



8 Step Guide to Becoming a Nutrition & Wellness Consultant



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Introduction

Whether you're a seasoned health and fitness enthusiast, recently received a health related degree, or just developing an interest; we have designed this guide for anyone who is passionate about the health and wellness industry and considering an opportunity in this field. In our 8 Step Guide to Becoming a Nutrition & Wellness Consultant, we will walk you through the key elements of nutrition and wellness, and provide you with a step by step guide for pursuing and obtaining a professional certification in the field.

A Market with Growing Opportunities

As consumers rapidly become more health conscious and the demand for more nutritional information continues to rise, we'll see the market continue to dominate. With the stability of the market and an increase in related trends, it's clear that a healthy and active lifestyle is becoming an essential piece of our evolving culture. As a result, consumers are becoming more aware of the correlation between what they eat and how they feel.



Introduction (cont'd)

The question is, what does this mean for aspiring health and wellness professionals? With the innovative nature of the industry, coupled with a growing market opportunity, we can only expect the demand for health professionals to grow. If you're passionate about health, nutrition and wellness and are interested in sharing your passion to transform lifestyles through nutrition and education, a career in health and wellness could be right for you.

The Role of a Nutrition and Wellness Consultant

A Nutrition and Wellness Consultant has a number of different responsibilities, including:

- Assisting clients with healthy eating habits and weight management goals.
- Advising and presenting a balanced nutritional strategy.
- Discussing and advising on weight management plans.

Introduction (cont'd)

- Assisting clients with nutritional goals and offering a sound nutritional plan for optimizing health.
- Recognizing appropriate behavioral change modifications and dietary approaches for different ages and populations.

... and more.





1. Establish & Identify Your Goals and Objectives

Before you get ready to jump-start your career, it's important to identify and understand why you became interested in the first place and what you're hoping to gain from your certification. Establishing clear goals and objectives will give you the foundation you need to pursue your career in a direction that's right for you. Does your goal and objective involve inspiring others through essential health and wellness education? Or maybe you're just looking for a more fulfilling lifestyle and career path. Whatever your objective may be, it's important to have passion and drive in order to succeed in this competitive industry.



Here are a couple of questions to ask yourself, before you start exploring your career path:



1. Establish & Identify Your Goals and Objectives

1. Are you passionate about a career in nutrition and wellness? Successful professionals love what they do and inspire others to feel more positive towards adopting a healthy and more fulfilling lifestyle. Your clients will be looking to you for advice, encouragement and the guidance they need in order to feel confident in their lifestyle change. When you lead by example, and have the ability to inspire others to make lifestyle changes, you'll not only help your client feel like they're making the right choice, but will build credibility and trust within the industry.

2. Are you prepared to enter an industry that is always evolving? Nutrition is always evolving so a passion and motivation for not only your career path but for education is essential to your success. Be prepared to keep up with evolving trends and new findings to ensure that you're delivering your client the nutritional information they need in order to get the most out of each session and ultimately, reach their health, fitness and wellness goals.

Regardless of your goal or objective, it's essential that you're passionate, motivated and lead by example in order for your clients and potential prospects to feel confident in your approach.



2. Hire Your Own Nutrition and Wellness Consultant

One of the best ways to immerse yourself into the health and wellness industry is to experience it first-hand. This is a perfect opportunity for you to see what you would personally want to get out of a Nutrition & Wellness Consultant and what you would expect out of each meeting. Are they effective or ineffective with their approach? This is your chance to critique their counseling and use it to improve your own techniques in the future.

Since every health and wellness professional has their own style of counseling, start thinking about how you can develop authenticity in your approach. While some consultants have a more authoritative approach, others try to get the root of the unbalanced diet through a gentle, holistic approach. It's all about finding your own training style and methods, while ensuring that it works for your clientele. If you can master a variety of different techniques, you'll have the opportunity to work with a range of different clients, which will ultimately lead to a much larger clientele-base.



3. Enroll in a Nutrition and Wellness Program

Before you can establish yourself in the nutrition and wellness space, you'll need to enroll in a certification program. While there are a number of different ways you can acquire your certification, you need to first and foremost determine what learning environment is going to help you succeed. Obtaining your professional certification requires time and dedication to the program so be sure that you decide what will work best for you and set you up for success.

Whether you decide to take your learning to the classroom, or obtain your certification online, it's important to do your research first. For example, there are a number of different certification programs available on the internet, making it imperative that you choose one that adheres to high standards and has third-party accreditation. This ensures that their certification process is recognized and respected among the fitness community.

4. Apply for an Internship

Though this isn't necessarily a requirement, working as an intern is a great way to get hands-on learning experience and develop relationships in the field. When you make the effort to immerse yourself in the industry even before you earn your certification you can establish yourself and prove your worth before being considered a certified professional.

