Introduction to Reed Davis and the summit

Hey, everybody, this is Brett Gregory, and I'm so excited to be interviewing today, my good friend mentor colleague Reed Davis, who is a triple board certified holistic Health practitioner, hhp, and certified nutritional therapist.

He's an expert in functional lab testing and holistic lifestyle medicine, and founder of Functional Diagnostic Nutrition. Now, Reed has served as the health director and case manager at a wellness center in Southern California for over ten years, and now teaches the FDA and course with over 3000 trainees and graduates in 50 countries.

And today, Reed is known as one of the most successful and experienced clinicians in the world, having provided functional lab assessments to over 10,000 clients.

And when Reed is not teaching and managing his The End course, he's usually helping his graduates build a robust private practice or maybe found gardening and riding his motorcycle.

So, Reed, you know, it's really been a pleasure to get to know you these last couple of years. And a real honor. And, thank you so much for putting on the Health Coach Certification Summit. I'm.

I couldn't be more excited about this summit. Fantastic. Well, you know, it was kind of a mutual idea between the two of us. As we have collaborated before, I always had great success.

So I think it's the right time to do this. And I know it's going to be very exciting for everybody. Absolutely. So tell us, tell us a little bit. Start from the beginning.

Tell us a little bit about how you got started into health coaching. And then I want to talk about the, summit itself and what those of you who are watching can learn from this amazing summit.

Well, thanks for that opportunity. You know, I've so far I've interviewed over 30 people for this summit, and we still have a few to go that are really exciting.

And, and, you know, so I'm pleased to just get a chance to speak my own little piece here. And yeah, I started over 20 years ago. I came out of the environmental law field.

I was saving the planet Airbus.

How Reed got started in health coaching

Water, trees, bees. I noticed a lot of things were dying because of the environment. And I was there to protect. But then I turned my attention, over 20 years ago to, well, what's it doing to people, including me?

And I've had some amazing opportunities in my life. Just it's been pretty great. But, that chance I got then to work in a wellness center and to go to school with the owner, who was a chiropractor, she was getting her diplomat in nutrition, said, you know, she hired me to run the business and said I could go along with her and I could work on her patients in between my classes, and no one gets it came an opportunity, and I took full advantage of it, and I fell in love with the clinical side.

Was working with people one on one, trying to help them solve their problems. It was amazing. And I'll just add that what what got me really going and, to pursue this for the rest of my life to where we are today, it's the fact that almost everybody working in the clinic had already been to five or 8 or 10 different practitioners already, and still had their problems.

I wasn't a physician, but I knew that I if I did enough work and learned enough, I could probably help them. And I became determined that time to be the last person they needed to see.

I realize now it kind of takes a team effort and things like that, but I wanted to be the guy that figured out what was really wrong with them. They had amazing mentorship, but the the main thing I'm kind of known for is I ran thousands of labs on thousands of people, and I had great mentorship.

But this is before health coaching was before functional medicine. Back then, they were just calling it alternative medicine. There was then chemo complementary and then come integrative and then functional.

And now we have this amazing field of health coaching. It's growing. It's $8.14 billion business in 2018. Yeah I've done some research on where we're going in health coaching and things like that.

But but back to the story. You know, I wasn't a physician. I had to figure out what was really wrong. I ran thousands of lives and thousands of people had great mentorship.

But I also figured a lot of the pieces, the puzzles myself by sheer volume and by being good at recognizing patterns. So I recognize, recognizes patterns within the hormone immune digestion, detoxification, energy production, the nervous system.

There's patterns and you can assess those in. A health coach can do it by running labs. You know, having their clients relapse through a program. And then you can work on every cell, every tissue, every organ, every system at once, the entire organism, again, without being a physician, you don't diagnose, you're not interested in diagnosis.

It's what's really wrong. And how can that person fix it for themselves? So, you know, thousands of, people later, I started the course in 2008. That's amazing.

I want to hone in on something that you said there about, health coaches can assess labs because I think that many people out there in the public don't normally associate health coaches with reading labs.

And maybe, people who think about becoming a health coach don't also just naturally associate reading labs, but walk us through, how is it that a health coach is able to and allowed to read labs?

And then how does that help them, improve the outcomes of their coaching clients? Well, I was told over 20 years ago and ever since and on a daily basis that there's a lot of data and lab work that's useful for a health coach or for the person themselves to just imagine being the client, you know, because physicians typically will look at lab work and things are out of range.

They'll have maybe have a diagnosis for that. And then there's a standard of care for, you know, pre written or prescribed, treatment for that diagnosis.

