CTNC Program will get you where you want to go.



Jelisa Smith

CERTIFIED TRANSFORMATIONAL NUTRITION COACH
FOUNDER, FUN, FIINE, AND FIT
CREATOR, JELISA SMITH FAMILY AND FITNESS

"There wasn't any other holistic program out there that I would be proud to say I went through this program and felt ready. I wanted people to take me seriously and ITN gave me that."

"I wanted more because the certification programs I had taken before didn't give me the full picture. I knew there was more to it than 'eat this, not that'.

When I found ITN, the business building component and the spirituality component were game changers. There wasn't any other holistic program out there that I would be proud to say I went through this program and felt ready. I wanted people to take me seriously and ITN gave me that."

HOW TO *BECOME A COACH*

INSTITUTE OF TRANSFORMATIONAL NUTRITION

COURSE CATALOG & GETTING STARTED GUIDE



Discover the elevated experience of becoming a coach here at ITN. Dive deep into the curriculum, learn about passion-based learning, and explore the lifetime benefits you'll receive as a student and graduate of ITN.

TO BECOME A SUCCESSFUL COACH, YOU NEED CONFIDENCE, CREDIBILITY, AND A PROVEN PLAN

As you know, the nutrition coaching industry is growing so fast it will make your head spin, but most coaches struggle to succeed because...

- ✗ They don't have a proven coaching model for their clients.
- ✗ No one has given them a simple plan for creating a successful career.
- ✗ They don't factor in mental and spiritual nutrition.
- ✗ They struggle to stand out from other coaches.
- ✗ They only focus on outdated wellness concepts and habit change.
- ✗ They don't have support from a personal coach or a community.

The good news is, when you have a modern-day coaching model that includes physical, mental, and spiritual nutrition partnered with a step-by-step business building blueprint, you're unstoppable!

THE CERTIFIED TRANSFORMATIONAL NUTRITION COACH® (CTNC) PROGRAM

The Certified Transformational Nutrition Coach (CTNC) certification program blends physical nutrition, mental nutrition, and spiritual nutrition into one science-based, proven system.

It's the most comprehensive coaching certification available and everything you need is included in your tuition. If you're committed to becoming a world-class coach, this is the path.

Why Certified Transformational Nutrition Coaches are the most sought-after coaches in the industry:

- We focus on physical, mental, and spiritual nutrition.
- We learn modern-day concepts not outdated, generic health advice.
- We are specialist coaches, thanks to our passion-based learning approach.
- We are credible, thanks to our numerous accreditations and partnerships.
- We have a personal coach and live coaching labs weekly so we're more confident.
- We are real coaches, not cheerleaders, who get their clients results using a proven model.

THE ITN *DIFFERENCE*

We're often imitated but never duplicated. Here are just three ways we stand out.

DIFFERENCE 01	DIFFERENCE 02	DIFFERENCE 03
<h2>CONFIDENCE</h2> <p>You get a personal coach to ensure your success, both personally and professionally, and give you the confidence to succeed from day one.</p>	<h2>CREDIBILITY</h2> <p>We are the most accredited nutrition school in the world, which makes your certification more valuable and your credential more respected.</p>	<h2>CURRICULUM</h2> <p>We only teach modern nutrition and coaching concepts, including the Transformational Nutrition Model that includes physical, mental, and spiritual nutrition.</p>



THE CTNC PROGRAM

CURRICULUM

The Certified Transformational Nutrition Coach (CTNC) program is divided into 5 modules – each specializing in an important part of overall health, coaching, and business building, so your education is complete.

It's the most comprehensive and credible coaching certification available.

01	Physical Nutrition (Science)	We dive deep into personalized nutrition including all 10 core areas of health such as digestive health, autoimmune issues, and hormone health.
02	Mental Nutrition (Psychology)	You'll explore mental health and emotions, behavioral psychology, and understand the importance of the gut-brain axis.
03	Spiritual Nutrition (Spirituality)	You'll discover the role of spirituality in health, how to manage fear, and embark on a journey of letting go of false beliefs, guilt, and shame for good.
04	Business Building Curriculum	Whether you want to start your own business, work in a corporation, or add coaching to your current career, we've got you covered.
05	Coaching Skills Curriculum	Discover the clear and proven coaching model and skills that get your clients success every time, no matter what.

SCIENCE MODULE

PHYSICAL NUTRITION

Our curriculum goes way beyond green smoothies, diets, and habit change. We dive deep with an understanding of functional nutrition, personalized nutrition, environmental factors, lifestyle, and proven protocols that create permanent changes.

PHYSICAL NUTRITION LESSONS

- 01 The Transformational Nutrition Model and Coaching Method
- 02 The Science of Nutrition, Biology, Biochemistry, and Components of Life
- 03 Anatomy and Physiology Part 1, Metabolism, and Structural Organization of the Body
- 04 Anatomy and Physiology Part 2, Types of Disease, and Multi-faceted Disease
- 05 Nutrients and Macronutrients, Carbohydrates, Protein, Fats, Air, and Water
- 06 Micronutrients: Vitamins and Minerals including Sources and RDI, Heavy Metals
- 07 Reading Labels, Eating Habits, Dietary Systems, Life Stage Health, and Meal Planning
- 08 Personalized Nutrition, The TN Model, Digestive Health, and Genetics/Epigenetics
- 09 Exposome, Hormones, Immune System, Liver Health, Detoxification, Kidney and Bladder, Cardiovascular System, and Male and Female (as Assigned at Birth) Health
- 10 External Environment and Lifestyle Factors, Toxins, Food Intolerances, Supplements, Socioeconomic Factors in Health

SCIENCE MODULE

PHYSICAL NUTRITION

- Discover our proven done-for-you system that allows you to create personalized health coaching protocols with zero guesswork – no matter what your client’s health condition - even if you’re just getting started!
- Discover anatomy and physiology presented in easy-to-understand systems and visual guides so you don’t feel overwhelmed or need a PhD to follow along.
- Fully understand the digestive system as well as powerful protocols to overcome digestive health conditions that can be personalized for your clients in just minutes!
- Learn exactly which foods to eat and avoid to overcome the most common health conditions including digestive concerns, blood sugar imbalances, hormone concerns, mental health conditions, autoimmune conditions, and more.
- Explore “leaky gut”, what it is, why everyone is talking about it, and a simple plan to help your clients overcome it.
- Discover the microbiome and the surprising impact it has on digestive health, aging, blood sugar, autism, diabetes, celiac disease, multiple sclerosis, liver disease, and more and what you can do about it!
- Discover how to detox the right way (it’s not what you think) as well as the most common detox mistakes and how to avoid them PLUS, get our done-for-you 10 Day Transformational Nutrition Reset Cleanse to use with your clients right away.
- ... and so much more.

TOPICS INCLUDE

Macronutrients
Micronutrients
Nutritional Supplementation
Body Systems
Genetics
Epigenetics
Anatomy & Physiology
Eating Habits
Reading Labels
Comparative Dietary Systems
Detox and Cleansing
Digestive Health
Intolerances/Sensitivities
Life Stage Health
Lifestyle Enhancement
Anti-aging
Stress
Skin Health
Weight Loss
Fatigue
Sexual Health
Athletic Performance
Health Conditions
Autoimmune Diseases
Adrenal Fatigue
Hormones
Heart Disease
Stroke
Respiratory Diseases
Thyroid Health
... and more

PSYCHOLOGY MODULE

MENTAL NUTRITION

We embrace and share a deep understanding of psychological issues and how they hold us back such as emotional eating, guilt, shame, vulnerability, control, fear, and more whereas other coaching certification programs do not. We don't shy away from the real issues plaguing our world today and the practical solutions we can offer as coaches.