An internship coupled with an accredited certification program will provide you with the knowledge and experience you need to assist clients in reaching optimal health. Not to mention you'll have the opportunity to shadow a well-established professional during their own nutrition and wellness sessions and experience first-hand how they offer nutritional plans for optimizing health, recognizing behavioral patterns and formulating meal plans that align with their clients' goals.





5. Earn Your Certification

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6. Find the Best Fit

Health, wellness and nutrition is a very competitive market - but with a well-respected certification you can find your place in a professional setting. The right program will provide you with the knowledge you need to give educated guidance to a client or potential client seeking nutritional advice on weight management and help to enhance their health and fitness performance.

Career opportunities you can pursue with a nutrition and wellness consultant certification include:

- Nutrition and Wellness Consulting
- Nutrition Coach
- Food Supplement Sales
- Nutrition and Wellness Writer
- Corporate Wellness Centers
- Weight Loss Centers
- Health Food and Nutrition Retail Stores
- Nutrition and Wellness Education





7. Master the Consultation

A consultation is a lot like a first impression; if you fail to connect and resonate with your potential client, you could miss out on an opportunity to help them adopt a healthier lifestyle. In order to connect with them, you will need to prove that you're knowledgeable, committed and dedicated to meeting their goals.

Here are a few tips for becoming a master with your consultation:

- Confirm every consultation: Your potential client is investing time, money and a commitment with you, so it's important that you confirm their consultation prior to the first meeting. This will help to give some personality to your name, increase the likelihood that they will commit to the consultation and get them excited about meeting you and beginning their health and fitness journey.
- Help your client feel at ease: One of the best ways to help your client feel more at ease is by sharing your own personal gains from a nutrition overhaul. Did you once lead an unhealthy lifestyle? Were you overweight? Sharing how you overcame these obstacles can make them feel more motivated and confident that you're here to help them meet their own personal goals.



7. Master the Consultation

- Ask the right questions and help them understand the importance of nutrition: Whether your client is in need of a complete diet overhaul, or they are looking to manage a medical condition like Celiac disease, it's important to gain a full understanding before you start offering solutions. This is also a perfect time to educate your client of the importance of nutrition and how everything from their stress levels to their weight can change drastically with a few lifestyle and nutrition changes.
- You're both in this together: Working with a nutritionist can be highly beneficial for a variety of different reasons. However, your client needs to feel like they have your support to accomplish their nutrition goals, as well as take them to the next level. Reassure them that you're both in this together and let them know that you will be doing everything you can to help them stay motivated and move one step closer towards their goals everyday.

These steps are essential if you want to “close the deal,” build a relationship, understand their goals and gain more clientele.



8. Weigh Advancement Opportunities

About the Nutrition and Wellness Consultant Certification Program

The [AFPA Nutrition & Wellness Consultant Certification](#) program provides educational guidance for those seeking nutritional advice on weight management and enhancing health and fitness performance. The program also builds the fundamental skills of counseling strategies and protocol through action-based worksheets and practical case studies. Learn how to effectively communicate with clients to reach and exceed their desired health goals.

AFPA Nutrition & Wellness Consultant, Weight Management Consultant, Holistic Nutrition curriculum fully meets the American Naturopathic Medical Accreditation Board's (ANMAB) Accreditation Board educational requirements. Graduates of AFPA are eligible to apply to be a Board Certified Holistic Health Care Practitioner, Board Certified Nutritional Consultant or Board Certified Holistic Nutritionist through the American Naturopathic Medical Certification Board (ANMCB).



8. Weigh Advancement Opportunities

What Can You Expect to Learn?

Starting with the fundamentals of nutrition (such as nutrition analysis and macronutrients vs. micronutrients) and diving into the more advanced topics, your certification will provide you with the education you need to guide and support your client through weight loss and management goals and meal planning, as well as enhanced health and fitness performance.

A Nutrition and Wellness Consultant Certification is one that individuals already working in the health industry may consider, so it's not just a way to get into the industry, but a way to expand your knowledge and advance your options in the field. For example, a physician or chiropractor may consider this certification in order to expand their services and provide nutritional advice as a way to promote healthy choices and positive lifestyle changes.

As a Nutrition and Wellness Consultant, you can help your clients develop better eating habits, achieve their weight loss or fitness goals, create a meal plan that helps them meet and exceed their goals and, ultimately, help your client maintain a healthy and fulfilling



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lifestyle change. It's also an opportunity to help inspire others to adopt a positive lifestyle and encourage them to shape an overall happier and healthier outlook on life.

Why AFPA?

Just like you, we share a passion for nutrition and wellness and the benefits of inspiring others through health and wellness coaching. We offer a number of different certification programs that are aligned with your goals and objectives, ultimately helping you gain a competitive advantage in the industry.

At AFPA, we bring you the most advanced, innovative and rewarding certification programs with a specialized focus on delivering the education you need to succeed. Our globally recognized, accredited programs have certified over 65,000 professionals since 1994.

If you're interested in learning more about our programs, contact us today.



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