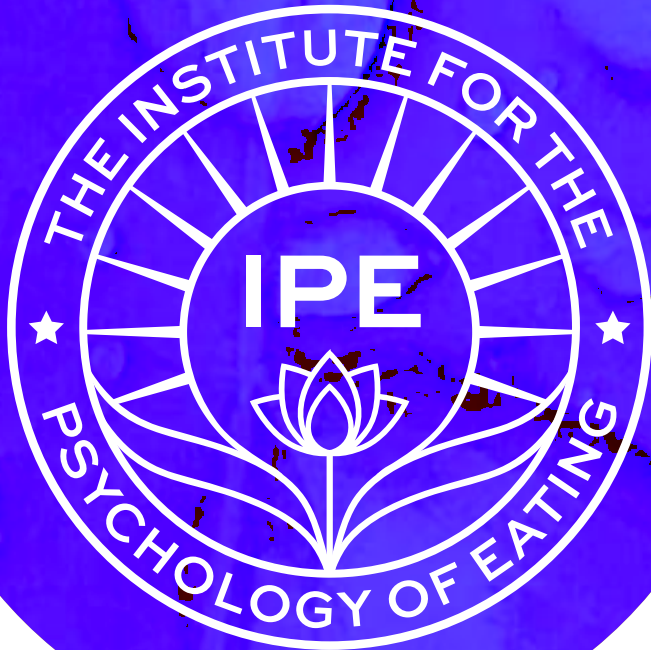


MIND BODY EATING COACH

CERTIFICATION TRAINING



School Catalog

Experience the most innovative and inspiring professional training in the health coaching universe. Learn the dynamic fields of Dynamic Eating Psychology and Mind Body Nutrition.

Create a fulfilling, exciting new career and help clients transform their food and body challenges from the inside out.

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www.psychologyofeating.com



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A Letter from Marc David, the Founder

GREETINGS,

After teaching, consulting and writing for the last 3+ decades, I'm honored to introduce to you a wonderful, life-changing educational opportunity. The Institute for the Psychology of Eating is at the forefront of a powerful new movement that's changing the way we understand food, weight, body image and nutritional health. Our students come from all walks of life and many countries with one common goal: to learn a better way to heal our relationship with food, body, planet, and soul.

For far too long, people have struggled without real answers to these profoundly important questions:

- How can I lose weight in a sustainable and loving way?
- How can I stop punishing my body with food and learn to nourish it instead?
- How can I know which foods are right for me amidst all the conflicting nutritional viewpoints put forth by the experts?

As I look around at all the chaos and confusion in the field of nutrition, I see that we're at a profound crossroad. Medical science has finally recognized the important role of diet in achieving optimal health, yet something is clearly missing. Obesity, overeating, pain around body image, emotional challenges with food, digestive ailments, fatigue and nutrition-related health concerns are more prominent than ever. People have access to all kinds of nutrition information but need to search long and hard for true healing wisdom. Perhaps you're aware of some of these eye-opening statistics:

- Nearly 70% of American adults are classified as either overweight or obese
- An unbelievable 98% of those who diet gain back the weight they lose within a year
- 9 out of 10 women in the US are unhappy with their appearance
- 81% of 10 year old girls experience a fear of being fat
- Adolescent girls are more afraid of gaining weight than getting cancer, losing their parents or nuclear war
- Nearly 50% of girls aged 3-6 are already concerned about their weight
- 97% of women confess they have at least one "I hate my body moment" each day

Clearly, our collective approach to nutritional health and happiness isn't working.

It's time for a fresh start, a new way of seeing things.

The Institute for the Psychology of Eating is at the forefront of a new movement uniting the psychology of eating with the science of nutrition. We acknowledge the need for a holistic approach to weight and weight loss. We've originated two important new fields of understanding – Dynamic Eating Psychology and Mind-Body Nutrition. We believe it's time for an approach that celebrates life and honors all of who we are as eaters – body, mind, heart and soul.

Thank you for your interest in the Institute. I'm proud of what we do and honored to see our graduates doing inspired work in the world. I hope to meet you in one of our programs.

My warmest regards,

MARC DAVID

Founder of the Institute for the Psychology of Eating





Is this Training Right for Me?

See if any of these statements ring true for you:

- I'm passionate about health and healing
- I'd love to have a career helping & serving others
- I want a lucrative career with flexibility and freedom
- I'm excited to be part of a bigger movement in health and transformation
- I prefer a learn-at-home format
- I'm fascinated by cutting edge approaches to food & body challenges
- I want to learn coaching skills that truly work
- I want a unique certification that stands out in the marketplace

If you see yourself in these statements, this Training will be a great fit for you.

The training has expanded my world from the inside out! I've become even more conscious and compassionate in my life, work, and in how I engage with those I love. My coaching has greater depth, and I feel more confidence in my skills. When clients share their stories, I'm able to make connections I never would have seen before and that has been amazing for me and the clients! The way Marc delivers the information is inspiring and engaging. The staff is incredibly supportive. They added a wealth of knowledge and insight to the program. Marc says that he will over deliver, and he does not disappoint!

- Natalie Justice



Curriculum

The Institute's curriculum is a unique and fascinating blend of eating psychology, clinical nutrition, mind-body science, coaching skills, body centered practices, cultural studies, transformational disciplines, and practical techniques that provide a powerful foundation for life-long professional success. We believe in an approach that's rooted in the best insights that science and psychology has to offer.

CURRICULUM HIGHLIGHTS:

- An in-depth study of today's major eating challenges: weight, body image, emotional eating, overeating, binge-eating, endless dieting, food restriction, compulsive exercising, and more
- An enlightening approach to today's most common nutrition-linked health concerns: digestive issues, fatigue, immune challenges, mood concerns, and more
- Engaging presentations and powerful case studies
- Coaching tools and strategies that enable you to quickly facilitate positive change and transformation for your clients
- A comprehensive mind-body-spirit approach that addresses the complexity of who we are as eaters...



BRIEF CURRICULUM OVERVIEW:

Weight Loss

A unique and compelling look into the profound topic of weight loss through the lenses of Dynamic Eating Psychology and Mind-Body Nutrition. You'll learn basic and advanced coaching and counseling techniques, along with an in-depth series of maps and checklists that will shed a whole new light on working with this complex challenge from a multi-dimensional approach.

Body Image

An original, fresh and results-oriented approach to body image concerns that will give you the tools to help others see and experience their body in a healthier and more compassionate way. You'll discover innovative listening and coaching skills, and develop the confidence to work with this highly prevalent issue.

Emotional Eating, Over-Eating, Binge Eating, Compulsive Eating

A key focus of the Mind Body Eating Coach Certification Training, our holistic approach turns conventional knowledge on its head when it comes to a constellation of eating challenges, including overeating, emotional eating, binge eating, and compulsive eating. Help others achieve life-changing breakthroughs using easy-to-practice tools and techniques that promote a positive and nourishing relationship with food.

