

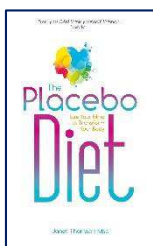


## Placebo Diet Coaches Programme

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 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.

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



### **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 a variety of different formats including:

- Telephone coaching through the Placebo Diet at Home online coaching course (7 x 30 minute calls)
- 6 sessions of 2-3 hours (usually in small groups)
- 1 day workshops
- Tailored 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.

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

As a licensed Placebo Diet coach you will have your own page on/linked to The Placebo Diet official website.

*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 initial training is a 2 day open weekend (available to all). After successfully completing this you will join our specialised coaches training which is made up of extensive telephone coaching where you will be personally guided through the Placebo Diet at Home programme, group coaching sessions and workshops, including the Nutrition day. You will also receive video tutorials and MP3s.



Rest assured we will only allow coaches to begin working as a licensed PD coach until both you and we are 100% happy you are fully prepared. Your previous training and coaching experience may impact this, whilst other less experienced practitioners may need a little longer. There is no one size fits all, you will get as much coaching as you need.

We will also be creating a private FB page where you can exchange ideas and experiences with other coaches and of course ask questions directly. New coaching material e.g MP4 and MP3s will be posted here as they are created as a permanent 24/7 resource.

*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. To be accepted as a coach, you will need to convince us that you are genuinely passionate about representing the brand and believe in the product.

We are 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 we are 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 we 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. There will be optional additional packages to meet this need depending on your requirements so that if you don't need it you don't pay for it.

If your own 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, in fact sometimes potential clients relate better to a "normal" size person as opposed to someone too slim; but of course 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](mailto:janet@theplacebodiet.co.uk)

*Please note if you are successful the next training is October 21/22<sup>nd</sup> 2017*

Venue for all trainings is currently Crowne Plaza London 100 Cromwell Rd, Kensington, London SW7 4ER, UK. Please note accommodation is not included.





## Coaches Application Form

Name:	D.O.B.
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Email address:
Phone number

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

2.

3.

List 3 areas would you like to be even better

1.

2.

3.

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





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)

If you have a Facebook Page please place the link here

If you have a twitter account please give details here

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

On a scale of 1 – 10 how comfortable are you speaking:

In front of small groups 1 – 5

In front of groups 5 – 10

In front of groups 10-20

In front of groups 20+

On the telephone in a one to one coaching situation



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

What is your motivation to become a Placebo Diet Coach?



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