Health coaches are interested in that. They just want to know is there anything in there for me that I can use. And it's really the client. What can I use to help me guide my behavior and natural therapies and things I can do myself?

It's very empowering. It's very much about clients taking responsibility now. It came from me again, running thousands of lives under great direction, from an osteopath and a podiatrist and a chiropractor and all these wonderful lab, researchers and clinicians and things like that.

So I learned to do it. So they're not diagnosing, just looking for here's the keyword healing opportunities. Right. That's a phrase I kind of coined, many, many years ago.

It's just what what are you going to work on? What's out of balance? Let's, you know, and it could even be it within range. More lastly, I'll just say that, you know, anyone listening knows that they themself or someone there know has been to a physician, looked at their bloodwork and said, nothing's wrong with you.

There's there's nothing out of range here, so you're fine. Go do some diet and exercise.

Using functional labs as a health coach

And we know that doesn't work because people are still they still have their complaints about this and that. So these functional apps that we look at, by the way, we're not ordering them like a physician orders an X-ray, orders a blood test for something.

We're it's a self testing program. So it's the client is that client order is there. So that's they're getting them to go. And I was one of the first direct to consumer programs.

But now there's about 40 on the market. There's 40 different companies including LabCorp and and quest. These huge referencing labs. They have their own direct to consumer program. Yeah.

Absolutely nothing, untoward about what we do. We're looking over the shoulder and we're looking for healing opportunities, and we're able to customize some natural behavior based programs.

And so it's just a phenomenal thing. So I think an important answer to that question then is of how a health coach can, be using labs. And their process is that one they're not diagnosing.

And to the client orders, their own consumer type of labs. And then it's really a collaboration type of effort where, the health coach then gets empowered with more data to help, create the, correct kind of healing opportunities for their client.

Right? Yes. We could make up the, above and beyond, just what are their symptoms? And it's remarkable that, you know, again, been doing it for 20 years.

I've been teaching other since 2008. And I think that's really brilliant because so many people out there who, are, have been to so many doctors and not had their health, change in any way, really can benefit from working one on one with the coach, not only getting that personal touch, not only getting the, the right kind of information, but getting the motivation, getting the support, getting the actual accountability that they know they really, really desire to help them go and make whether their lifestyle changes or some of the other changes that they know that will actually help them heal.

Can you talk just a little bit about, you know, what is the health coach's role when it comes to things like, emotional support and accountability, helping the, helping their clients to actually, you know, take action.

Well, there's a big part. Health coaching is about meeting people on their own terms and setting goals. What is it about the way you look, the way you feel that you're unhappy with, and what have you changed so far?

You know, how long does that mean going on? How often does it bother you? And then why is this important to you? So if a person can't tell me, you know, why they want to change, I don't know that they're really ready to change.

You know, they have to have a motivating force, right? That's something you can just go back to during the coaching process. Hey, remember you said you know, you're tired when you come home.

You can't play with the kids, you're not good to your spouse. And your life is kind of miserable, you know? So there's always something about the way someone looks or feels that they want to change.

If you can get deep enough also into what kind of support group they have and what is the commitment level and all these different things, then you can onboard that person.

So I have an onboarding process where we don't accept every person. They have to qualify for a program so we can turn that interview around. We don't get our brains picked by potential clients.

We don't allow that. We interview them to see if we can help them. Number one. And number two, do we want to accept them as a client? And then of course, there fees involved.

They have to be able to make an investment. They got to be willing to start right away and again be highly committed. So that's kind of how we take them on and look at that thing.

So then they're willing and we go through our investigation, all the intake, the rest of the intake forms, the, the labs, of course, I run 4 or 5 labs with every person.

And then the protocol can be completely customized, individualized for that person. Everyone's different. Yeah. Let's dive into the business of being a health coach.

And I'd like to talk about the the life cycle. Let's start from the very beginning. Somebody who is just in the process of investigating which, certification might be right for them, which, by the way, is the reason why we created this summit is to save you hours and hours of research, out there trying to figure out which is the right, right kind of certification for you.

You just simply have to watch, some of the interviews in this summit, and you'll get your answers right there for you. But let's start out from the very beginning.

If somebody is, thinking about becoming a health coach, how much does how much does it cost? How much, how long does it take? And when, you know, when can they get their certification and go out there and start being a health coach?

Yeah, sure. Well, the other reason that we did the summit was just to provide some leadership and let the because it is such a fast growing industry to set some guidelines and set some principles of what is an emergency and a professional health coach and what might be kind of a hobbyist, you know, and, and make it, people understand that this is a real business where you can live a lifestyle.

You can. And because one of the keys to be in good health, coach, is to walk the talk and set the example for your clients. That means you have to be successful.