Chronic Dieting

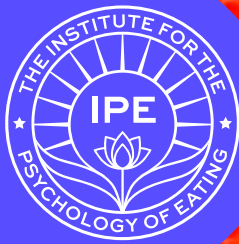
Chronic dieting is a hidden contributor not only to emotional pain, but also to many health symptoms that are wrongly diagnosed and treated. Learn how to identify and work with this common (and often, debilitating) nutritional/emotional/lifestyle challenge through innovative techniques you won't learn anywhere else.

Energy and Fatigue

Fatigue affects a significant number of people across the globe. Unfortunately, many strategies for creating more energy leave people feeling more exhausted. Our Training will provide you with an integrative, psychological, and nutritional approach to this important health challenge.

Digestive Health

Digestive health has become a rare and precious commodity. Complaints of digestive distress, heartburn, bloating, and ongoing discomfort are some of the most commonly seen nutrition issues. Learn simple and effective strategies from Dynamic Eating Psychology and Mind-Body Nutrition for increasing digestive power and function.



Mood Concerns

Knowing how to effectively work with mood, depression, and anxiety is an important part of every nutrition and health coaching practice. Fluctuations in mood teach us powerful life lessons, while calling our attention to key metabolic and lifestyle changes. Our Training features practical approaches that get to the root of mood concerns before shifting them towards a more balanced, creative, and healthy place.

Immune Health

A strong immune system is a gift and a rarity these days. When the immune system functions with efficiency, we can navigate a toxic and challenging world with greater ease. As part of the curriculum, you'll discover a fascinating and creative blend of approaches for working with immune health.

Men, Women, Food and Health

The special relationship between women and food cannot be overstated. It's beautiful, powerful and rich in complexity. For this reason, it's high time that we elevate a woman's connection with food to the lofty place it deserves, and learn to understand women and nutrition from a fresh perspective. This is an important theme throughout our Training. Likewise, men have their own unique challenges and nuances when it comes to their relationship with eating and health. The Mind Body Eating Coach Certification Training focuses on how to best help both women and men navigate their food, weight and health concerns.

Your Career

We live in a time when so many of us are discovering our deep heart's desire to do good work in the world. It takes a special commitment to have a career that allows us to express our passion. Increasingly, we are finding our way out of jobs that have supported us financially but left us feeling unfulfilled and wanting something more.

We'd love for you to consider what a new career as a Certified Mind Body Eating Coach can look like for you. **Here are some powerful questions to ask yourself to see if this is the right choice for your needs:**

- Is life calling you to be a healer, teacher, counselor, or coach?
- Do you hold the vision that it's possible to do good work and make good money?
- Are you attracted to doing work that is holistic and cutting edge?
- Can you see yourself helping others as they move through their journey with food and body?
- Are you inspired to step out of the traditional forms of education and participate with fellow learners who share the same values as you?
- Do you believe in a vision of the world where we can truly connect with one another and reach out to those who need guidance and support with their eating struggles?



The Mind Body Eating Coach Certification Training is designed to take you into the future of nutritional healing, now. You'll be at the forefront of a new movement in eating psychology that addresses all of who we are as eaters – body, mind, heart, and soul. The skills you'll learn are unique and revolutionary and will empower you as a practitioner or teacher. You'll come away with confidence and inspiration and we have no doubt that you'll be thrilled with your choice.

HERE ARE SOME OF THE MANY WAYS OUR GRADUATES ARE USING THEIR IPE EDUCATION:

- Career change in less than a year! Embark on a new and exciting professional journey where you can feel great about what you do...
- Accelerate and expand an already existing professional practice with a cutting edge set of skills...
- Work one-on-one in a private coaching practice while setting a time and schedule that works best for your lifestyle...
- Work in corporate wellness designing and teaching programs that people are hungry for and excited about...
- Teach small groups, classes and retreats and enjoy the benefits of this intimate and effective style of learning...
- Work with digestion, immunity, mood and fatigue issues in a unique and innovative way that yields meaningful and lasting results...
- Specialize in weight loss coaching, emotional eating, overeating, binge eating or chronic dieting where you know exactly how to best address the root causes of any eating concern...
- Own or work in a health clinic or wellness center and work with clients who are motivated and inspired...
- Augment your career as a fitness specialist and serve your clients in a deeper way...
- Create a virtual business working with clients internationally and enjoy the ease of earning an income from anywhere in the world.

***The world is ready for a whole new approach to nourishment.
Eating Psychology is the future of nutrition, and that future is now!***

Our Mind Body Eating Coach Certification Training is the most comprehensive health coach program in Dynamic Eating Psychology and Mind-Body Nutrition available anywhere in the world. When you train with us, you can be assured that you're receiving the very best education on today's most common food and body challenges, as well as the tools and skills to work with the root causes of these concerns as a Mind Body Eating Coach, and help others find lasting freedom and fulfillment. As a student in our groundbreaking program, you'll come away with a strong skill set and the confidence to work with the most important eating concerns of our times - and you'll be part of a new movement that's forever changing the way the world understands eating and nutrition.



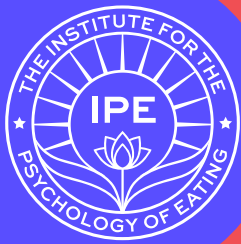
How the Training Works

The Mind Body Eating Coach Certification Training is delivered in a completely online format, allowing you to study and participate from anywhere in the world, as long as you have a computer and an Internet connection.

The course includes 7 modules which are delivered one at a time, every 4-6 weeks for 8 months, and students achieve certification after successful completion of a final exam at the end of the Training.

EACH MODULE INCLUDES:

- Approximately 20-30 hours of teaching - narrated slideshows that dive deep into the work.
- A powerful collection of written notes, worksheets, highlights, lessons, protocols and more in a downloadable PDF form.
- Short tests at the end of each module for certification.



HERE'S A SNAPSHOT OF WHAT YOU CAN EXPECT FROM THE TRAINING:

A Personal, Practical Approach to Transformation

The Mind Body Eating Coach Training is designed to help you address your own food and health concerns, while learning to be an effective and skillful practitioner. Your own food journey can be a powerful source of knowledge, and you don't need to be perfect to help others – you simply need to stay one step ahead, and with our insights, you will. In addition to the educational content, each module includes optional exercises to help you go deeper with the material, many of which you'll be using with your clients. Transforming your own relationship with food, health and body will greatly enhance your skills and effectiveness as a practitioner.

200 Hours of Videos & Slideshows

The Institute combines results-oriented nutrition with a deep understanding of our fascinating relationship with food. Our curriculum is personally and professionally transformational - and our content is unparalleled in the marketplace. You'll receive access to 7 information-rich modules delivered over 8 months. Each module has introductory videos with Marc David that outline the important concepts in that module followed by 20-30 hours of narrated slideshows that dive deep into the work.