MENTAL NUTRITION LESSONS

- 01 All About the Brain, Mind, and Nervous System
- 02 Up Close and Personal with Mental Disorders and Potential Causes
- 03 Psychology Pillar of The Transformational Nutrition Model, Exploring Trauma, Childhood, and Mental Environment
- 04 Emotional Intelligence, Self-Care, Emotional Hygiene, and Healing the Psyche



PSYCHOLOGY MODULE

MENTAL NUTRITION

- Finally understand why your clients make “unhealthy” choices (even when they know better) and how you can stop their self-sabotaging behaviors.
- Dive into the pitfalls of emotional eating and cravings, discover the #1 factor that keeps most clients from ever overcoming this, and learn how you can help in 3 easy steps.
- Discover the Gut-Brain-Axis and the critical role this “secret weapon” plays in health coaching as well as overall transformation (and how you can master this in just minutes!).
- Discover how childhood trauma plays an impactful role on health and how it just might be the root cause of your client’s physical health conditions as well.
- Explore the many potential causes of mental health disorders - including anxiety, depression, PTSD, ADD, ADHD, addiction, eating disorders, and more - and how they greatly impact both physical and mental health of your clients.
- Discover the Transformational Trauma Technique® and how you can coach your clients through the pain so they can find their power, get healthy, and experience happiness in all areas of their life.
- Discover powerful ways to help your clients strengthen their mental environment including relationships, self-worth, connection, self-expression, self-care, resilience, mindfulness, and more.
- ... and so much more.

TOPICS INCLUDE

Psychology of Nutrition
Neuroscience
Emotional Eating and Study of Emotions
Mental Blocks
Past Trauma
Mental Health and Wellness
Eating Disorders
Gut-Brain Axis
Mental Environment and Addiction
Behavioral Psychology
Anxiety, Depression, and PTSD
Obesity and the Mind/Body Connection
Psychological Impacts of Obesity
Psychological Triggers
Body Image
Stress and Eating Behavior Connections
Adaptive Stress
Fight or Flight
GI Issues and Cortisol
Extreme Self-Care
Mindful Eating
Myths About Mindful Eating
The French Connection
Gratitude As An Experience
Eating As An Experience
... and more

SPIRITUALITY MODULE

SPIRITUAL NUTRITION

We help students understand the clear picture of spirituality and its role in health and healing. It's not a religious focus but rather a focus on guiding people to develop deep connections and relationships – with themselves, others, their community, the planet, and a higher power if they so choose. We include powerful tools to help people understand their value, get out of their own way, and embrace an optimized version of themselves.

SPIRITUAL NUTRITION LESSONS

- 01 Spirituality, Holistic Health, and Transformation
- 02 Life Stage Spiritual Challenges and Solutions, Spiritual Awakenings, Consciousness, Upper Limits, and Letting Go
- 03 Flow, The Shadow, Spiritual Freedom and Transformation, and Transforming Shame
- 04 Spiritual Rituals and Practices and Incorporating Spirituality Into Coaching



SPIRITUALITY MODULE

SPIRITUAL NUTRITION

- Finally help your clients discover what they're really hungry for so they can end their battle with overeating, unhealthy choices, and judgmental thoughts for good.
- Understand spirituality, its role in health and the healing process, and the #1 reason it can't be overlooked.
- Discover how spirituality is different from religion and why this is so important for your clients.
- Explore the five basic spiritual needs and how you can help your clients meet them.
- Understand consciousness and the science behind it as well as the four hidden barriers and upper limits that keep your clients unhealthy and "stuck" in their own lives (and how they can break through them for good!).
- Discover the role that fear plays in health and how our Face and Embrace Method can transform your client's deepest fear into their greatest power.
- Explore how "you are what you eat" is untrue and how instead "you eat what you are" and why this is so critically important for your coaching clients.
- Explore spiritual rituals and practices including meditation, visualization, mindfulness, Emotional Freedom Technique (EFT), art therapy, breath work, and more.
- Discover how you can incorporate spirituality into coaching while honoring your client's personal beliefs or religion.
- ... and so much more.

TOPICS INCLUDE

Relationships & Connections
The 5 Basic Spiritual Needs
Meditation Practices
Managing Fear
Spiritual Practices & Rituals
Breathwork
The Role of Spirituality in Healing
Contributors to Spiritual Transformation
Spiritual Consciousness and Upper Limits
Understanding and Transcending Shame
Holistic Health
Introduction to Spirituality
Theories and Definitions of Spirituality
Difference Between Spirituality and Religion
Excavating Your Authentic Self
Spiritual Hunger and Overeating
How to Deal With Fear
Contributors to Spiritual Transformation
Spiritual Nutrition
Four Spiritual Aspects of Food
... and more

COACHING MODULE

EFFECTIVE COACHING SKILLS

As you know, real coaches don't just ask their clients how they're doing and what they want to work on. They have a clear and proven model that gets their clients success every time, no matter what.

COACHING LESSONS

- 01 Introduction to Coaching, Conducting your First Coaching Session
- 02 Scope of Practice, and The Top 5 Coaching Mistakes So You Can Avoid Them
- 03 What to Know Before Starting to Coach, Active Listening, The HUNGRY Method
- 04 Types of Coaching Sessions, Focus and Refocus the Conversation
- 05 Critical Coaching Skills, Client's Freedom of Choice, Intrinsic Motivation
- 06 Coaching Skills, Part 2, Client Active Experimentation and Self-Discovery
- 07 The Transformational Nutrition Coaching Method
- 08 Psychology in Coaching, Positive Psychological Resources
- 09 Discovering Trauma and The Transformational Trauma Technique
- 10 Positive Psychology, Coaching Processes

COACHING MODULE

EFFECTIVE COACHING SKILLS

COACHING LESSONS

- 11 Motivational Interviewing, Client-Centered Relationships
- 12 Spirituality and Spiritual Practices in Coaching
- 13 The Transformational Nutrition Coaching Method
- 14 What to Do When Your Client Isn't Making Progress, Goals, Accountability



COACHING MODULE

EFFECTIVE COACHING SKILLS

- Fully understand what the Transformational Nutrition Coaching Method® is and how you can use it to coach anyone, anywhere, with any condition – no guesswork required.
- Discover the two most important questions to ask your clients (that most health coaches ignore).
- Discover the #1 most important coaching tool you can ever hope to have (hint: you were born with it).
- Explore our Sample Sessions That Sell system and understand how to use it to close over 90% of your coaching discovery calls to sign up new clients on the spot.
- Discover the eight simple tools to use with your client when they feel stuck and like they're not getting results.
- How to fit coaching clients into your busy schedule even if you have kids, another career, or other interests.
- Uncover the secret to overcoming "Imposter Syndrome" for good so you can coach clients with confidence and never have to feel like you're not good enough or you don't know enough.
- Understand how the Transformational Nutrition Model can help you stand out from other coaches (and be higher paid).
- Understand the in's and out's of different types of coaching including one-on-one coaching, group coaching, online coaching, partner coaching, and high-end coaching and exactly how to conduct them from start to finish, no guesswork required!
- ... and so much more.

