

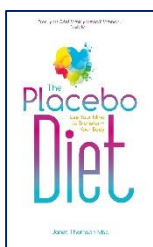


Placebo Diet Coaches Programme

The diet industry is worth billions. It's estimated that 48% of Brits have tried to lose weight in the last year alone. This figure has been constant for many years. People repeatedly spend and spend again in search of a magical cure. The reality is that traditional diets as we think of them, just do not work. In fact, many of them leave your body in a metabolic muddle, actually reducing the amount of calories you are able to burn leading to more weight gain. There is more misinformation about how to lose weight and "which diet is best" than almost any other industry, and much of the advice is conflicting. Yet it needn't be.

How would you like to be able to offer a totally unique approach that can liberate your clients, old and new, from the endless cycle of diets that don't work; and teach them how to change how they think and feel about food (and themselves) and offer a super simple colour code nutrition system that makes it easy and pleasurable to choose the foods that make you slim. **Well now you can.**

The average age for a first diet is 26 years, but one in three women started a slimming regime between the ages of 15 and 20



What is the Placebo Diet?

The Placebo Diet was first published (Hayhouse) as a book in 2016 and has been heavily featured in National Media. It is also available as an interactive online programme The Placebo Diet At Home, and is delivered as a luxury retreat at Champneys Spa's. It is a comprehensive programme that teaches you how to use your mind to change your body.



Every day we make around 200 decisions about food, yet 90% of these are made in the unconscious mind. They are habits. The Placebo Diet explains how habits are

Most women give up diets after five weeks, two days and 43 minutes

formed, and more importantly, how to change them. Through a step by step process that is both informative and empowering, The Placebo Diet really does reach the parts other diets just don't reach. To support all of the great psychological techniques, there is a nutritionally sound colour code system that is easy to understand (and teach) and highly effective.



Who is Janet Thomson?

I am a Best Selling author of 6 books (5 of which are weight loss related) and one Number One Fitness DVD "Fat To Flat"; Initially I trained as a lecturer and worked in a University College training fitness instructors, but later went on to expand my skill set by training and qualifying in a variety of psychological therapies to add to my MSc (Nutrition and Exercise Science). I have worked extensively in the media, on TV, Radio and in many national media publications, as a credible "expert". With an extensive and highly successful career in the Health & Fitness Industry, as Head Of Training for a National Slimming Chain and then as owner of my own 3 Health Clubs, combined with the academic credentials you would expect from an "expert", I am uniquely placed to have created and now deliver such a holistic and well researched programme.

Nearly a third of women have actually put weight on during a diet, with the average weight gain being 3.9lbs

Why do you need the Placebo Diet?

If you are a coach or therapist and want to expand your skill set with existing weight loss clients, or attract new ones; as a Placebo Diet Coach you will have a level of credibility that is marketable. You will be able to deliver a programme that is safe and effective. I have been running the programme with clients successfully for several years, and the Colour Code nutrition system was trialled in my own health clubs for 10 years with excellent results. It's safe, fad free, and effective. That combined with



the psychological element makes it unlike, and more effective than any other programme.

What are the benefits of being a Placebo Diet Coach?

Not only will you have the credibility to market and deliver a safe and effective programme, you will also have the support of a knowledgeable and experienced team. You will have all the materials you need to deliver The Placebo Diet in 3 formats:

- 6 sessions of 2-3 hours (usually in small groups)
- 1 day workshops
- One to one programmes

You will also receive a short presentation for doing “taster” talks and demos.

Other formats will be developed over time and you may wish to develop your own subject to meeting certain criteria.

Over time, you will benefit from a National advertising campaign to raise awareness of The Placebo Diet and you will have your own Placebo Diet Coach page linked to The Placebo Diet website.

You will have the opportunity to generate income from the workshops and groups, and also from upsells such as The Placebo Diet at Home programme.

You will undoubtedly generate many leads for additional sessions with your new weight loss clients, in areas other than weight loss.

The top five cravings which people find hardest to resist during a diet are chocolate, crisps, cheese, bread and wine

What is the Training?



The training will consist of a total of 5 days training divided into 2 weekends. You will also have access to The Placebo Diet at Home video and MP3 package and other material to watch and learn. There will be regular web chats to support coaches and

a private FB page where you can exchange ideas and experiences with other coaches and of course ask questions.