Our Training features two powerful and important new fields – Dynamic Eating Psychology and Mind-Body Nutrition. These paradigms provide an unprecedented foundation that positions you to serve clients like never before. Students enjoy cutting edge information and a sense of community with like-minded others. We believe this is the way school should be – practical, authentic, inspiring, transformational and fun. We're committed to creating a community and tribe throughout the Training that you can be supported by for years to come. It's a great feeling to be at the forefront of a new movement that's making a big difference in the lives of others.

A Deep Understanding of Eating Psychology for Everyone

Originated by Marc David, Dynamic Eating Psychology is a positive, generous, and life-affirming view of our relationship with food. Firmly anchored in clinical experience, timeless wisdom, and mind body science, it sees all of our eating concerns as powerful opportunities for growth and transformation. This field addresses the vast number of people who face challenges with weight, body image, overeating, binge eating, emotional eating and much more. You and your clients will benefit from a results-oriented approach that aligns with all the dimensions of who we are as eaters – body, mind, heart, and soul.



Cutting Edge Mind-Body Nutrition Insights

Also originated by Marc, Mind-Body Nutrition provides the missing ingredient in our approach to nutrition: who we are as eaters. Mind-Body Nutrition is the psychophysiology of how our thoughts, feelings, beliefs, levels of stress and relaxation, our personal story and more profoundly impact our digestion, assimilation, calorie burning, and nutritional status.

Hundreds of Handouts

As part of our multimedia educational approach, you'll receive a powerful collection of written notes, worksheets, highlights, lessons, protocols and more. These handouts cover topics such as weight loss, body images, overeating, binge eating, digestion, coaching techniques, nutrition strategies, and so much more. They're great for ongoing reference and for reinforcing your learning experience. All handouts and audio files are yours to keep for life, so you can review our powerful, transformational content whenever you like. Many of our students share that they listen to class recordings whenever they need a refresher or extra inspiration.

Live Q&A Calls with Marc David

This is a valuable and unique opportunity to interact directly with the Institute's founder and primary teacher. Marc David is an internationally acclaimed teacher and skilled facilitator. You'll receive insightful feedback from one of the most well-regarded and cutting edge leaders in eating psychology and nutrition. All classes are recorded for those who cannot attend live. Participate in these calls – and engage in lively Q&A sessions with Marc!

An Inspiring, Results-Oriented Teaching Style

Marc David has been teaching this unique body of work for over 35 years, and his approach incorporates insights, connections, tools and strategies that work. Learn from powerful case studies, clear science, provocative ideas, and practical coaching and counseling distinctions that deliver. In the Mind Body Eating Coach Training, you'll experience a style of learning that's information-rich, skills-intensive, personally transformative, and full of wisdom, depth, and caring.



Business Training Module

Our optional business module delivers the same cutting-edge information that the leading business programs for coaches and entrepreneurs address today. Learn basic through advanced skills that will set you apart from the crowd with strategies for building your brand, defining your business model, creating programs, on- and off-line marketing, social media, and more. This business module will help you get off to a strong start, whether you're launching your practice or expanding your current business.

Peer Coaching Program

In this optional part of the training, you may choose to connect with a fellow student privately so you can practice the skills you're learning throughout the training. Each month you'll receive topics and discussion points to explore with your peer coach at your convenience via phone or video chat. This is a great opportunity to get grounded in your educational experience, learn how to work with phone clients, and connect in a whole different way to the material.

Private Online Community

We want our students to feel supported and connected in the learning process. As part of your educational experience, you'll have access to a private online group where you can engage with fellow students and IPE staff around training content. Monitored by senior IPE staff who have taken the training, this is a great way to network and have discussions with colleagues from various backgrounds. Participating in our private online group will allow you to dive even deeper into course content, professional development and your own relationship with food, while receiving support from peers and IPE staff. The sense of tribe and community that students experience is a well-loved part of this training.



Downloadable Digital MP3 Recordings of Every Class and Call

The Mind Body Eating Coach Certification Training includes over 200 hours of course material that you can watch or listen to by logging into our exclusive training portal. Plus, because we want you to be able to return to the material for years to come, we've made ALL the classes available to download as audio files. You'll be able to save them to your computer or mobile device and listen again whenever you need a refresher or an infusion of inspiration.

Convenient Digital Format

Our user-friendly online experience makes learning effortless and enjoyable, allowing you to study and advance your career in your own time and at your own convenience. We have a committed and inspired international student body across North America, Asia, Australia, New Zealand, Iceland, Sweden, Romania, England, South America, Europe, Central America, Scandinavia, Russia, and more.

Unique Certification

Upon completion of the Training, all students are eligible to be certified as a Mind Body Eating Coach - including receiving a professional certificate with your name and certification title by the Institute.

As a Mind Body Eating Coach, you'll have a unique set of skills that so many people are hungry for - something that stands out amidst the same old messages that don't work. Because we're the only school in the world training practitioners in an eating psychology for everyone, you'll be positioned at the leading edge in this groundbreaking body of knowledge.



Client-Facing Confidence

The Mind Body Eating Coach Certification Training gives you the tools to transform knowledge into effective practice with clients. Confidence is everything when working with clients. When you receive a great education, the poise and self-assurance to work with clients naturally results. We take special care to teach the kinds of skills that will help you work with clients that others might consider difficult. With exposure to tools, protocols, real case studies and demos within our cutting-edge body of work, you'll be poised for success with a unique position in the marketplace, whether you work with clients face-to-face or virtually.

Career Guidance & Networking Opportunities

Because we love to help our graduates succeed, we offer a private support group where alumni can network, find support, and get feedback. We also have an optional online directory that graduates can join after successful completion of the Training. This is a great way to expose your work and your message to thousands of potential clients who are looking for support and guidance. Plus, you'll be amongst the first to know about our advanced trainings and offerings.

Career Flexibility & Freedom

Experience a career where you can be of real service while earning a rewarding income. Mind Body Eating Coaches can earn anywhere from \$75 to \$250 an hour in private practice, and career choices are endless. Our graduates work one-on-one and with groups, they teach, they work in clinics and health facilities, they build online businesses, they focus on a wide variety of different specialties, and so much more.

Extension Beyond our Curriculum

Learn from an eclectic and highly informative collection of books written by some of the most respected leaders in the health and personal growth fields. Our optional reading list is a great support for the learning process and the basis of introspective exercises we provide to facilitate personal and professional development.



Are you ready to be part of the New Generation of Healers?

It's time to bring simple, useful counselling and coaching techniques to the people who need it most – those with weight loss and body image concerns, compulsive and over-eating challenges, and anyone who experiences pain around their relationship with food. Millions of people are waiting to be helped in this way.

Are you ready to be part of a whole new generation of helpers, healers, teachers, and counsellors? Are you inspired to step up and serve others in a heartfelt and powerful way?