TOPICS INCLUDE

Transformational Nutrition Coaching Method®
Transformational Trauma Technique®
Transtheoretical Model
Positive Psychology
Motivational Interviewing
Developing Support Systems
Motivation Skills
Conscious Expansion
Effective Goal Setting
Coaching Session Structures
Client Centered Coaching
Neuro Linguistic Programming (NLP)
Appearance and Posture
Setting Boundaries
Confidentiality
Active Listening
Reflecting
Eye Contact
Voice Tone
Facial Expressions
Asking Powerful Questions
Body Language
Coaching Mistakes
The Myth of Willpower
Uncovering Root Causes
Beliefs & Emotions
Self-Worth
Transformational Touch
Technique
... and more

PROVEN BUSINESS BUILDING BLUEPRINT AND SUCCESS SYSTEM MODULE

BUSINESS BUILDING SKILLS

Whether you want to start your own business, work in a corporation, or add coaching to your current career, we've got you covered. Our business training follows an exclusive step-by-step blueprint that allows you to enjoy success on your terms.

BUSINESS BUILDING LESSONS

- 01 The Think and Do It: The Million Dollar Mindset, Your Million Dollar Mission, How to Create Success on Your Own Terms, and How to Organize and Set Up the Coaching Business Of Your Dreams Nutrition Model & Coaching Method
 - 02 Brand It: Your Unique Million Dollar Brand, How to Craft Compelling Copy, and the Power of Positioning
 - 03 Build It: How to Build Your Million Dollar Website, List, and Audience So You Are Seen as A Go-To Expert
 - 04 Share It: How to Create Powerful Content - and Share It – To Build Your Audience and Your Impact
 - 05 Monetize It: Million Dollar Coaching: How to Create the Life and Income You Want as A Health and Nutrition Coach with Coaching, Books, Programs and Products, Events, and More
 - 06 Market It: Your Million Dollar Marketing Strategy Made Easy, How to Get Publicity and What to Do with It, Using Social Media Effectively, and How to Build A Simple, Yet Successful Marketing Framework
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PROVEN BUSINESS BUILDING BLUEPRINT AND SUCCESS SYSTEM MODULE

BUSINESS BUILDING SKILLS

- How to start coaching clients (and get paid even before you graduate).
- Use our foolproof 6 Step Business Building Blueprint so you can successfully get your business up and running, even if you've never even thought about having your own business before.
- Three proven ways to eliminate fear from running a business (and why you must in order to succeed).
- Explore and implement the One-To-One-To-Many Blueprint that you can use to make from \$1k to \$10,000 each month in your health coaching business.
- Discover the mindset secrets of the world's most successful health coaches and nutrition experts and finally do the work in the world you're meant to do with confidence!
- Discover how to overcome your old money mindset so you can reach the level of success that you want, even if you've never had an abundance mindset before!
- Understand how to price your products, programs, and services using a simple system - no guesswork required.
- Learn how your own personal story of health and healing can impact others while growing your audience and building your business in the biggest possible way.
- How to build your million dollar brand and the #1 thing you MUST avoid at all costs when establishing your brand.
- The key to creating a marketing message that is authentic to you and attracts the clients you truly want to work with.

TOPICS INCLUDE

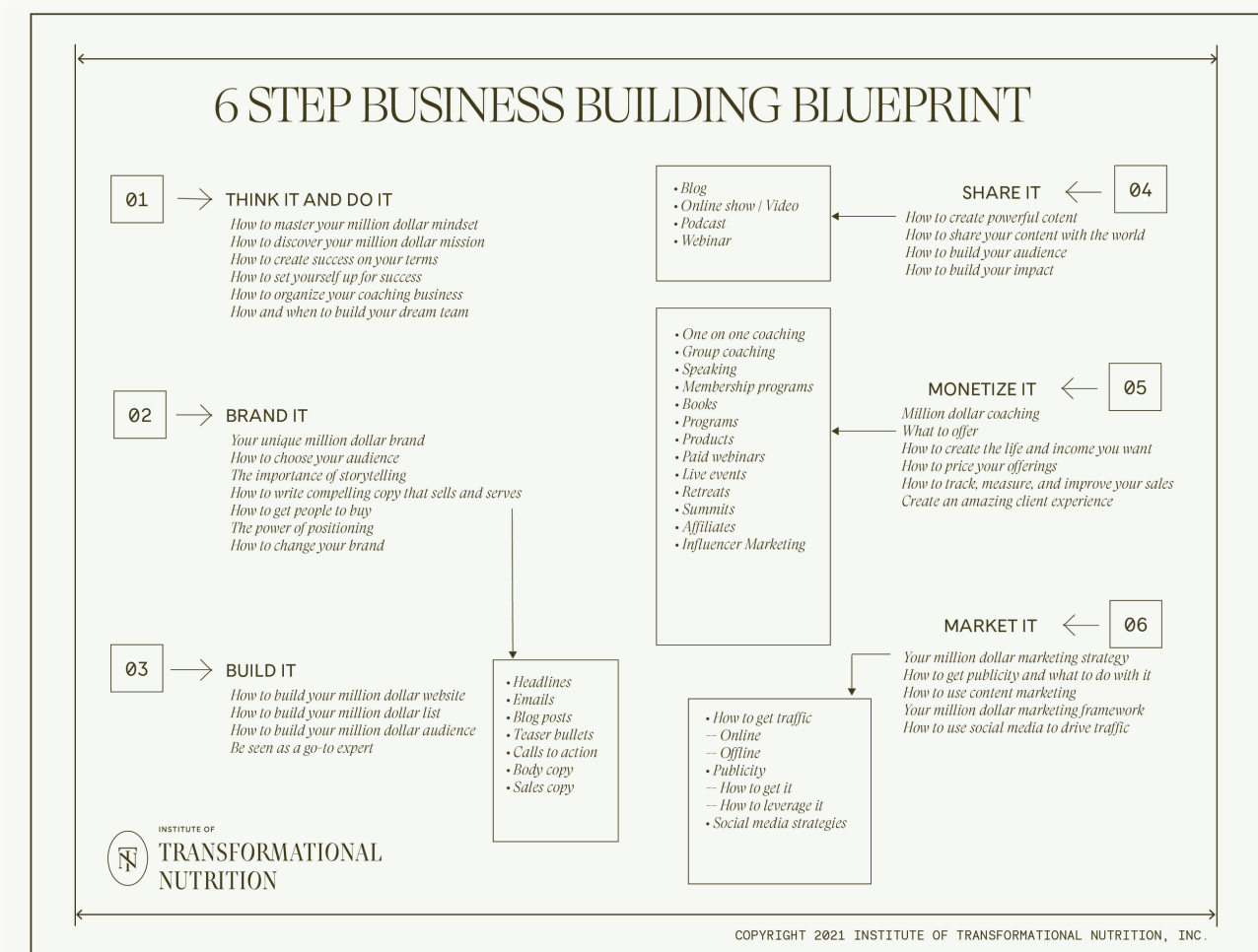
Eliminating Fear
Establishing Mindset
Healthy Esteem Around Money
What Is A Brand?
Tell Your Story
Competition
Your Ideal Client
Your "What Do You Do" Statement
Website Must Have and Have Not's
How to Name Your Business
Social Media
Multiple Streams of Income
Create Your Signature System
Your First Product in 3 Steps
Writing and Publishing a Book
Group Coaching
Private Coaching
Teleseminars/Webinars
Signature Programs
Certification Programs
Supplements
Speaking Engagements
Retreats
Membership Programs
Licensing
Copywriting
How to Get Publicity
... and more

PROVEN BUSINESS BUILDING BLUEPRINT AND SUCCESS SYSTEM MODULE

BUSINESS BUILDING BLUEPRINT

We don't believe in reinventing the wheel but rather taking tried and true best practices and making them simple. That's why we created the 6-Step Business Building Blueprint. You'll use it to build the business (and life) of your dreams - no guesswork required!