You have to be able to afford really good food and a couple of gym memberships and some private training and and all the things that we like to do is supplements and, and go get things taken care of, you know, so you have to make a good living.

That's the other reason we did this also to provide leadership within the community of health coaches. People have asked me, are they your competitors?

No, they're my cohorts because we're all lifting this whole area up and it's really helping a lot of people. And that's the true bottom line is we're we're just being expansive.

So there's lots of coaching programs you're going to be introduced to. I tried for years and years to be the one and all and were really huge and robust.

I mean, it's all the anatomy, physiology, biochemistry.

Client accountability and customized coaching

And behind all the lab work, you know, how to really look inside at first and look at those for those healing opportunities. It's also, very inclusive with the diet and finding the right one.

It's sleep and rest and and exercise and stress reduction is huge. All these stress reduction methods and of course supplementation. You have to know a few things about that.

That plus all the business. So that's in our program. But there's just like there's no one lab tested to tell you everything about a person. There is no one health coaching program that's just going to tell you every single thing you need to know, right?

And so mine is a is an amazing foundation. And there's some other good foundational courses too. But in the rest I would consider augment of their. And you're going to hear from Kendra Perry, who talks about just heritage and mineral analysis.

That adds another dimension to your investigation. Laura Adler, she's just the one of the world's leading authorities in detoxification and finding out, you know, how bad the environment is and where to look for that stuff.

Debbie Silver's another one. She talks about emotional aspects and betrayal and how some of your clients might be just really heartbroken. And you know, they might also be overweight and low energy and low sex drive and things that you you think you can help with.

But if you can't get past some of those, those other, things that have happened in their life. So Rachel can tell us another one. She's. I was just blown away.

She's actually a student of mine. I didn't even know that. You know, there's so many. But. But she specializes in skincare and beauty from the inside out from, you know, so enhance and, tell bench or her he's a Harvard professor who teaches a course in happiness.

Just joy in getting things so and Terry was with her protocol and Tricia Nelson with her, you know, the amazing weight, emotional weight loss things. So there's this I can go on and on and on over all of them, you know, and just tell you that you're going to learn a lot and you're going to be introduced to their, programs, and you're going to just it's going to be like in a candy store, you know, that's.

Yeah. The diversity of certifications on this summit are incredible. So back to the business of certification. So what does it take approximately six months to kind of get your first certification and then you're on your way.

Is that is that about right. Ballpark. Yes. Some of them are, paced by the provider. Others are self-paced, like my self-paced course. You do get one on one training, but it's at your convenience.

Takes six months. Some people take a year. But, you know, again, it's self-paced. And where there is support and help and guidance and push it a little bit when you need it.

But most of them, I would say, and by the way, when I looked at the study recently on the, you know, the volume of, of, people becoming health coaches, how right now it's over $8 billion a year industry, and it's expected to grow at seven, eight 9% per year.

Forever. One of the growth factors is that the certifications don't take forever. And I'll just throw this in here, since we're on the subject, the average chiropractor in this state spends all those years in school and comes up to $150,000 in debt.

Wow. And still hasn't hasn't rented an office. Hasn't. But any chiropractor equipment has a body, office equipment, hasn't hired any office staff and doesn't have a single patient there $150 ready.

So coaching programs or I don't know one that's over 20,000. Most are ten and under. Yeah. And so you can get a whole sort of business in a box for that, you know.

And and then of course you're going to have to, you know, do some promotions that's going to cost you. But, but it's one of the best investments you could possibly make at this time if you want to be in business for yourself so you can even go get jobs, it's unbelievable what's going on.

So realistically, somebody can become a certified health coach, you know, self-paced if they're if they're going to

go a little faster, might be six months.

If they're going to take their time, maybe they maybe they've got another job already. They can do it in about a year under ten grand. They can get a certification and then they can start going out getting customers.

So can somebody really do this, while they're working another job? If they want to transition away from that job and go into something, serving clients in this health coaching capacity.

Yeah, absolutely. You get your money back within six months, and within a year, you should be making six figures. And if you're not, you're doing something wrong.

In my opinion, because I've done it and I've helped other people do it. So people who, graduate from our program, ascend into a alumni group, it's a very special association with tremendous amounts of support.

And one of the first lessons they asked me to provide was how to transition from working from a job into, full time health coaching. Well, you start with part time.

And so I laid out this entire program for that. And what I see is always keep your day job.

Health coach certification costs and timeline

But, you know, then once you get the training and you know how to help people, you're going to gain some confidence. You might be kind of an avocation.

This for a little while, will you help your family and your friends and coworkers one day you're going to be like, really? You're going to be charging.