Extremely transformational!

The past 8 months have been extremely transformational for me both professionally and personally. I had been drawn to this certification for over 5 years and it was well worth my investment to continue my journey at the Institute for the Psychology of Eating. This experience is something I will cherish forever as it has changed my life in many ways. No matter who you are, what your background, or how “new” or seasoned you are on your path, you will get incredible personal and professional transformation from this training!

Erica Small

CERTIFIED MIND BODY EATING COACH

Your relationship with food and your body will never be the same after taking this course.

The wisdom delivered and gained from the eating psychology coaching course is extremely invaluable and has transformed my personal journey with food and my body. I've finally found the missing link between nutrition, psychology and movement that has previously kept my clients and I from achieving real results. And has helped me find food freedom and allowed me to start loving my body again after years of self sabotage and food obsession. This course has tremendously boosted my confidence in delivering valuable impactful coaching around eating challenges, nutrition and spiritual growth and has given me the tools, support and fundamentals of coaching that I can implement with all my clients with success and authenticity. Thank you so very much Marc for being a guiding star on my personal health and coaching journey, I wish I could take this course over and over again with all the value provided in the material and concept delivered in this training.

Stefanie Teitelman

CERTIFIED MIND BODY EATING COACH



Tuition

We recognize that your time and money are among your most precious assets, which is why it's vital to us that you receive the highest caliber training possible. We're committed to providing you the very best educational experience for your investment.

THE INVESTMENT FOR THE TRAINING IS \$6,950, WITH SEVERAL PAYMENT OPTIONS TO SUIT YOUR NEEDS:

PAY IN FULL

Get it all for just

\$6,950

APPLY NOW

PAY IN INSTALLMENTS

Paid in installments as little as

\$619

APPLY NOW

Our Guarantee: Enroll now, and enjoy Module 1 – risk-free. Should you decide the Training isn't for you, simply let us know within 21 days of your initial purchase – and we'll refund your money less a \$250 administrative fee. But we don't think you'll want to ... our transformational educational experience is truly unlike any other!

Reach out to us at info@psychologyofeating.com for more information about all our payment options.



About the Institute for the Psychology of Eating

Dietary advice is everywhere, so what makes ours so different?

Simple: we are the only institute in the world devoted to teaching the principles of Eating Psychology and Mind Body Nutrition. In other words, we're the only school on the planet where you can learn how to work with the inner psychology driving today's food and body challenges.

The majority of nutrition programs are dry and limited in their scope, focusing only on what to eat (and what not to eat), and unfortunately, that's often not enough. Further, the few psychology programs that address today's eating concerns focus only on severe eating disorders – and fail to address the intricate eating concerns that the other 95% of us face.

Our union of psychology and science provides the “missing link” that so many clients and practitioners have been seeking. Our program is designed to help you serve others by catalyzing your own personal transformation. It's innovative and intellectually challenging, life-affirming and positive - and it puts you at the forefront of a new movement that's here to make a real difference in the world.

We have guided thousands of skilled practitioners through our premier 8-month program, The Mind Body Eating Coach Certification Training.

We welcome both the public and professionals into our Training. Whether you're looking to start a counseling practice helping others, expand your professional skills, or simply use this great educational experience for your own personal benefit, we provide you with the tools that will help you succeed.



Our Philosophy

At the Institute for The Psychology of Eating, our philosophy begins with holistic nutrition.

We teach that what we eat is only half the story of good nutrition. The other half of the story is who we are as eaters: the thoughts, feelings, beliefs, and stressors that impact our nutritional metabolism.

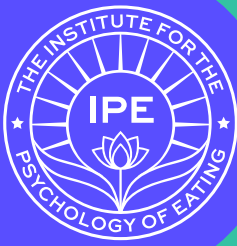
Our metabolism is elevated by pleasure; it's energized when we have compassion for our fears about weight and body image; and it's enlivened when we experience a healthy relationship with our unique journey through life.

Most of us have been taught that good nutrition is about getting the right vitamins and minerals, enough protein, and the right amounts of fat and carbohydrates - and while this has some truth to it, it fails to describe the fullness of our nutritional reality. Often, telling someone what to eat or how much to exercise is not enough to produce long-term results.

At the Institute, we see food and nutrition as a doorway into our personal world. We recognize that our challenges with food, weight, body image and health are linked to concerns around career, money, family, relationships, sexuality, our personal history, as well as our hopes, dreams and fears. We believe that effectively treating food and body challenges *must* include a skillful understanding and exploration of these key life areas.

We present the best tools and techniques in the fields of psychology and personal growth that produce results, including coaching and counselling models, cognitive approaches, body-centred practices, spiritual psychology, and archetypal psychology.

At the same time, the Institute is firmly grounded in the best of clinical and scientific nutrition, complementary and alternative medicine, and the mind-body sciences. We also call upon and draw inspiration from timeless wisdom teachings such as yoga, mythology and shamanic traditions.



Our “Why”

There's a huge demand throughout the world for effective and compassionate coaching on food, weight, and body image, because everyone has a relationship with food. So many people live with internal dissatisfaction around their body and health that drains their emotional energy and leads them to waste time on ineffective strategies.

Just look around and you'll see that the most common approach to weight loss – eating less and exercising more – doesn't work. If it did, we would have seen the results a long time ago. Yet, many of us are constantly fighting - with food, pleasure, our instincts, our desires, and our body fat – and because we are fighting against ourselves, we are destined to lose.

Clearly, our collective relationship with food and body causes a great deal of pain. Beauty standards amongst celebrities and in the media have many of us chasing impossible standards of perfection. Nutrition experts are continuously contradicting each other and leaving everyone confused. We are overloaded with information, but undernourished when it comes to wisdom.

It's time for a change.

Previously, if you wanted to learn about eating psychology you'd need to spend years at a traditional university at great expense – and still come away without the practical skills to work with the real-life challenges that people face with eating. Our mission is to make a difference where it counts.

We have a tremendous opportunity before us – to serve others in ways they haven't been served before. We can help people free themselves from self-imposed food limitations and outdated beliefs. We can guide them into strategies with their bodies that truly work. And, we can help cheerlead them into a more inspired relationship with food, and with life.



What is Dynamic Eating Psychology?

The Institute for The Psychology of Eating has pioneered and developed an exciting new field – Dynamic Eating Psychology. This is a positive and transformational approach to our relationship with food that sees every challenge we face with eating as an opportunity to grow and transform.

Each of us has a unique, fascinating, and ever-changing relationship with food and body. This includes our thoughts, beliefs, and feelings about food, which -- as we teach in the Training -- powerfully influence our behavior, our health, and our happiness. Dynamic Eating Psychology provides the maps, tools, skills, and protocols designed to help you understand your food story, and finally break free from unwanted eating concerns.