6-STEP BUSINESS BUILDING BLUEPRINT





"I signed my highest paying client ever last week, in the middle of a pandemic. It was a \$22,000 package, paid upfront in full."

Brandi Mackenzie

CERTIFIED TRANSFORMATIONAL NUTRITION COACH
CREATOR, NOURISHMENT TYPES & THE NOURISHED PROGRAM

"ITN will teach you the science, psychology and spirituality of running your business, of finding your voice and will support you in every turn. I am so grateful to have found this program and community!

I signed my highest paying client ever last week, in the middle of a pandemic. It was a \$22,000 package, paid upfront in full."

PLUS HUNDREDS OF DONE-FOR-YOU RESOURCES

Designed to Save You Time and Money While Positioning You
as a True Expert and Thought Leader

- 01 Done-For-You Protocols for All Health Conditions
- 02 Diet and Supplement Recommendations
- 03 Done-For-You Meal Plans & Recipes
- 04 Lifestyle and Spiritual Guides
- 05 Step-By-Step Coaching Guides for All Conditions
- 06 Hundreds of Client Handouts and Resources

For a modern-day coaching education where you'll discover how to overcome health conditions, explore mental wellness and trauma, and understand the role of spirituality in healing, while building a wildly successful and fulfilling business, apply for admission today.

APPLY NOW!

PASSION-BASED LEARNING

Enjoy a Second Coach Certification on Us and Stand Out as a
Credible Nutrition Coach

Once you finish your core Certified Transformational Nutrition Coach (CTNC) program, you can specialize in an area of your choice, earning you a second certification as a coach – on us!

Think of it like going to grad school – except way more fun.

CHOOSE FROM ANY OF THESE IN-DEMAND FIELDS:

- Certified Hormone Coach
- Certified Digestive Health Coach
- Certified Mental Wellness Coach
- Certified Autoimmune Coach
- Certified Cancer Coach
- Certified Holistic Health Coach
- Certified Diabetes Coach
- Certified Weight Loss Coach

CORE CERTIFICATION

CERTIFIED TRANSFORMATIONAL
NUTRITION COACH (CTNC)

SPECIALIST CERTIFICATION

CERTIFIED AUTOIMMUNE COACH
CERTIFIED DIABETES COACH
CERTIFIED DIGESTIVE HEALTH COACH
CERTIFIED CANCER COACH
CERTIFIED HORMONE COACH
CERTIFIED HOLISTIC HEALTH COACH
CERTIFIED WEIGHT LOSS COACH
CERTIFIED MENTAL WELLNESS COACH



"I have 10X'd my monthly income and am now earning multiple 5-figures per month consistently and still growing!"

Jenn Cino

CERTIFIED HORMONE COACH
CREATOR, FIT. PERIOD.
NAMED BEST ONLINE TRAINER 2021

"Before ITN, I blended in with most coaches and wasn't able to let my passion shine. It felt like a constant hustle trying to stand out without a niche.

ITN gave me the confidence to define myself and my business in a way that allowed me to help way more women and within 6 months of graduating as a specialist, I have 10x'd my monthly income and am now earning multiple 5-figures per month consistently & still growing.

Choosing ITN was one of the best things I've done and I can't recommend their programs more. The support you receive, from both staff and fellow students and graduates, is incomparable."

YOUR LEARNING *EXPERIENCE* AT ITN

INSTITUTE OF TRANSFORMATIONAL NUTRITION

YOUR LEARNING EXPERIENCE

The Certified Transformational Nutrition Coach (CTNC) Program is 9 months long.

You have 12 months to finish it because we know life gets in the way. This allows you time to rest, take vacation, and implement what you're learning.

The best part is you can take on clients even before you finish the course as most of our students do.

Our content is consistently updated so you stay on the cutting edge of what's working now.

Easily Integrate Your Studies Into Your Regularly Scheduled Life

We know you're busy. That's why all our programs are accessible online, 24/7.

Whether you're waiting in the carpool lane, taking a lunch break at your desk, or lounging in pajamas on a lazy Saturday, you always have access to furthering your dream career.

LIVE CLASSES & COACHING LABS	DOWNLOADABLE AUDIOS	DOWNLOADABLE TRANSCRIPTS
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WE DON'T JUST CARE ABOUT *COACHING* WE CARE ABOUT YOU

We don't think anyone should ever have to feel alone or stuck when reaching for their dreams. Here are just some of the ways we support you:

01 Your Own Personal Coach

When you enroll as a student, we'll give you a personal coach to ensure your success both personally and professionally to give you the confidence to succeed from day one. Because if you want to grow a successful business, you have to grow the person running it.

02 Live Business-Building and Coaching Labs

While we have exceptional coaching content you'll go through at your own pace, we also host live Coaching Labs weekly so you can connect with your peers, see coaching demos in real time, ask questions, and gain confidence as a coach. In our Business Building Labs, you'll get feedback and live answers to your most burning coaching and business questions.

03 Private Student Community

It's not just a course. It's a community. At ITN, learning is fun, transformative, and feels like you're in your living room with good friends. In our student community, you will connect, ask questions, and enjoy the process with people just like you from all over the globe.

04 Hundreds of Done-For-You Resources to Save You Time & Money

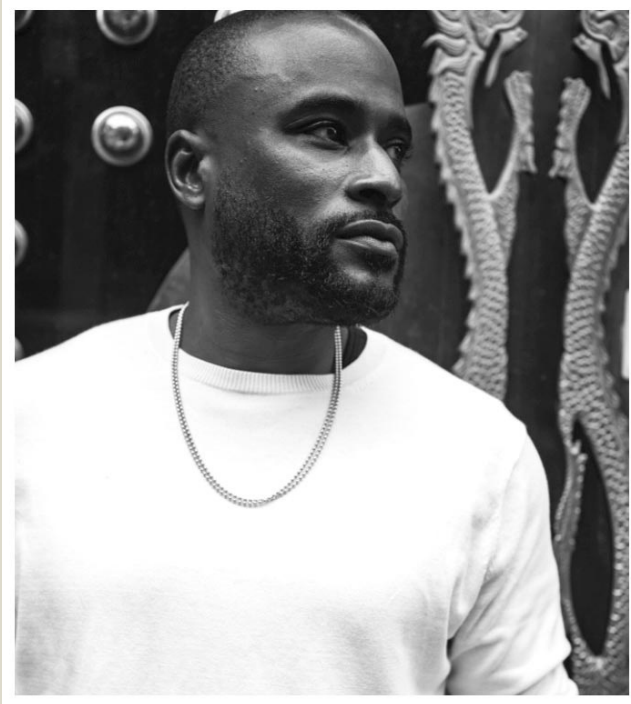
Imagine, having resources and step-by-step guides to help you confidently coach your clients. From protocols for top health conditions and done-for-you coaching programs that you can easily personalize to meal plans and supplement recommendations, you can position yourself as a true expert and thought leader while saving time and money.