And yeah, you can charge three, five, $8,000 for certain coaching programs, depending on the level that you're at. It doesn't take long to get your money back like that.

So you could, if you'd be working part time, whatever's been keeping you going now while you introduce this, until it makes enough money to, so, you know, supplant that other income.

And then people change careers. Threat from real estate agents, from engineers, from moms who were, you know, household engineers, as they call them. These kind of things.

So it's it's really it's an amazing opportunity. Now, let's just talk about then, for how how much people can charge the individual. I heard you mention 3000 to $8000.

So let's say somebody they they've completed their training and now they're just coming out. And maybe they want to start low or small and work their way up.

What is, typical person try to charge that you counsel who has just completed the and certification course and they're coming out and they're they're out there getting their first handful of clients.

And then you want to put them on this ascension path. What do you tell them? The, the the average person is going to come up with? Hopefully what we train is on a minimum of 90 day programs for your coach.

Sounds good. And that and well, yeah, because that's a nice bite size piece, you know, six months. Right. And also you can be able to teach that person an awful lot about living.

And you're going to run on the lips. You going to give them all the data. You're going to give them all the customized, programs for every aspect of their life.

Pretty much. It just depends how deep you want to get into it with your clients. And it varies around the country and

from different countries. Just remember we have we have graduates in Canada, the United Kingdom, Australia and all over.

And so it varies a bit depending on the demographics. But all of the PhD ends, and I'm sure this is true at the other programs who let's say they're a personal trainer and they're used to selling packages that were, you know, $60, a training session.

You get ten for 500 or something, deals like that. Well, this may cover a roughly the same, time, you know, amount of time invested with that person, but it's going to be 3 to 5 times what the what you're charging now, because the ability to look deep and, also do the positive psychology training and all of the things put the programs together, it's just worth more if people are willing to pay it.

Because that's the next question. Where am I going to get clients? Right? Let's agree on one thing. You're never going to run out of sick people. That's a good point.

As you know, the world just got sicker. I think everybody would agree with that one. Yes. For sure. And and so the again, and these studies that we look at on how the industry is drawing, it thinks it's risk prevention is become the huge dumb.

It's like, you know, I grew up to cut all my teeth on you know, downward spiraling, chronic stress conditions that has just ruined people's health. Well, now we have new stuff.

Worse, new, new, new kids on the block, new enemies, if you will. And so now it's about risk prevention and other disease prevention for for all the things that are going around.

So it's just you won't run out of customers. You just kind of have to sift through those that are ready to invest in themselves. And most of them, most of your customers are already spending that kind of money.

They spend 300 bucks a month at Starbucks. Oh, absolutely. 300 bucks a month on other crap. No, it's actually harmful. And guess what? If it came to their dogs, they'd spend the money in a minute.

Absolutely. Like I. So it's not as big a challenge as you think to get customers to sign up for a $5,000 program. And so I want to take just a minute.

Then I'm going to share my screen right now, and I'm going to take oh, yeah, actually, I need you to allow me to share my screen. But I'd like to share my screen and just show, how you go over a couple of the experts that you're interviewing about their respective certifications.

And when we do that, either you'll get a chance to see how, how incredibly valuable this, summit is. So why don't we, I'll just scroll down and read. Just give us, tell more.

Let go. Right there. He was so much fun to to interview because, you know, he's a Harvard professor. And sometimes they can start off they can start off a little bit staid, you know, a little, little bit reserved.

And, you know, I kind of had a way there of just getting him to open up a little bit. I had him smile and, and cracking up a bit and, and being himself just, just totally lay it back a little bit.

So you're going to see a couple sides of Doctor Tall. But he's the happiness program director at Harvard University. That's incredible. And that's, that I mean, that's a he's got the happiness certification.

I mean, I didn't even know that one existed. But now that I saw his interview, I said, of course, why not? This is the most important thing. One of them, it's incredible.

And it's, talk about some of these others, you know, karma's a former student. She's amazing. She came up with the basic course. It's very, very helpful.

Could be a good jumping off point for someone. But Debbie Silber, I already mentioned her there. This post. Betrayal transformation coach. She got her PhD doing this.

She was a student of mine and one thing about that I like to do is set people off on their journey. Just be a stepping stone for them. Use me as your stepping stone.

It's perfectly fine. Here's someone who took full advantage of that, went and got her PhD in specializing something that's a very deep personal commitment with.

And she's just an amazing, open and, heart centered person. Talk about the ascension of a health coach. This is, you know, somebody who's reached that pinnacle, and, you know, everybody has to start somewhere.