Previously, eating psychology has been limited to those with anorexia, bulimia, and extreme obesity. That's a very necessary yet specialized kind of psychology that's useful for less than 5% of all people. Dynamic Eating Psychology is for the rest of us. It affirms that we're all essentially whole and complete– and yet our relationship with food, body and health has important and powerful lessons to teach us if we choose to listen. Dynamic Eating Psychology also recognizes that our experience with food is intimately connected to other primary areas in our lives – relationship, family, work, sexuality, and our search for meaning and fulfillment.



Dynamic Eating Psychology Highlights:

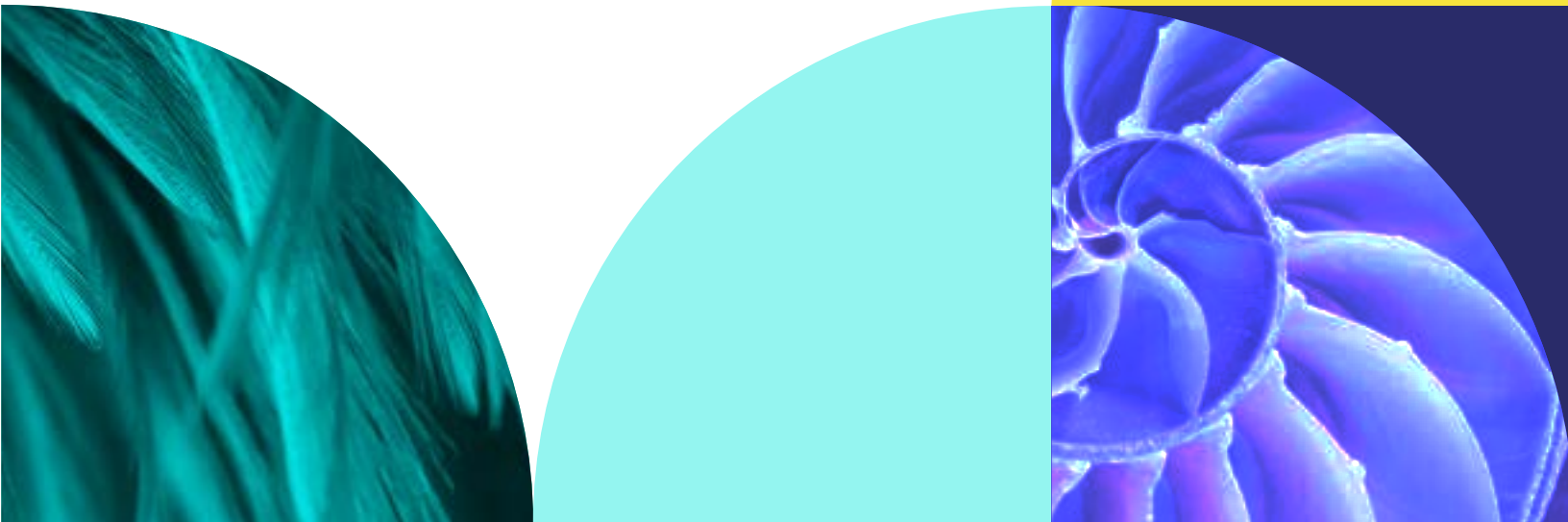
- New strategies for working with weight loss
- The most successful techniques for healing and transforming body image
- Psychological tools for releasing unwanted food habits
- The unique relationship that women and men have with food and body
- How psychology influences digestion, immunity, and food allergies
- The connection between eating psychology and fatigue
- The Dynamic Eating Psychology approach to the constellation of everyday eating challenges, including overeating, emotional eating, binge eating, endless dieting, food restriction, weight, and more...
- Treating the root causes of mood concerns, including depression and anxiety
- How the mind impacts thermic efficiency – our ability to calorie-burn
- The hidden connection between food, weight and sexuality
- The influence of culture on nutritional metabolism
- The hidden psychology of dieting
- Working with our life story as a means to transform metabolism
- The connection between psychology, spirituality, and nutritional health
- And much more...



What is Mind-Body Nutrition?

The Institute for The Psychology of Eating's nutrition training focuses on groundbreaking work in the new and innovative field of Mind-Body Nutrition. Mind-Body Nutrition examines the psychophysiology of how thoughts, feelings and beliefs impact nutritional metabolism and health. It focuses on the fascinating connections between brain, body, digestion, and behavior. It also brings to light how the social, emotional, cultural, and spiritual dimensions of life influence how we digest and assimilate a meal and burn calories.

The benefits of Mind-Body Nutrition are practical and profound. The Institute teaches the tools and techniques that will enable you to make a real and meaningful difference in working with excess weight, fear-driven eating, body image challenges, digestive disorders, fatigue, mood issues, immune health, and other nutrition-linked health concerns.





Mind-Body Nutrition Highlights:

- The Effects of The Physiologic Stress Response on Nutrition and Metabolism
- Relaxation Techniques that Profoundly Enhance Digestion and Calorie burning
- Secrets to Accessing the Wisdom of the Enteric Nervous System – the Brain in the Belly
- Nutrition and Circadian Rhythm: Practical Keys to Modulating Appetite
- The Metabolic Power of Story: How our Inner Tale Infuses Metabolism
- Mind-Body Nutrition Techniques for Weight Loss
- A Surprising Nutritional Requirement: Vitamin P – Pleasure
- The Nutritional Importance of Vitamin T – Time
- The Hidden Influence of Core Life Issues on Nutritional Metabolism
- The Placebo Effect and Nutrition: How Thoughts Influence Digestive Chemistry
- The Profound Impact of the Cephalic Phase Digestive Response on Willpower
- Mind-Body Nutrition Techniques for Body Image Challenges
- How Beliefs about Sexuality and Beauty Impact Nutritional Metabolism

AND MUCH MORE...



Curriculum Highlights:

Weight Loss

A unique and compelling look into the profound topic of weight loss through the lenses of Dynamic Eating Psychology and Mind-Body Nutrition. You'll learn basic and advanced coaching and counselling techniques, along with an in-depth series of maps and checklists that will shed a whole new light on working with this complex challenge.

SOME HIGHLIGHTS INCLUDE:

- Nutritional and metabolic factors influencing weight loss
- Masculine and feminine weight loss psychology
- Influence of stress and relaxation physiology on weight
- Bio-circadian nutrition and weight loss
- Working with social and cultural influences on body weight
- The importance of macro-and micro-nutrient balance
- The metabolic power of pleasure, awareness and presence
- Neuro-psychology, placebo science and weight loss
- Spiritual and soul dimensions of shape-shifting
- The power of story and core life challenges in weight concerns
- A deeper understanding of caloric science
- Working with body wisdom and intuition
- The hidden connection between weight, money and work
- Weight and menopause
- Shortcuts for creating breakthroughs with difficult clients

Body Image

An original, results-oriented approach to body image concerns will give you the tools to help others see and experience their bodies in a healthier, more compassionate way. Using principles from Dynamic Eating Psychology and Mind-Body Nutrition, you'll learn the listening and coaching skills that will give you the confidence to work with this important issue.

