

# NUTRITION COACHING PRICING TIERS

CLIENT PERSONA →

SERVICES →

DELIVERY →

TRAINER PROFILE →

## TIER 1

Free - \$10/month

Busy, needs to start making better nutrition decisions, wants to make small changes.

- ✓ Healthy Eating Guides
- ✓ Recipes
- ✓ Shopping Lists
- ✓ Meal Planning Tips

Automated  
One to many

Just starting  
Using nutrition as a sales tool

## TIER 2

\$50 - \$100/Month

Wants to be educated and held accountable but may not be ready to fully commit.

- ✓ General Advice
- ✓ Meal Photo Feedback
- ✓ Habits
- ✓ One-Off Video Calls

Manual  
One to many or one to one

Some courses and certifications  
Not offering meal plans

## TIER 3

\$300 - \$500/Month

Has specific goals, has the financial means, and is committed to change.

- ✓ Meal Plans
- ✓ Meal Tracking
- ✓ Regular Video Calls

Customized  
One to one

Super-certified  
Able to sell meal plans