But where you can grow, you can grow into, you know, multi six figure and beyond business you can have that help thousands of people have thousands of followers and so on and just talk about it because I know I got to talk about but yeah, Sean Croxton I'm interviewing him, Monday.

And so I know this is prerecorded so folks, you will already be there by the time this will be filled out. By the time you see this, this guy, it was in my first class in 2008, and he was one of the hardest working guys.

He really did it, became an absolute expert in lab work, in natural protocols and working with people. And then he started the underground wellness. And you can look at that up on, and then he ended up being the number one referrer to the PhD in course, hundreds of people and refer to my course because he's an excellent interview.

Summit experts and bonus resources

I was a, just a constant guest on his, podcast. It was very famous. Right? I was the first guest in between and at the end. And it's just expert after expert.

It's great. Now on this. No, this is news. I know you want me to keep going first, but Sean now teaches money, mindset and will teach you how to get your mind right so you can charge what you're worth.

That's important. Very important. And we don't have time to go through all 35 of these. But what Jennifer seizing. Yeah. That former student. She has a tremendous program.

Keeps growing. She's really intelligent. You're going to love listening to her and her, ins and outs of how to do it. Emma Gould was so much fun. The mind body health coach.

So, you know, me, I always kind of focus on the anatomy, physiology, biochemistry, liver. This is someone who really knows how to get deep into the the psyche of your clients and help them to actually transform the next one.

They're Debbie, Deborah Wayne. She. I hired Debbie, every couple months to do a energy session with me, and I pay her really good money to do it, and she's right there to teach you how to do the same thing and up your game in terms of energy healing.

Cleopatra. I interviewed her yesterday. You guys, the entire thing. Watch how Cleopatra and I communicate with each other about this diversity thing and about how, you know, she's she's a person of color who, like, says, this is where I'm coming from.

She's a PhD from, UCLA, but she now works as a professor at USC. I don't know how she got through that rivalry, but at some point, she's absolutely amazing and has and taught me so much.

You'll see, like, tears almost because of how much I learned just interviewing her. Of course, we're members of the same mind share group, and I've known her for a while, just not didn't know how deep she was.

That's amazing. Laura there I mentioned earlier, she's got she's like one of the world's leading authorities and

detoxification program. She and she knows her stuff.

I mean, she she's like the psych LAPD of, environmental working class, on steroids, you know, so there's there's so many more that, you know, it's it's almost impossible to go through, all of these one by one or it would take a little bit too much time, but, what?

I'm. What? Cynthia Garcia's the writing program. She's amazing. A bunch of friends of mine. Now, we've done well, Karen, with microbiome Labs. They, by the way, are sponsoring this, Mr.

Peters, another one, you know, go back and forth on each other's, programs. Brian Walsh has been a mentor of mine, some of box of mine to remember. I work with, and they all have programs.

It's hard for you to. You don't want to miss any of these. Yeah, I wanted to just show that off, to let everybody know that, you know, this will save you, tens, if not hundreds of hours of research when you're trying to figure out what's the right health coach certification for you and how you can it up your game, uplevel your business, and provide extra value to your clients.

So read, talk just a little bit about, we talked a little bit about, customer attraction and marketing, but, tell us a little bit about where, okay, so somebody who's a health coach, maybe they got the certification, maybe they're looking for a few more certifications, and now they want to get really serious about their marketing and customer attraction.

How does FDA support them? How can they learn from this, summit some really, powerful information around marketing their services? Well, that's a question I asked, most of the guests.

So you're going to hear what they did in many, many cases, what I did was remember when I started building my practice, we just had pagers and fax machines and, you know, we didn't have all the I mean, it was amazing.

There was the internet, but, you know, it wasn't like today, there was no Facebook and instinct. So I went out and I gave lectures at libraries, grocery stores, anywhere I could get a few people together.

I had sometimes three people show up and sometimes 73 people show up. But no matter what, I always gave my talks and I talk from my heart, and people were just attracted to the opportunity to look at underlying causes, conditions and take charge of their own health, you know?

And so I love public speaking and I, I have packages that, that are, people can get on, like, like various lectures I have and I have the slides all ready to go.

The, the script, you know, and and exactly how to do it. I wrote a whole guidebook on how to go out and do public speaking just for the health, coach and practitioner.

And so it's just an amazing resource. It's available to you. I recommend you go. You could practice, on your family, given a little 50 minute talk. You know, and then you go out and reach your local community first.

And by the way, you know, you're passing around the sign up sheet and they're giving you their emails. And what we do is we survey every person. So they give us a name and email and a phone number and a list of their complaints and how, you know, you know, it's all pretty well prescribed.