SOME HIGHLIGHTS INCLUDE:

- Understanding the origins of body image
- The deep connection between body image and sexuality
- Body image tools/distinctions for working with different age groups
- Family of origin and body image
- The influence of stress and relaxation physiology
- The hidden connection between movement and body image
- Working with embodiment practices
- Masculine and feminine distinctions in body image
- Navigating the influence of media and culture
- Yoga Psychology and body image
- The impact of PTSD on negative body image
- Healing and transforming body image with Archetypal Psychology
- The connection between pleasure, desire and body image
- The neuro-psychology of presence and "loving what is"
- The special relationship between women, food, and body image



Emotional Eating, Overeating, Binge Eating

Our truly holistic approach to eating concerns is based upon the core principles of Dynamic Eating Psychology and Mind-Body Nutrition. Help others achieve breakthroughs using easy-to-practice tools and techniques that promote a positive and nourishing relationship with food.

SOME HIGHLIGHTS INCLUDE:

- The practical psycho-biology of appetite
- The cephalic phase digestive response and binge eating
- The psycho-dynamics of control and willpower
- Pleasure chemistry and overeating
- Breakthroughs using nutrition-dense food strategies
- Moving beyond cognitive behavioral therapy
- The impact of stress and relaxation chemistry on overeating
- Using bio-circadian nutrition techniques for fast results
- The hidden connection between body image and overeating
- The powerful effects of macro-nutrient balance on binge eating
- How work and corporate culture impact overeating concerns
- The spiritual psychology of nourishment and deeper hungers
- The influence of life transitions on compulsive eating

Chronic Dieting

Chronic dieting is a hidden contributor not only to emotional pain, but also to many health symptoms that are wrongly diagnosed and treated. Learn how to identify and treat chronic dieting using our compassionate, effective framework that turns conventional thinking upside down.

SOME HIGHLIGHTS INCLUDE:

- The potent effects of chronic dieting on nutritional status and health
- How chronic dieting impairs calorie-burning capacity
- Chronic dieting as a hidden epidemic of the soul
- The special relationship between women and dieting
- The connection between chronic dieting and compulsive exercising
- Dieting, culture, and the media
- The secrets to creating a long-term, sustainable diet strategy
- The influence of dieting on energy level and oxygen metabolism
- Confronting the false and outdated science of dieting
- The hidden effects of chronic dieting on digestive metabolism
- Working with complaints of “slow metabolism”
- Chronic dieting and the psychology of romantic relationships
- Using powerful messaging techniques to heal chronic dieting
- How to re-educate clients around caloric theory, dieting and weight
- Designing a diet approach that can truly transform your client



Energy & Fatigue

Lack of energy - and the desire for more of it - is a powerful concern that so many people experience. Unfortunately, many of our strategies to battle fatigue leave us exhausted and without a true and lasting source of greater vitality. Our Training will provide you with an integrative mind, body, heart, and soul approach to this important health challenge.

SOME HIGHLIGHTS INCLUDE:

- Mind-Body Nutrition approaches to working with energy and fatigue
- Nutritional and metabolic influences on fatigue
- The hidden effects of food allergies and sensitivities on energy level
- Core life issues and their effects on energy level and fatigue
- Somatic psychology skills for enhancing energy
- The healing power of story in chronic fatigue
- Breathing, oxygen and energy
- How key soul lessons impact our energy level and metabolism
- The influence of thought and beliefs on fatigue and energy
- The bio-emotional impact of work, purpose and mission on energy
- The potent connection between digestion and energy
- Stress chemistry and adrenal fatigue
- Simple and effective nutritional strategies for more energy

Digestive Health

Digestive health has become a rare and precious commodity, with complaints of digestive distress, heartburn, bloating, and ongoing discomfort amongst the most common nutrition issues. Learn simple and effective strategies from Dynamic Eating Psychology and Mind-Body Nutrition for increasing digestive power and function.

SOME HIGHLIGHTS INCLUDE:

- The impact of stress physiology on digestion and assimilation
- The enteric nervous system and “the brain in the belly”
- The emotional psychology of the digestive system
- Digestive status as a barometer for personal empowerment
- Simple and effective protocols for common digestive complaints
- The importance of the gastrointestinal immune system - and how to strengthen it
- The influence of food allergies on digestive health
- Cultural speed and its impact on digestion
- Digestion of food as a metaphor for digestion of life experiences
- The hidden connection between sexual abuse and digestive health
- How fear, judgment and self-criticism diminish digestive metabolism
- Breathing, oxygen, the relaxation response and digestion
- Quick, simple strategies for working with GERD (heartburn)
- Digestion, gut wisdom and body wisdom
- Important distinctions from Ayurveda and Chinese Medicine



Mood Concerns

Working with mood and depression is an important part of every nutrition and health coaching practice. Fluctuations in mood teach us powerful life lessons, while calling our attention to key metabolic and lifestyle changes that are asking to be made. Our Training features Dynamic Eating Psychology and Mind-Body Nutrition approaches that are practical, holistic and effective.

SOME HIGHLIGHTS INCLUDE:

- The influence of stress physiology and stress psychology on mood
- Key nutritional deficiencies and excesses associated with mood
- Brain physiology basics for understanding mood fluctuations
- Impact of immunity on mood
- Insulin, blood sugar, food and mood
- How chronic dieting silently impacts mood
- Archetypal psychology approaches to mood and depression
- The spiritual psychology of mood – the language of the soul
- Powerful and simple strategies from yoga and Buddhism
- The hidden psychology of depression
- Importance of macro-nutrient balance and mood
- Mood disorders and the psychology of perfectionism
- Feminine and masculine differences in mood
- Influence of genetics and family lineage on mood
- Understanding mood through the life cycles

Immune Health

A strong immune system is both a gift and a rarity these days. When the immune system functions with efficiency, we can navigate a toxic and challenging world with greater ease. At IPE, we teach a fascinating and creative blend of Dynamic Eating Psychology and Mind-Body Nutrition approaches to working with immune health.

SOME HIGHLIGHTS INCLUDE:

- Nutritional strategies for improving immune strength
- Psycho-emotional influences on immunity
- The impact of dietary beliefs on immune health
- The profound importance of the gastrointestinal immune system
- How gastrointestinal immunity is impacted by thought and emotion
- Cultural and social influences on immunity
- Immune strength as a metaphor for presence
- Psychoneuroimmunology meets Mind-Body Nutrition
- Soul psychology and immune health
- The hidden transformational messages in immune challenges
- Key strategies for working with highly sensitive clients
- Simple Mind-Body Nutrition protocols for immune enhancement
- How environment impacts immunity
- Somatic and embodiment strategies for low immunity



Women, Food and Health

The beauty, power, and complexity of the relationship between women and food cannot be overstated - and it's high time that we elevate it to the lofty place it deserves, and learn to understand women and nutrition from a fresh perspective. This is an important theme throughout our Training.