05 Team ITN

We have an entire team of coaches and support staff here to support you no matter how big or small your need is. Whether it's technical or motivational, we've got you covered.

06 Lifetime Alumni Support

Even after you graduate, you'll enjoy a plethora of benefits including live coaching calls, alumni only access to the Student Learning Center with new content and trainings, continued access to your Business Building Blueprint and Business Lessons, an alumni only community, and access to the ITN Internship Program.



"People in my life had always come to me for advice and ITN taught me how to take those conversations to the next level and turn them into a successful business."

Marcus Anthony

CERTIFIED TRANSFORMATIONAL NUTRITION COACH
FOUNDER, MARCUS ANTHONY TABLE

"Finding ITN when I did was nothing short of miraculous. I thought I was going to up my nutrition knowledge and be on my way but that is so far from what I ended up gaining. People in my life had always come to me for advice and ITN taught me how to take those conversations to the next level and then turn them into a successful business.

I have to say too, diversity in the wellness industry is lacking and at ITN you not only feel inclusion but also part of the solution to creating a more diverse industry that is for everyone."

YOUR *PROFESSIONAL* COACHING LIBRARY

We've stored our life's work in a Professional Coaching Library just for you.

Access it any time for advanced concepts, business-building tools, and next-level courses.

Here are just a few courses you'll love, with more being added on a regular basis.

- Serve Clients, Make Money Fast Track Program
- 90 Day Business Building Blueprint
- Social Media Marketing Plan That Works
- NANP Board Certification Exam Prep Course
- 30 Secrets to a Successful Book Launch
- Build Your Empire – A Simple Model
- Time Management Mastery for Millionaires
- Access to Carnegie Mellon University Courses
- The Ultimate Guide to Partnering With a Physician
- ... and many more

Plus, you'll get access to two full done-for-you coaching programs that you can brand as your own and use with clients right out of the gate!

They include step-by-step instructions, meal plans, daily Transformational Nutrition protocols, coaching tips, and even recipes. Many of our coaches use these to jumpstart their business quickly with no guesswork required.



FACULTY & MEDICAL ADVISORY BOARD

The accomplished ITN Medical Advisory Board and Faculty members are the new generation's thought leaders in health, nutrition, and success.

In addition to our founder, Cynthia Garcia, teaching cutting-edge coaching techniques and business-building tools, these leading experts are committed to setting you up for success by revealing their exact protocols, systems, business strategies, and most importantly, the truth about what really works behind-the-scenes to get lasting results.

FACULTY MEMBERS & CLASSES TAUGHT:

- Shawn Stevenson – bestselling author, creator and host of the #1 iTunes health podcast: The Model Health Show
 - The Secrets to My Success In Business, Life, and Beyond
- JJ Virgin – 4x NYT best-selling author
 - Supporting Clients with an Elimination Diet – 7 Foods, 7 Pounds, 7 Days
- Dave Asprey – creator of Bulletproof Coffee, founder of Bulletproof 360, & 3x NYT bestselling author
 - The Bulletproof Solution to Reducing the Risk of (And Getting Rid Of) Diabetes
- Katie Wells – founder and CEO of WellnessMama.com & co-founder of Wellnesse
 - Time Management & Systems - How to Build a Business You Love In Just a Few Hours a Day
- Mike Bayer – life coach for the Dr. Phil Show, 2x NYT best-selling author, founder of CAST Centers
 - How to Be You, Only Better – Coaching Your Clients on Becoming Their Best Self (And Why It Matters)
- Bedros Keuilian – founder & CEO of Fit Body Boot Camp, best-selling author, speaker & business consultant
 - Multiply Your Income With High-Level Group Coaching and Masterminds

FACULTY MEMBERS & CLASSES TAUGHT:

FACULTY & MEDICAL ADVISORY BOARD

- Jim Kwik – NYT best-selling author, brain coach, host of Kwik Brain podcast
 - Upgrade Your Brain, Become Limitless
- Srinii Pillay – Harvard-trained psychiatrist and brain researcher, neuroscientist, best-selling author
 - The Power of Neuroscience to Create Change in Your Coaching Clients
- Dr. Alan Christianson – naturopathic physician & NYT best-selling author
 - The Thyroid Reset Diet – How to Improve Thyroid Health Through Iodine Regulation // Practical Steps, Food, Movement, and Powerful Lifestyle Practices That Improve Adrenal Health
- Dr. Kellyann Petrucci, M.S., N.D. – NYT best-selling author, 2x host for PBS specials, media personality
 - Secrets to Success from a Media Sensation and Global Expert
- Dr. Tom O'Bryan – founder of theDr.com, author, and creator of the documentary Betrayal: The Autoimmune Disease Solution They're Not Telling You
 - Advanced Autoimmune Training to Get Your Clients Results // Gluten, Thyroid Disease, and Their Health Connection
- Dr. Terry Wahls – Clinical Professor of Medicine at the University of Iowa & author of The Wahls Protocol
 - The Wahls Protocol – How to Use It to Address Autoimmune Diseases
- Selena Soo – publicity & marketing strategist & creator of Impacting Millions
 - Publicity and Media - How to Go from Hidden Gem to Household Name
- Dr. Brian Mowll - founder & medical director of SweetLife® Diabetes Health Centers
 - The Blood Sugar Blueprint – A Proven Plan for Balancing Blood Sugar
- Dr. Mark Atkinson – founder of the Human Potential Institute & creator of Human Potential Coaching
 - Uncovering Human Potential for Your Clients as a Coach
- Dr. Mike Dow, Psy.D – sought-after psychotherapist & NYT bestselling author
 - How to Fix Brain Fog

FACULTY MEMBERS & CLASSES TAUGHT:

FACULTY & MEDICAL ADVISORY BOARD

- Gina DeVee – leading women's empowerment coach and best-selling author
 - Understanding Coaching Basics // Transforming Limiting Beliefs // Creating Wealth Consciousness and The Life You Desire to Live // Designing A Successful Health Coaching Business
- Dr. Jeff Spencer – former Olympian, performance coach to Olympic athletes & founder of the Champions Blueprint
 - The Champion's Blueprint – How You Can Become the Champion of Your Life
- Jay Ferruggia – world renowned strength & conditioning specialist & muscle-building expert
 - How To Leverage Your Social Skills to Land Clients (Even If You're An Introvert)
- Natalie Ledwell – co-founder of Mind Movies & host of The Inspiration Show & WakeUp!
 - 5 Steps To A Success Mindset
- Zak Garcia – former CMO, Bulletproof Coffee, leading marketing & leadership strategist
 - Modern Marketing for Coaches: How to Build a Personal Brand That Serves You and Others In a Modern Day World
- Dr. Susan Albers, Psy.D - clinical psychologist at the Cleveland Clinic & NYT best-selling author of Eat Q: Unlock the Weight-Loss Power of Emotional Intelligence
 - EatQ – Unlock The Weight-Loss Power of Emotional Intelligence
- Bo Eason – former NFL All-Pro, actor, playwright, motivational speaker, leadership trainer, and best-selling author
 - How to Attract Clients by Mastering Your Personal Story
- Jennnifer Hudye – messaging expert, marketing strategist. & founder & CEO of Conscious Copy & Co.
 - How to Write Copy that Connects and Converts So You Can Attract More of Your Dream Clients
- Lisa Sasevich – founder & CEO of The Invisible Close, queen of sales conversions, business coach, & author of Meant For More
 - Meant For More – How to Tell Your Story to Serve Others and Make a Great Living // How to Boost Sales Using Irresistible Offers