How to go start locally, build up your business, shake hands, meet people face to face. Even the time of Covid is it's is it's you know, we're society's opening up a little bit now you can set up some talks or you can do them online.

We'd look at We're on Zoom right now. I was on a zoom meeting just Friday. Saturday we were going it. Yeah. So Friday, I, had about 50 of my students on a zoom call.

I had some experts at Virgin come and speak to my group. I mean, you know, on on money mindset and just that's how we continue to support our, our group.

But it's you can do you can do it all kinds of ways. And, I wouldn't hesitate, to tell you that when you have a serious intent to help others and you want to walk the talk, you're looking good.

You know, you've got a spring in your step and a twinkle in your eye. People are going to be attracted to that and say so, you know, hey, what's going on?

Well, you know, I'm doing this thing. I'm really healthy now. I'm happy. I'm you tell me more, and you just teach you how to have these easy conversations, and pretty soon you're interviewing them to see if they want to pay you to be their health coach.

Well, speaking of marketing, I'm going to share my screen one more time, and I'm going to show these, free gifts. So if you purchase the summit, we have the summits add on sale right now for just $97.

And when you purchase this summit, you're going to get these free gifts. And, I mentioned marketing because these are examples of lead magnets and or gifts that you might consider creating for yourself to help you attract your prospective customers.

So not only will these gifts help you learn about, how you can attract your own customers, but they're going to help you build your health coaching practice and learn more about health coaching in general.

So each one of these gifts, you're going to get for free or excuse me, you're going to get with the purchase. And so the pantry clean out, for working with clients by Carmen Hunter has a retail value of $297.

You won't want to miss this, day of high speed healing immersion work by Deborah Wayne. $497 value. You won't want to miss that either. The, I've got the first module of hair tissue mineral analysis that's at $399 retail value by Kendra Perry.

You'll see the, Cynthia Garcia, who's incredibly successful coach, has the three proven steps to be a successful to be successful as a modern day coach and seven pitfalls you want to avoid.

Marketing, public speaking, and client attraction

Additionally, you'll get the health concerns and fermentation pairing chart by Summer Bok bundle of CBD cookbooks and bestselling ebooks by Doctor Mary Clifton.

Story and Purpose Secret Worksheets by Jen Maleka. To help you grow your practice, you'll see Doctor Terri Walls and her papers, walls, research and papers and gate video.

Introductory lecture on happiness studies, the wellness code. So if you add up all of the retail value of all of these gifts that you get when you purchase the summit, it comes out to over $3,500 in bonuses when you purchase this summit.

So you'll want to take advantage of this. And so remember, when the sale ends, it is over. You won't be able to purchase this summit. You'll have to get on a waiting list for next year's summit.

So don't wait. Act now. Make sure to jump in. It's only $97. We offer a 30 day money back guarantee, so we're going to give you 30 full days to make sure that you made the right decision, but you won't regret it.

You're going to be so happy with all of these bonus gifts as well as all of the lectures. It'll be one of the best investments you've ever made for your practice.

Anything you want to mention about these, bonuses? Read. You know, just look. And they're all amazing. That guy Loma Turn troppo was a really cool to interview.

He's a Russian immigrant who lives in the States. Nobody. He learned, qigong all over the world. And he's now

actually like this qigong master guy who has a whole course in how you can master your own life and then help others.

You know, I never heard of achieving coaching course before. Yeah, it's not like just teaching you doesn't just teach people qigong teaches you how to be a qigong coach.

It's a life coaching. And then Jen Malik is program. She's, she's just a remarkable person, really hard worker and has kind of dialed it in with some of the technology.

She's got, like this thing that integrates with your own, customer management things. So it's practices, business essentials. You know, we we have just about every one of my graduates get that.

And, I mean, actually join the, the her whole real program. But that's that right there will sit in the right direction. Yeah. I mean, that alone is worth buying the entire program.

So. Yes. So really, I mean, you've done an amazing job, not only attracting some of the top health coach certification programs and speakers in the entire industry, but also they have gone above and beyond by giving their bonuses.

And these are these are all real, legitimate bonuses worth over $3,500 for just the sale price of 97 bucks. That's incredible. So thank you for putting this on.

Let's just talk a little bit about, forward looking. So what do you say is in store for the future of health coaches and what should they be doing right now to be prepared?

You know, I'll talk about that. But I first wanted to say that we tried to get more people. And, if you're looking at, well, where's this guy or that guy or gal?

We we probably invited them and they just, for whatever reason, we're just too busy to do it. So we're really sure that, you know, every single health coaching program here, but, they likely were invited and just couldn't make it for some reason.