SOME HIGHLIGHTS INCLUDE:

- Genetic/evolutionary influences on women's relationship with food
- The powerful impact of culture and media
- Masculine and feminine distinctions in stress physiology and metabolism
- Feminine sexuality and its influence on eating habits
- Women, dieting and weight
- A woman's relationship with food through the life cycles
- Archetypal psychology and the feminine principle
- History-taking skills for women clients
- Woman-specific listening and coaching skills
- Working with teenage girls
- Insights into bulimia
- Working with Queen and Princess distinctions
- A deeper look at women and hormones
- Creating a feminine approach to nutrition
- Embodiment practices for women

Coaching Skills

Our Training is designed to give you the tools, techniques, protocols and strategies that will enable you to be a transformational practitioner. We teach coaching skills that truly make a difference with clients, and that gets to the heart of how to successfully manage their relationship with food. Navigating eating challenges and nutritional concerns requires a specialized understanding and solid coaching tools. We're proud to deliver an excellent education in this realm.

SOME HIGHLIGHTS INCLUDE:

- Coaching tools for the most commonly seen eating concerns
- Strategies for working with difficult clients
- How to help clients who feel "stuck"
- Coaching skills for working with women
- Coaching skills for working with men
- Effective communication with young people
- How to use "teaching skills" in a client session
- How to create a powerful first session
- Deep listening skills
- How to inspire your client vs. how to motivate your client
- Managing client resistance
- Tools for creating client compliance
- Soft coaching skills vs. direct coaching skills
- How to convey scientific information to a client
- How to measure progress and success



Business Coaching Module

IPE is proud to provide our students with a foundation in business practice and management. Our optional Business Coaching module is suitable for those who are just starting out their coaching practice and for those who want to implement new strategies for increased success.

SOME KEY FEATURES OF THE BUSINESS COACHING MODULE:

- The ABCs of starting your own business
- Strategies for marketing and social media
- Relevant and practical information
- Optional & self paced - study in your own time
- Downloadable mp3 files and handouts to keep for life
- A great added value your Mind Body Eating Coach Certification at NO additional cost



Topics in the Business Coaching Module

GETTING STARTED

- Overview of Starting a Business
- Generating Your Brand “DNA”
- The Hidden Metaphysics of Business
- Understanding Your Relationship with Money
- The Core Values of a Helping Professional
- Managing Inner Obstacles
- The Coaching Model
- Legal Do’s and Don’ts for Coaches

BUILDING YOUR BRAND AND BUSINESS

- Identifying Your Ideal Client
- Defining Your Niche
- Identifying Your Target Market
- Your Unique Perfect-Client Avatar
- Understanding Your Customer Pain Point
- How to Build “Know, Like and Trust” Factors
- Creating a Community or “Tribe” Bus

DEFINING YOUR BUSINESS MODEL

- What are Your Services and Programs
- Getting Clear About How You Work
- Defining Your Rates
- Offering Support in Between Sessions
- Creating Packages
- Working with a Sliding Scale
- High End Offerings

YOUR CLIENT FLOW

- Phone vs. Live Sessions
- Scheduling Clients
- Communicating and Interacting with Clients
- Creating a Safe Space
- Intake Forms
- Client Contracts and Agreements
- Cancellation Policy

SETTING UP YOUR BUSINESS

- Naming Your Business
- Understanding Professional Insurance
- Filing Systems
- The Importance of Business Banking
- Financial Record-Keeping
- Taking Payment
- Invoicing Clients
- Contact Management Systems
- Creating Your Support Team
- Backing Up Your Content



MARKETING

- Highlighting What Makes You Different
- Elevator Speech
- Communicating About What You Do
- Networking
- How to Attract Clients
- Where to Market Yourself
- Copy for Website
- How to Build Your List
- Using Social Proof
- Getting Testimonials

BUILDING YOUR WEBSITE

- Website Options
- Buying a Domain Name
- Web Hosting Options
- Website Theme
- Website Outline
- Social Media Integration with Websites
- Creating an Opt-in
- The Purpose of an Opt-in
- Important Opt-in Pointers

SOCIAL MEDIA STRATEGIES FOR SUCCESS

- The Best Social Media for Your Business
- Understanding Facebook, Twitter, LinkedIn, and Pinterest
- Using Hootsuite to Manage Social Media
- How to Create a YouTube Channel
- How to Create a Meetup Group
- How to Use Meetup to Build Tribe
- Basic, Moderate and Advanced Social Media Set Up

BLOGGING

- Blogging Basics
- Important Pointers for Blogging
- Building Trust
- Creating the Right Newsletter
- How to Write a Great Subject Line
- Understanding Your Audience

THE FLOW OF INFORMATION

- Understanding Copyright Law
- Internet Copyright Etiquette
- Done-for-You Website Copy
- What is Mind Body Eating Coaching
- How is My Approach Different
- What is Mind-Body Nutrition
- What is Dynamic Eating Psychology



About Marc David

Marc David, M.A., is the Founder, Director, and Primary Instructor for the Institute. A visionary leader in the fields of health and nutrition, Marc is the world's leading teacher in eating psychology. He is also the author of two classic and acclaimed bestselling books, Nourishing Wisdom: A Mind-Body Approach to Nutrition and Well Being (Random House), and The Slow Down Diet: Eating for Pleasure, Energy, and Weight Loss (Simon & Schuster).

Marc presents his expertise in nutritional medicine and the psychology of eating in a fresh and innovative way. His humorous, engaging, and informative speaking style have made him a popular and well-loved presenter, and his non-dogmatic approach to nutrition appeals to a wide audience of eaters who are looking for positive, inspiring, and innovative messages about food and metabolism. The powerful body of work presented at the Institute is a result of over three decades of Marc's research, inquiry, and clinical experience that were driven by one compelling question:

How can we combine the best of nutritional science and eating psychology to serve people in a profound and truly effective way?

Marc has served on the editorial staff of Alternative Therapies in Health and Medicine and was a senior consultant to the Johnson & Johnson Corporation, the Disney Company, and numerous companies in the natural products industry. Marc was also a long time nutritionist and teacher at Canyon Ranch Resorts and with the internationally acclaimed Kripalu Center for Yoga and Health, where he also served as Chairman of the Board of Directors. Marc has presented at a long list of professional settings including Harvard University, The National Institute for the Clinical Application of Behavioral Medicine, and has been a guest expert on CNN, NBC, and numerous media outlets.

Marc's articles and interviews have appeared in The New York Times, Chicago Times, New York Daily News, McCalls, Glamour, Eating Well, Utne Reader, Natural Health, Yoga Journal, Bon Appetit, Elle, WebMD and many more. His books have been translated into nine languages worldwide. Marc earned his M.A. at Sonoma State University, where he forged the unique field of eating psychology. He received additional medical education at the Harvard Mind Body Medical Institute and SUNY Upstate Medical School.