While one in seven (13 per cent) women in Britain stick to a diet for 13 weeks or more, nearly one in four (19 per cent) succumb to their favourite food cravings after a month

What do I have to do to be considered as a Placebo Diet Coach?

Having been involved in the setting up and running of a National Slimming Chain franchise, as you can imagine I am very keen to only recruit coaches who best represent The Placebo Diet brand. You must be able to deliver the programme effectively and according to a structure, and also put your own personality into it.

I am looking for candidates who are inspiring individuals with some coaching or therapeutic qualifications and experience. Anyone who has trained with Karl Smith and Kevin Laye would have a distinct advantage in this respect, but if you have any relevant training I am happy to consider you.

It will be a licence not a franchise, so there will not be set geographical areas or postcodes. In addition to my generic The Placebo Diet PR campaigns, you will need to be proactive and promote your business in terms of local and social media. To help you do this I will provide articles that you can use for press releases or talks to groups or organisations in your local area. We will also have a social media expert to give you advice and guidance to get you started and create your own personal strategy.

If health and fitness is not important to you then you will not be able to deliver the programme in a congruent manner and are unlikely to inspire others. This does not mean you have to be a certain size or weight, but you do have to have a certain mind-set and “walk the talk”.

The most popular reason for losing weight for women was being shocked at seeing themselves in a photograph or catching a glimpse of themselves in a shop window

What is the financial investment?

The financial package will be explained to all applicants who get to the next stage, but the aim is that you have an extremely profitable business opportunity from day 1 and this is an important factor we are considering as we create the package.

What Do I Have To Do Now?

Simply complete the application form and questionnaire and return it to janet@theplacebodiet.co.uk

Please note if you are successful the dates for the training are provisionally July 29/30th and September 1-3rd 2017. You will need to have attended the Food Matters course (next date April 8th).





Coaches Application Form

Name: Piers Day D.O.B. 21/04/62

Email address: info@suffolkhypnotherapy.co.uk

Phone number 07716008836

Postal address: Hammond Lodge, Rattlesden Road, Drinkstone, Suffolk IP30 9TL

Relevant qualifications, include course title and dates. Please list any non -certified workshops that you feel may be relevant.

16 years in the Hypnotherapy Industry – many courses and qualifications – plus NLP and about ot do my appraisal for BWRT.

Was a APHP supervisor but not active.



Brief job/employment history including current status.

Relevant Experience in a coaching (group or one to one) or therapeutic setting



What would you say are your top 3 strengths as a coach or therapist?

1. 16 years experience seeing 5-8 clients a day for 5 days a week
2. ICF Lifecoach/Business Coach alongside my therapy work.
3. Patience, understanding, professionalism and trust

List 3 areas would you like to be even better

1. confidence in working in new therapies
2. still wanting to learn more
3. looking for more robust ways to help clients lose weight

How would you integrate being a Placebo Diet Coach into your current situation?

At work I would build it into my practise – at home it will help me get thinner (I gave up smoking in 1992 and put on 6 stone which I have been trying to lose since

Once I know more I will be in a better position to comment!

What experience do you have (if any) in self-promotion social media etc. (please note this is not an essential requirement to be a successful applicant)

16 years in the trade and working in a busy environment – I use social media and self promotion dailey – no qualifications but use it on a learn as you go method.

If you have a Facebook Page please place the link here – piersdayhypnotherapy – not often used

If you have a twitter account please give details here

On a scale of 1 – 10 how I.T. “SAVVY” would you consider yourself?

6 out of 10

On a scale of 1 – 10 how comfortable are you speaking: 10 – I do group work

In front of small groups 1 – 5 - 10

In front of groups 5 – 10 - 10

In front of groups 10-20 - 10

In front of groups 20+ - 10 – happy with big groups



In your own words, what would make you a great Placebo Diet Coach

I see 15 clients a week for weight control in my 1to1 sessions and used to see 100 a week in my groups (presently do none)

What is your motivation to become a Placebo Diet Coach?

I know little about it however have heard good things so would like to know more and learn more.

He or she who stops learning is an idiot or dead.



If you would like to add any additional information, please use this page