Because I didn't send anyone out. I mean, I, you know, tried to get everybody. Yeah. If I had contact information and so on and so on. And some just frankly begged off and they just couldn't handle it right now.

But but, you know, forward looking I'm looking obviously to expand the whole industry going to expand. And I look at myself within that context is always being an expansive person.

Again, when I started I had 19 students. We have have over 3050 countries. And so you just grow everything that is worth world's worth growing. And all we have to do is to collectively put our attention on it.

And the number one thing is you want to help others, right? We all want to help others. We're all do gooders, and we're willing to walk the talk and invest in our businesses, make it a business and invest in it.

But you don't always I mean, there's health coaching that's going to be institutional as well. Some of my graduates have gotten jobs with supplement companies with, with with lab companies or with doctor's offices.

And then they're doing a good job helping. And so there's lots of ways to skin the cat once, but you're going to get the training, most important things you want to help others and be willing to set an example for others.

And so I just see it continuously expanding. Again, if you look at the, you know, the people who do market research, they I think they're we underestimating it.

And here's the reason why. There's just looking at trends. They're looking at growth and looking at what what certifications are available. They're factoring all these things.

Oh it was 8,000,000,000 in 2018 8.14. And it's going to grow at, you know 7.9% whatever. Whatever the number is it's going to be better than that. It's gone way faster than that at first.

And the reason is they're not factoring in enough of the public's consciousness. Yeah. The current state of medicine and health care isn't health care disease management for the most part.

I love doctors and we get along great. And but our backyard is the one that's getting bigger and bigger and bigger as their backyard might might be to stay the same.

It might grow a little bit too, because people are really sick and they do need doctors, but other people just want to lower the risk. And do you know, anti-aging and then get over whatever, problem they have, the doctors say isn't really a problem.

Well, that's our backyard and it's growing. I personally believe, it's growing exponentially for many reasons. And you gave a really good one. Public demand.

Another reason, given what we've all been through with Covid right now is a, a, a new, growth of people doing, not telemedicine, but tele coaching. You're watching this on your you might be watching this on your phone.

You might be watching this on your computer, but a lot of health coaching is done over zoom meetings. And I find it, really empowering that you can deliver your health coaching advice and services remotely.

Now, you can do it anyone, anywhere in the world. And, I think that's going to make the growth accelerate dramatically. And I think Covid just added an additional bump to that speed.

Technology, automation, and the future of coaching

So I don't think there's going to be a growth of 7% in the health coaching industry. I think it's going to be exponential for a little while. I think we're going to see doubling and tripling and what that means for you if you're watching, if you're a health coach now or you're considering being a health coach, do not wait one more minute.

Jump into this program, learn what you know. Let's save you a bunch of time figuring out the program that's going to be right for you so that you can get started now.

And I think read. It's almost impossible for me anyway, to talk about the future without talking about technology. How do you see things like zoom and any other technologies that are going to be really impactful for, the health coaches that are watching this program right now?

Well, again, remember that I came from a day when pagers were really cool. That was high tech, man. No. And fast machines. Nowadays, if you have to wait for a fax that come through your pro in your hair because it takes 30s, I wouldn't even know how to get one anymore.

Yeah, they don't. I don't even have what, like Betamax or VHS? You know, no one even buys discs anymore. It's take course, but. So I'm I'm always. I'm not the right person as I'm constantly amazed.

But I know it's going to be cool. And I have a team, and, and we're, we're expanding the team to, to have people who are at the top of the, the heap when it comes to figuring that out.

I just show up and I want to just be able to click and see 50 people or 100 people. Yeah. And I'm happy with that. But the idea that I appreciate them, I think it was a modest response, because I happen to know some of the things that you're already doing.

And and again, as you're watching this, you know, we're recording this on zoom. You're probably you probably use zoom to work with your customers or prospective customers out there.

Yeah, yeah, yeah, every day and all ready in the, where clients are ordering their own labs right now, today, there's a lot of technology that is going that is, in sharing the lab data.

There's a lot of new technology coming out that's going to be really empowering for you as the health coach. For example, wearables and those are all things that, you know, if you jump in to this summit right now, you're going to you're going to see how the best of the best are applying those and how they're setting themselves up for success in the future and how you can do the same.

So you're right. I want to say, I'll just add to that, that our business is also highly automated. So we have we use Infusionsoft. I have, just a top, top, top expert on call.

And all my staff are always working with her to how can we automate this? Automate this? That's what's in Malik is programs about by the way she teaches you how to completely automate sending out your emails.

You new customers. And you know, another one goes out three days later. Another one. You don't have to sit there and hit the send button. It's all done for you.