Amazing is an understatement.

Not only does Marc create amazing virtual classes, he and Stephanie have created an online community that immerses you in support. It truly was a blessing to see so many others taking this course, working with clients and even working on themselves. There was such a camaraderie between this class and we only met because of IPE, from asking advice on clients to logo design, it has been an incredible experience. Saddened that it is ending...but with all endings there are new beginnings to look forward to. All I can say is, thank you Marc for your passion and sharing it with the rest of us.

Andrea Nagel





By the first live phone call with Marc David, I was already at a place to say, “This is the best therapy I’ve ever had!” As a health coach and physical therapist (with a background in psychology and functional nutrition), I had a broad frame through which to view this amazing coursework, and to me it is the richest experience of total life coaching. To me, it goes way beyond simply looking at our relationship with food and body image. Taking this wonderful course has altered my life for the better - I’m a richer person with so many new tools that now feel “ingrained in my brain” - integrated into my automatic thought process.

Wendy Haberman

I am a better version of who I was and the next version of me is emerging thanks to the Institute for the Psychology of Eating. I am so grateful to Marc David for helping me to understand and acquire the knowledge to become a better version of myself. Throughout the course I learned how to be present and not to partially live but to be conscious and not to get caught in the doing rather to step on my Queen archetype and not to live as Cinderella. Now, I am a better version of who I was and the next version of me is emerging thanks to the Institute for the Psychology of Eating.

Jannete Elgohary

The Training has meant beginning to unravel into my fullest potential. The Training changed my life in more ways I could imagine. It has made me a better counselor, a better sibling, better daughter, better friend and better girlfriend. I have become kinder to myself and others. I am more aware of my triggers, struggles and what is underneath the surface. Understanding myself more, has allowed me to understand others better, be more patient and see more than the tip of the iceberg. I would recommend this training to anyone, even if they do not plan to be a coach in the future. I think anyone in the helping field can personally benefit from this program because it helps you learn more about yourself, increasing that ability to understand others on a deeper level. This is a great tool for anyone as an educator, parent/guardian, or in the helping field for that reason!

Briana Galimi

One of the most amazing courses I have ever undertaken. I have had food challenges my whole life and have always believed humans, as a species, has lost the purpose of eating; in many situations, we have seen money take over the importance of people’s health, particularly with marketing. I have got so much more than what I expected out of the course. I have learnt so much about myself, and how I can help other people. I have learnt how a very well run and supportive course should be, and I have learnt what I want to do for the rest of my life. Thank you to everyone involved from the Institute for the Psychology of Eating. EVERYONE involved has been professional, helpful and very motivating.

Karen Martin

This is the best health coach education program that I have ever encountered. That’s because it’s not just about nutrition, it is about how to find out what makes a client tick and therefore facilitate sustainable change. I graduated from a nutrition program over 10 years ago with a good understanding of nutrition and eating for health, but I was not ready to launch myself into the “coach” world because I did not have the knowledge and understanding of how to communicate with prospective clients. We humans are complex beings, and most of us act on subconscious programs 95 % of the time. How and what we eat is very complex and relates to our physical, mental, emotional, and spiritual identity and history. This program was like finding the golden key to unlocking the door of communication with my clients. Communication is, of course, the key to everything, especially as a “coach”. Now I possess the ability to understand a great deal more about my clients in a multidimensional way. I feel absolutely confident in my ability to really help a client get to where they want to go.

David Caplin



The Mind Body Eating Coach Certification Training has profoundly impacted me. The Mind Body Eating Coach Certification Training has profoundly impacted me both in the personal and professional realm. As a nutritionist who gives private counseling, all of the concepts, strategies, methods, and resources provided by the Training are not only extremely helpful and empowering but also very practical and effective to use with my clients. One of the core concepts I personally take is that most of the time what we teach to others is what we most need to learn for ourselves. The Training is set in a way that you are taught how to see and approach a person as a whole, and not just as a physical body. I would 100% recommend this Training (I already am recommending it) not only to nutritionists but to coaches, and health professionals.

Francesca Golfín

Everything is absolutely wonderful! I will always be grateful to life for the opportunity to take this training, since it allowed me to refresh my professional career with an innovative approach and help my clients in a more comprehensive way. Knowing this approach to food has allowed me to broaden my understanding of common problems with nutrition, provide better accompaniment, and be more compassionate. I feel more connected to my purpose, with more clarity and with much truth to give to others. Learning in a virtual way, with recorded resources, helped me a lot since it allowed me to work and study at the same time without problem. The content is totally inspiring and I highly recommend this workout to anyone who wants to deepen their relationship with food, their body, purpose and help others. Everything is absolutely wonderful!

Xiomara Arias

I love the complexity and depth. This training was so valuable for myself, and for me to be able to help others deal with such personal issues that control our lives. I feel ready and well-informed. I have had great examples of how to go forth and share the work. I LOVE, LOVE that the work isn't about a diet. I love the complexity and depth of how we were trained. I love how Marc honored each person as well how he would explain it's not their fault. You made me KNOW you understand and could help me. Because my coaching work has focused on being more conscious of the choices you make, this work fits in perfectly with my beliefs and understanding of life. I like the focus on there being a deeper meaning. It is easy to recommend this Institute to others. The depth and knowledge, the quality of work, the expertise of the people who are delivering and how well prepared I feel - it's been a wonderful experience and I have learned A LOT!!

Dottie Hager

Marc David and his Psychology of Mind, Body Eating program “hits it out of the park”. Marc's experience in coaching a diverse client base has given him the experience to teach other coaches to understand the holistic nature of weight management and all of the life characteristics that come into play with clients' managing their health and wellness. I have been doing small business coaching for years and the quality of Marc's program has given me the ability to smoothly transition to coaching in the health and wellness field. I have passion for this work and this 7 month course has fueled the passion even higher. There are more successful coaches making a difference in the life of others around the world due to Marc's creativity and teachings.

Bonnie Seitzinger

I feel energized and inspired. The Mind Body Eating Coach Certification Training has been life- and career-changing for me. Marc David's wisdom, together with the tools provided by the training, gave me a new language that is benefitting my 30-year career as a Nutritionist, Registered Dietician, and Diabetes Educator in more ways than I can elaborate here. In short, instead of feeling exhausted after a day of counseling patients, I feel energized and inspired by the amazing changes they are making.

Rita Carey

We look forward to meeting you in the Training!



You're about to discover our secret recipe for life- changing coaching...

Join the Mind Body Eating Coach Certification
Training and learn how to coach eaters everywhere
into the fullest experience of life.

[CLICK HERE TO APPLY NOW](#)

Still thinking through your options?

Book a free call with a member of our team.

[CLICK HERE TO BOOK NOW](#)