FACULTY MEMBERS & CLASSES TAUGHT:

FACULTY & MEDICAL ADVISORY BOARD

- CJ Quinney Jr – motivational speaker & co-host of the podcast The Secret to Success
 - Building a Brand that Actually Connects and Converts
- Kate Erickson – engine at Entrepreneurs on Fire, host of the podcast Ditch Busy & co-author of The Podcast Journal
 - Time Management - The Secret to Running Your Business on Autopilot
- Marisa Murgatroyd – founder of Live Your Message & the creator of the Experience Product Masterclass
 - How to Create a Website that Gets Clients
- Jaime Masters – host of Eventual Millionaire podcast, business coach, best-selling author, & professional speaker
 - Relationships and Masterminds Essential to Becoming a Millionaire
- Natalie Jill – founder of Natalie Jill Fitness, best-selling author, brand & personal development strategist
 - Best Kept Secrets to Creating a Booming Social Media Presence (And a Thriving Business)
- Erin Matlock – founder of Brain Summit, artist, author, and consulting strategist in brain health
 - Mental Health and Successful Group Coaching
- Dr. Kim Millman, M.D. – Stanford-trained MD, board certified in internal medicine, with a PhD in infectious disease epidemiology & owner of the Millman Clinic
 - Know Your Nutrition Failure Points to Get Your Clients Real Results
- Dr. Anna Cabeca, OB-GYN – triple board certified OB-GYN & author of 2 best-selling books, board certified in anti-aging and regenerative Medicine
 - The Cutting-Edge Hormone Protocols that Mainstream Doctors Aren't Talking About and How They Can End Fatigue and Weight Gain
- Jessica Ortner – producer of The Tapping Solution & NYT best-selling author
 - The Tapping Solution For Weight Loss, Freedom From Food, and Body Confidence

FACULTY MEMBERS & CLASSES TAUGHT:

FACULTY & MEDICAL ADVISORY BOARD

- Tricia Greaves – founder of Heal Your Hunger & emotional eating expert
 - How to Heal The Underlying Causes of Food Addiction
- Sean Croxton – podcast host of the Quote of the Day Show, money mindset teacher, creator of Money Mind Academy
 - How to Bust Through Myths and Finally Discover the Truth About Health and Transformation
- Dr. Sara Gottfried, M.D. – Harvard Medical School and MIT trained MD, 2x NYT best-selling author
 - The Hormone Cure – Reclaim Balance, Sleep, Sex Drive, and Vitality Naturally With The Gottfried Protocol
- Kevin Gianni – CEO and co-founder of Annmarie Skin Care
 - How to Have the Biggest Health Impact With the Smallest Amount of Time and Money
- Robin Nielsen – Integrative Clinical Nutritionist, board-certified in holistic nutrition, women's health & hormone expert
 - Food, Sleep, and Passion – 3 Secrets to Fabulous Hormone Balancing and Vibrant Aging
- Nick Polizzi – founder of The Sacred Science and film director
 - How The Sacred Science of Plants Could Change Our Health and Vitality for Good
- Jonathan Bailor - founder of Wellness Engineering & CEO of SANE Solution & NYT best-selling author of The Calorie Myth
 - The Calorie Myth and How Knowing the Truth Can Heal Your Body and Life
- Dr. Fabrizio Mancini, DC. – 2x best-selling author of Chicken Soup for the Chiropractic Soul & host of the radio show, Self-Healing with Dr. Fab
 - The Power of Self-Healing – The Food, The Exercise, and The Lifestyle Made Simple
- Cynthia Garcia, CCN – CEO & founder ITN, 2x best-selling author, Certified Clinical Nutritionist (CCN)
 - The Transformational Nutrition Model and the Transformational Nutrition Coaching Method. Cynthia also teaches the CTNC course, business trainings, and the Certified Life Coach Course.
 - The CTNC program was developed by Cynthia Garcia - a leading nutrition expert with two decades of experience building her own multiple 7-figure practice and other 7-figure businesses in the health, wellness, and coaching industry.

Dave Asprey

FOUNDER OF BULLETPROOF

JJ Virgin

4X NYT BESTSELLING AUTHOR

Dr. Kellyann Petrucci

NYT AUTHOR, MEDIA EXPERT

“I strongly believe in ITN’s mission and the ability of the institute to train the next generation of coaches.”

“ITN is the program I would have enrolled in if it was available when I started. It includes EVERYTHING I wish I had known when I was starting out.”

“ITN is changing the game! As soon as I saw their one of a kind approach to health coaching and nutrition, I knew I HAD to be part of it!”



WHAT THE
EXPERTS SAY

WHAT'S REQUIRED FOR *CERTIFICATION*

INSTITUTE OF TRANSFORMATIONAL NUTRITION

WHAT'S REQUIRED FOR CERTIFICATION



- 01 Completion of the CTNC Program.
- 02 Passing score on the CTNC Certification Exam.

The Certified Transformational Nutrition Coach (CTNC) certification exam credential solidifies your professional identity as a coach. It demonstrates independent third-party verification that you have met certain coaching competency standards and are not only credible but experienced enough to coach safely and effectively.

But don't worry, we set you up for success starting on day one. If you go through the course, attend the coaching labs, and take advantage of your practice exams and one-on-one coaching, you'll have no trouble passing.

LIFETIME BENEFITS OF CERTIFICATION

Your investment in the Certified Transformational Nutrition Coach (CTNC) program at ITN includes a lifetime of benefits.

01 Alumni Only Access

This is an area of our Student Learning Portal that's reserved only for graduates of our CTNC course. Here you'll enjoy regular new content and trainings to make sure you're always on the cutting edge.

01 Alumni Coaching Calls

Receive helpful and inspiring coaching calls each month related to everything from building your business, mastering new coaching skills, and even coaching yourself. Ask questions in real time and connect with coaches just like you.

01 Business Building Blueprint Access

You'll receive continued access to the business lessons, including the Business Building Blueprint and any updates to make sure you're supported in building a successful business on your terms.

01 Alumni Only Community

Connect with fellow graduates and coaches to network, collaborate, and share resources for success.

01 ITN Intern Program Access

Your success is our North star. That's why we offer an Internship Program, specifically designed for our alumni. Enjoy placement in various companies in the health and wellness field where you'll gain experience, build your resume, and potentially get hired. This is an exclusive benefit only available to our alumni.

ACCREDITATIONS

At ITN, Your Modern-Day Education Is Globally Accredited, Recognized, and Respected (and Yes, It Matters)

In this modern-day world, accreditations and school licensure is critical. With more agencies looking to regulate and license coaching, it's critical that schools are approved by these programs, so their students and graduates can practice legally and stand out as credible coaches.