So there's we're taking full advantage of those kind of things, and it's allowing us to expand because we can be more efficient. You get a better reputation when your customer service is top notch and things like that.

So we love that. And, I'm kind of learning every day. But my real focus is more on other things, the lab. And that's what the technology should allow you to do.

So, you know, if you're watching this and you say, oh, I'm not a computer person, don't worry about it. Jump into the summit right now, because the whole point of technology is supposed to allow you to be the health coach that you've always wanted to be.

That's what it's supposed to do for you. So you get a chance to see how some of these experts are applying that and, and take a deep dive on some of the particular interviews, like Jen Maleka and some of the other folks who focus on the business building and marketing and automation type aspects of it.

I'd like to just, you know, for our last, question or two, what's in store for the future of functional diagnostics? And, yourself read. You know, I mean, I, I enjoy my looks very, very much.

I get up every day. I live on a in a Paradise in Southern California. And, and so there's that, maybe I'll have grandkids if my son and his wife. We've been married seven years. Never date yet.

Well, you know, like, if something like that, I'd like to go back to coaching football. I love, bringing my son up. You know, he's 38 now, but when he was a kid and I was coaching football, he moved up.

I just stayed there coaching football for 15 years. It at the young because I loved it so much. I could do that. I want to, I was more thinking about it.

Also, what's the in the future of Afghan and those people, you know, just just a lot of experience and a lot of, business building. And I'm kind of, what I see in health coaching is that there's going to be it's not a rift, but there's definitely different avenues to go into.

What I support is the independent health coach more, above all else, that's someone who wants to be in business for themself, help others and live the lifestyle that it takes to set an example.

And so but there also is going to be a huge, huge opportunity in institutional coaching. This is people going to work in doctor's offices. Doctors are not stupid.

They're seeing their patients get better because it's what they do between visits. So the patients who have health coaches do stuff between office visits and come back later and they're like the doctors, like, wow, you're you don't

need your medication anymore.

What the hell you've been doing? Well, I heard a health coach, and I'm on the advice of my coach. Yes. And they're like, well, hey, we, you know, so they're hiring health coaches now because they know it helps their patients.

Yeah, it's but that's institutional. I don't think they'll make as much money, but they could be very happy. And you don't have to run your own business.

Right.

Future of functional diagnostics and closing advice

So but so for those that are entrepreneurial we have the independent health coach, those that we have that's what I see happening where even insurance, maybe in 4 or 5 years is going to start paying for health coaching visits.

And as long as it doesn't dilute health coaching for what an independent can do, I'm all for him. If anything, it expands the conversation, at least around the importance of health coaching, getting people to live right between office visits to where they might not need them anymore.

And of course, we're going to live longer. We're going to not have more years in our life, but life in our years. And that's especially at my age, really, really important.

Well, make sure please, jump in to the Health Coaching Certification Summit. Now, the sales price will not last as soon as it's done. It's done. It's going to be over quickly.

You can find the dates on the website. You'll see the countdown timer. Once that expires, you will not be able to buy it. You're going to have to get yourself on a waiting list for next year.

So remember we're going to give you 30 full days moneyback guarantee to make sure that you made the right decision. So there's no risk in jumping in and saving money right now.

If, you see that the all of the, bonuses and all of the lectures are something that interest you, and then jump right in right now, we're going to save you over $100 off of the regular price.

And again, you're going to have that 30 day money back guarantee. So do not wait. Jump right in and start learning and start growing your business. Any, last parting words of wisdom you'd like to share with our audience? Read it. You know, people ask me.

I asked a lot of the guests, you know, give us one last tip or secret. And the one I love the most that I've been saying for 20 years is what matters most, is your point of view in life how you look at life matters.

And if you have a view that the cup is half full and even better than it runneth over, sometimes you know you're going to be in better shape than the next person.

And so, get up every day, believe, you know, find something to believe in if you don't have it. And if you believe in something, pursue it, pursue it.

Never give up. Winston Churchill said the courage is failing and failing and yet not losing your enthusiasm. Obviously you're going to have some successes in there, but yeah, so be be courageous.

Plant your flag. People start standing up and saluting if you get out there and do what you're meant to do. Amazing read. Thank you. So much for, providing leadership and putting on the Health Coach Certification Summit and bringing in all of these amazing experts, getting all their bonuses.

And, you know, I see that is really making a huge impact, really multiplying the impact because all of you watching

in your health coaching journey, you're going to help tens, if not hundreds, if not thousands of people and you're helping thousands of health coaches.

So I really respect that and appreciate that. Thank you so much. And, we're excited to help you on your journey. Thank you. Brett, you're the main man. Thanks.