



WHAT IS AIM NUTRITION?

A one-on-one nutrition coaching that is done remotely.

A nutritional philosophy centered around macronutrients and one's relationship with food. Focusing on the physiology of macronutrient requirements in one's body along with the psychological component of 'Why?'. Looking at why we eat the way we do and how we can improve the quality of our food-centered choices. The term "Flexible Dieting" is often used because food choices are up to the individual, so long as they stay within their allotted macro count.

HOW DOES THE ONE-ON-ONE COACHING WORK

A new client receives a questionnaire to get the ball rolling that allows them to tell us their goals, past history, habits, relationships, training regimen, and health history. Our coaching staff uses this information to create an individualized program for them, including macronutrient counts for them to work to hit every day.

Once a new client's individualized macro numbers are created and their coach is assigned, they receive their AIM Program via email. AIM clients will use MyFitnessPal to track their foods and the AIM logging system to record their daily weight, daily macro count, and their weekly measurements. Once a week, on an assigned day, an AIM client has a 'check-in' with their coach. With the information, objective and subjective, that they provide their coach through the AIM check-in system, they'll work together with their coach to build a plan that fosters a improved relationship with food and keeps them moving toward their goals.

WHY DOES AIM WORK

AIM works because it is real life. It isn't filled with mythical shakes or deprivation strategies that momentarily produce short term goals. AIM focuses on real food, education around the foods an individual should be taking in and the amounts of those foods, so that a body is working at it's ultimate capacity. Focusing on eating habits that provide satiety without making one feel deprived and wanting to give up.

Another large contributor to success is the accountability factor: An AIM client is held in high-regard and with high expectations. Weekly checkins provide clients with someone to answer to and someone to share experiences with. Knowing that there is someone there on their side, at all times, helps clients feel responsible and supported in their journey.

Lastly, but definitely not least important is the credentials that come with AIM Nutrition Coaching. Coach Amy, the founder of AIM, has a Masters in Teaching and over 10 years of teaching experience. Coach Amy has her Preci-

sion Nutrition certificate, WAG (Working Against Gravity) Nutrition Coaching certificate and has been a Crossfit coach and Endurance coach for over 5 years. She eats 'pun intended', breathes, and sleeps nutrition and good habits.

The AIM staff has 3 more full-time Nutrition Coaches as well as a mental health specialist on staff. With a Nutritionist, a Pn Certified Coach, and a Pn and WAG certified coach added to the line up of AIM coaches we provide a highly-qualified, well-rounded, coaching staff. Between the 4 coaches, AIM is encroaching on 1000 clients worth of experience mark, continuing to help more and more people improve their quality of life.

PRICING | CONTACT INFO

AIM TWELVE WEEK COMMITMENT

\$140 PER MONTH

EMAIL ADDRESS

info@aimnutritioncoaching.com

1 MO. PRIOR TO BILL DATE WRITTEN REQUEST OF CANCELLATION REQUIRED
WE CHARGE A 5% CC PROCESSING FEE

#TAKEAIMNUTRITION