The power of our accreditations and partnerships reflects and affirms that our school provides a respected, modern education for our students. We are honored to achieve these accreditations and partnerships on a global level and even more honored to pass this level of integrity on to our graduates.

LICENSURE

The State of Washington Workforce Training and Education Coordinating Board

The Institute of Transformational Nutrition (ITN) is fully licensed and approved to operate as a post-secondary school in the State of Washington through the Workforce Training and Education Coordinating Board. Each year we undergo a vigorous evaluation to ensure we meet their high-level standards for education. Schools operating legally must be licensed through the state they are established in.

ACCREDITATIONS & APPROVALS

National Board-Certified Health & Wellness Coach (NBC-HWC)

The Certified Transformational Nutrition Coach (CTNC) Program is an Approved Health and Wellness Coach Training & Education Program by NBHWC, the gold standard for health coaches. That means that after you graduate, you are eligible to sit for the Certifying Exam and can earn your National Board Certified - Health and Wellness Coach credential for even more credibility.

National Association of Nutrition Professionals (NANP)

The NANP is the governing board in the field of holistic nutrition and health for nutrition coaches. After graduating from the Certified Transformational Nutrition Coach (CTNC) program, you are automatically eligible to sit for the board exam to add yet add another title after your name - Board Certified in Holistic Health - from the NANP.

International Coach Federation (ICF)

ITN is accredited by the International Coach Federation (ICF), the only globally recognized, independent credentialing program for coach practitioners, via their CCE program (Continuing Coach Education). ICF has the highest standards for its approved coaching program and we are proud to provide an advanced education that meets their standards. Upon completion of our Certified Transformational Nutrition Coach (CTNC) Certification program, you will earn continuing coach education credits with the ICF.

UK Health Coaches Association (UKHCA)

ITN's Certified Transformational Nutrition Coach (CTNC) Program is approved by the UK Health Coaches Association, the only UK professional resource dedicated to the advancement of health coaching and to providing support and advocacy for health coaches and their clients. Students and graduates of ITN will be accepted for UK Health Coaches membership to receive support, help establish your business, and more.

International Institute for Complementary Therapists (IICT)

ITN is fully recognized as an approved program by the International Institute for Complementary Therapists (IICT). IICT is the leading coach membership organization in 26 countries and provides membership and professional indemnity insurance for practitioners. All ITN graduates are eligible to join this prestigious organization.

American Association of Drugless Practitioners (AADP)

ITN is accredited through the American Association of Drugless Practitioners (AADP). The AADP is dedicated to promoting prestige among practitioners and requires an in-depth evaluation for educational programs like ours. Upon completion of your Certified Transformational Nutrition Coach Certification, you are qualified to become Board Certified as a Health & Wellness Coach through the AADP.

Federation of Holistic Therapists (FHT)

ITN is fully approved by the Federation of Holistic Therapists (FHT). FHT accreditation ensures that course providers and prospective students can be sure that qualifications and courses have been independently and externally assessed, meeting the highest standards. The Federation of Holistic Therapists (FHT) is the UK's leading professional association for therapists.

Health Coach Alliance

ITN has met the strict guidelines of the Health Coach Alliance. Accreditation of educational programs is focused on quality of instruction, overall curriculum, program delivery, and determining whether students completing the program have successfully learned the materials by way of effective knowledge testing methods. Completing our Certified Transformational Nutrition Coach (CTNC) Program will allow our graduates to receive both the Entry Level Registered Health Coach (RHC) Designation and the Advanced Standing Registered Health Coach and Nutrition Counsellor (RHNC).

Canadian Association for Integrative Nutrition

ITN is an approved school through the Canadian Association for Integrative Nutrition. The Canadian Association for Integrative Nutrition is a professional Association based in North Vancouver BC, founded on the principle that the Nutrition and Wellness Industry needs a unified voice. ITN graduates are automatically approved to join CAIN as a Registered Holistic Nutrition Coach (RHNC).



BECOME BOARD CERTIFIED

As the field of health and nutrition coaching grows, clients and companies are seeking out qualified coaches who have the highest-level credentials in the field. You qualify for both through the CTNC Program.

National Board-Certified Health & Wellness Coach (NBC-HWC)

The certification offered by NBHWC is recognized at a national level which supports the improved visibility and recognition of coaches as essential healthcare practitioners and valued members of the healthcare system everywhere. The national certification will also allow ITN modern-day coaches to stand apart from others who have not received adequate coach training, health training, or assessment of their coaching skills and knowledge.

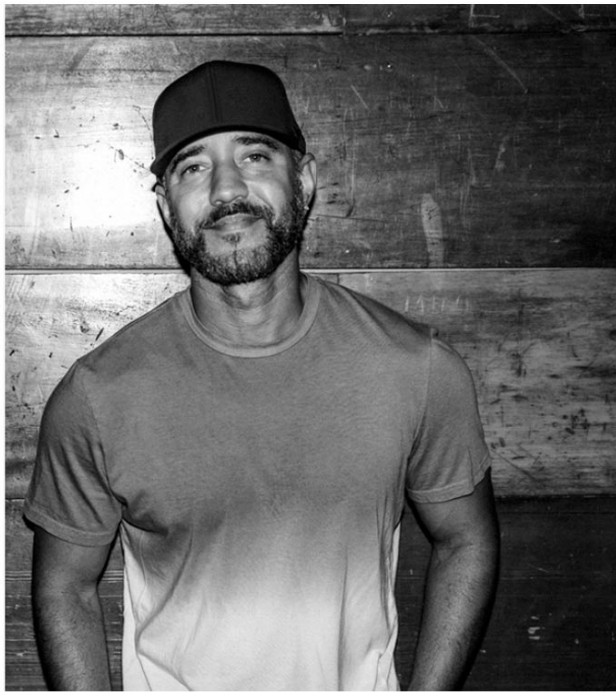
The Certified Transformational Nutrition Coach (CTNC) Program is an Approved Health and Wellness Coach Training & Education Program by NBHWC. That means that after our students graduate, they are eligible to sit for the Certifying Exam and can earn their NBC-HWC credential.

National Association of Nutrition Professionals (NANP)

Stand out as a true expert when you become Board Certified In Holistic Health with the National Association of Nutrition Professionals (NANP).

We worked closely with the NANP, a governing board in the field of holistic nutrition and health, through a vigorous, in-depth process, to ensure that our students are highly educated in the field of health coaching and holistic health and that their education meets or exceeds the requirement of the NANP to become an Approved School.

After graduating from the Certified Transformational Nutrition Coach (CTNC) program, you are automatically eligible to sit for the board exam to add yet add another title after your name - Board Certified in Holistic Health - from the NANP. We even provide a test prep guide to support you.



"ITN is the Harvard of health coaching schools. I could have chosen any school but I chose ITN and that has changed everything."

Shawn Stevenson

CERTIFIED TRANSFORMATIONAL NUTRITION COACH
CERTIFIED MASTER HEALTH COACH (MCTNC)
BESTSELLING AUTHOR OF "SLEEP SMARTER" AND "EAT SMARTER"
CREATOR OF THE #1 ITUNES HEALTH PODCAST, THE MODEL HEALTH SHOW

"ITN has the world's best coaching education here in one place, taught by the greatest teachers on the planet.

Between the step-by-step coaching system and the practical, actionable ways to build your business, ITN is the Harvard of health coaching schools.

I'm proud to be an ITN graduate and fired up to pay it forward as a faculty member! I could have chosen any school but I chose ITN and that has changed everything."

CERTIFICATION ROADMAP



01

Apply for Admission



02

*Get Started in your
Certification Course*



03

*Enjoy your Personal
Coaching Calls*



04

*Attend the Live Coaching
and Business Building
Labs*



05

*Connect and Collaborate
with a Global Community*



06

*Take Your Certification
Exam*



07

*Choose your Passion
Based Learning Course*



08

*Enjoy a wildly successful
career with meaning and
purpose on your terms!*



[APPLY NOW!](#)

THE INVESTMENT OF *A LIFETIME*

INSTITUTE OF TRANSFORMATIONAL NUTRITION

TUITION

Consider the things you invest money in throughout your life. Very few of them are likely to see a return, meaning you never get any of that money back.

Your education at ITN is not one of those things.

When you invest in yourself, we invest in you as well. We've created an industry-leading curriculum taught by the world's top experts so that your investment pays off time and time again for years to come.

We provide you with a personal coach, live coaching calls, and we even partner with companies to offer you employment opportunities.

Our students are highly paid and successful with many of them earning back their tuition in a very short time.

Not only does this program allow you to set yourself up for success financially, it allows you to feed your passion, fulfill your purpose, and enjoy more meaning in your life.

We believe that's worth investing in.

And speaking of success...

ENJOY A SUCCESSFUL CAREER	CHANGE PEOPLE'S LIVES	LIVE A LIFE OF FREEDOM
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AN EXCLUSIVE, PROVEN PROCESS FOR *SUCCESS*

For the past 17 years, Cynthia Garcia has spent thousands of hours and dollars sorting through every piece of science and working with countless clients to figure out an exclusive framework that anyone can use to be a successful coach.

She grew her own coaching business to multiple 7-figures, sold over a million copies of her books, built a successful empire, worked with celebrities and high-powered individuals, and has been featured on television and media outlets all over the world.

Inside the Business Building Blueprint in this course, she shares her exclusive method to build a successful coaching practice from the ground up.

That's what you have available to you right now. You can't find this complete education anywhere else.

And you certainly don't want to spend the time, money, energy, and effort to try to piece it together on your own.

WHAT'S INCLUDED

- Access to the Certified Transformational Nutrition (CTNC) course
- Access to a specialist course of your choice through our Passion Based Learning program
- A personal coach for 12 months
- Access to live Coaching Labs each week
- Access to live Business Building Labs
- Access to our Professional Coaching Library (our life's work)
- Done-for-you templates, guides, and health protocols
- Access to lifetime learning benefits for alumni
- Access to our expert faculty and medical advisor courses
- Access to private student community and network
- And so much more

YOUR TUITION

There are two options for tuition to the Certified Transformational Nutrition Coach (CTNC) program with Lifetime Alumni Benefits:

Option One

10 PAYMENTS OF \$1,100

BILLED EVERY 30 DAYS

APPLY NOW

Option Two

1 PAYMENT \$9,997

BILLED UPON ENROLLMENT

APPLY NOW



"If you're looking for a coaching school that will prepare you for an amazing, successful career, you can't get better than ITN."

Katie Wells

CERTIFIED TRANSFORMATIONAL NUTRITION COACH
CERTIFIED MASTER HEALTH COACH (MCTNC)
FOUNDER OF WELLNESSMAMA.COM AND WELLNESSE

"Choosing ITN to advance my nutrition and health education was a no-brainer!

Not only is it the most top-of-the-line and respected program in the world, but the support and certification courses are second to none! Plus they give you the tools you need to create a thriving business!

If you're looking for a coaching school that will prepare you for an amazing, successful career, you can't get better than ITN."

ADMISSIONS

At ITN, we measure our success by the success of our students. We want this to be a perfect match. As part of that, we require students to apply for admission.

The application is a quick process and there is no fee or commitment.

If we're not the right school for you, we will make other recommendations for one that is as well as additional resources that will help support you in your coaching endeavors.

If you are accepted as a student, you will be given a personal invitation to enroll. You can choose the tuition payment option that works best for you at that time.

As soon as you enroll at ITN, you will begin to receive next-level training that can be applied to your business and your life right away to give you the income, impact, and freedom you desire.

APPLY NOW!



HOW TO BECOME A *SUCCESSFUL* NUTRITION COACH

01 Apply for admission to ITN. ☐

02 Experience a modern-day
certification course. ☐

03 Enjoy your dream career (and
your dream life)! ☐

APPLY NOW!



"In my first month of business, I made \$5,000 and over the next few months that increased to five figures a month and climbing."

Shanna Lee

CERTIFIED TRANSFORMATIONAL NUTRITION COACH
AUTHOR, THE SOUL FREQUENCY & SPEAKER
CREATOR, THE SOUL FREQUENCY EXPERIENCE

"ITN changed my life. I learned how to coach effectively, set up my business, and keep growing personally and professionally.

In my first month of business, I made \$5,000 and over the next few months that increased to five figures a month and climbing.

I am so grateful for my new life, and to Cynthia for showing me how to make my dreams a reality."

HOW TO GET *STARTED*

INSTITUTE OF TRANSFORMATIONAL NUTRITION

HOW TO GET STARTED

You can do this. There's no previous experience necessary. We will train you on the proven processes and exclusive coaching methods needed to help people improve their health and their lives.

You have a calling towards something greater – more meaning, more influence, more wealth, more freedom.

You want the knowledge, credibility, and confidence to help others live better lives.

Whether you want to become a nutrition coach, add value to your existing career, or work in an organization, the CTNC Program will get you where you want to go.

The nutrition and health coaching industry is a \$7 billion market and growing.

More and more people are hiring coaches to give them a plan to feel better and live better.

However, most nutrition coaches aren't coaches, they're cheerleaders.

There is a huge difference between a coach and a cheerleader. A cheerleader provides encouragement and hype, but a coach does much more. They provide a real model that transforms their client's lives.

Clients are looking for more. They're looking for a proven system they can trust to deliver results. One that redefines nutrition for the modern world we live in.

Becoming a Certified Transformational Nutrition Coach is your path to delivering results for your clients while building the career and life of your dreams.

With our modern-day, credible nutrition coaching certification and the drive and ambition you bring to the table, together we can be unstoppable.

YOU HAVE TWO OPTIONS

INSTITUTE OF TRANSFORMATIONAL NUTRITION

HOW TO GET STARTED

OPTION #1:

You don't take action. You could likely be here a year from now, still trying to piece it together.

You will continue to lack fulfillment and crave more. You'll see others living the life you want, thinking "that should be me."

OPTION #2:

Make the decision to enjoy a fulfilling career where you help others, are seen as a confident leader, and define success on your terms doing what makes you feel alive.

You can make a difference in people's lives – starting with your own.

Don't forget that. It doesn't matter how small you start, start now, and start something that matters.

Apply to become a Certified Transformational Nutrition Coach today. It takes less than 5 minutes and there's no commitment required.

You didn't come this far to only come this far.

APPLY

[APPLY NOW!](#)

Have questions or want to speak with an Advisor?

Email us at success@transformationalnutrition.com or call us at 866-933-4492.