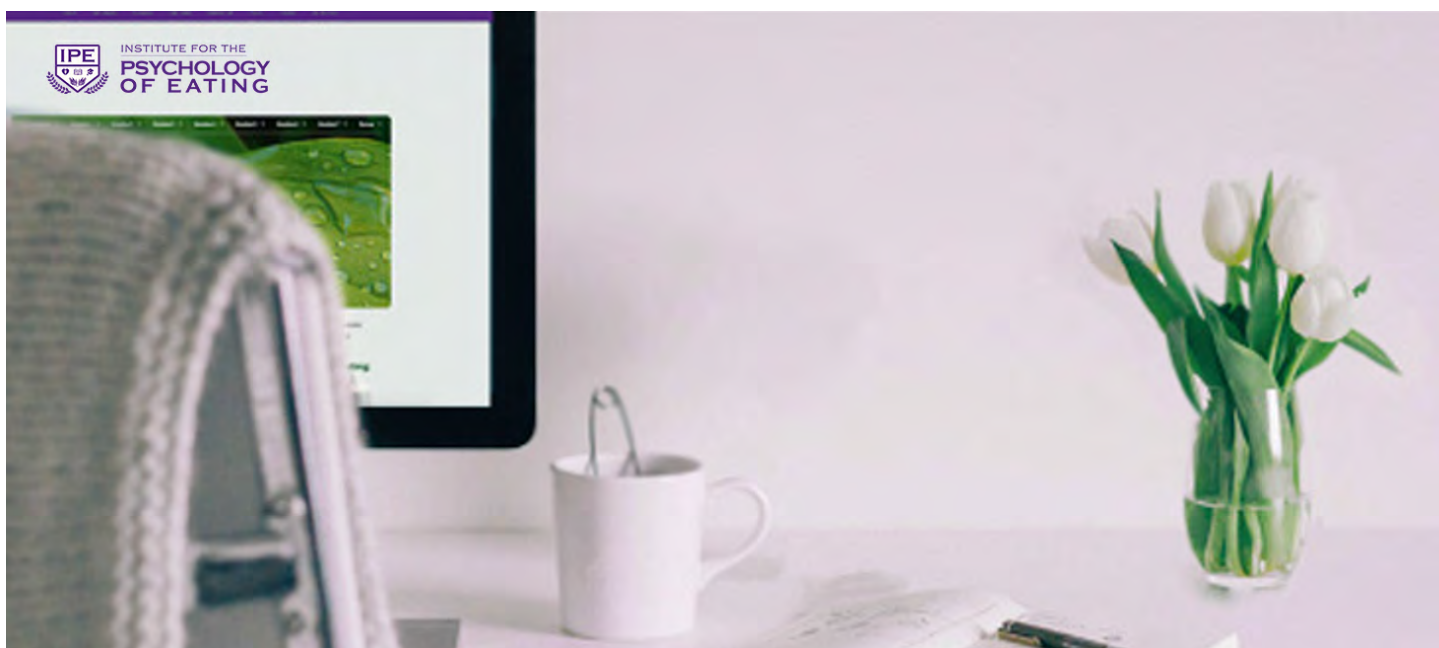




INSTITUTE FOR THE
**PSYCHOLOGY
OF EATING**

MIND BODY EATING COACH DISTANCE LEARNING CERTIFICATION TRAINING



Experience the most innovative and inspiring professional training in
Dynamic Eating Psychology and Mind Body Nutrition.
Grow an exciting new career, and help your clients
understand food and eating in a whole new way.
A positive, liberating and practical way.

info@psychologyofeating.com

www.psychologyofeating.com

Table of Contents

A Letter from Marc David, Founder	3
Key Highlights of the Training	5
How the Training Works	12
Is This Training Right for Me?	15
Curriculum	17
Your Career	20
Schedule	22
What the Training Includes	24
Tuition	29
How IPE is Different	30
Our Philosophy	31
What is Mind-Body Nutrition?	32
What is Dynamic Eating Psychology?	34
Curriculum Highlights	35
Bonus Nutrition Module	46
Bonus Business Coaching Module	47
About Marc David	50
Testimonials	51

A Letter from Marc David, 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 this 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 and feel free?*
- *How can I know which foods are right for me to eat 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 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 with us more 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:

- An estimated 108 million Americans are on a diet
- 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
- Within about a decade, 67% of the US population will have some form of diabetes
- Approximately 75% of all diseases could be prevented with better nutrition
- 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
- 2 out of 5 women would give up 3-5 years of their life in exchange for weight loss
- 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
- 74% of Americans report that they live with ongoing digestive discomfort
- And in any given week, at least half of all adults complain of low energy or fatigue

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 understand the powerful and intimate connection between women and food. We acknowledge the need for a holistic approach to weight and it's 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. Please learn as much about us as you can. And I hope to meet you in one of our programs...

My warmest regards,

Marc David

Founder of the Institute for the Psychology of Eating



"The study of nutrition alone is no longer adequate to address the issues we face with health, weight, body image, overeating, and the challenges of being an eater. Every concern with food and health has a deeper teaching that's perfectly designed to fuel our growth and transformation. Our job is to listen. The biology of the body is always mirroring the experience of the soul."

Key Highlights of the Training

Our Professional Mind Body Eating Coach Certification Training is the most comprehensive, innovative and inspiring educational experience in eating psychology you can find. It features a powerful curriculum delivered in an online distance-learning program that you can take from anywhere in the world. Graduates are certified as Mind Body Eating Coaches and receive a life-changing professional training. 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 – weight, body image, overeating, binge eating, digestion, fatigue, immunity, mood and much more. And, you'll be part of a new movement that's forever changing the way the world understands eating and nutrition.

An Information-Rich 250+ Hour Training

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. The training is delivered via an easy-to-use multimedia platform that features videos, audios, slideshows, handouts, notes, protocols, live teleclasses, recommended readings, online forums, and an optional live event. Students enjoy cutting edge information along with a sense of community with like-minded and like-hearted others. We believe this is the way school should be – practical, authentic, inspiring, transformational and fun.

Convenient Distance Learning Format

Take this training with you wherever you go. Whether you're traveling, have a full-time career, are a busy parent, or find yourself in a life transition, the Training is designed to easily fit your lifestyle. You can access the material on your computer, tablet, or smart phone. All you need is an internet connection! We've created a user-friendly online experience that makes learning effortless and enjoyable. This is the way to study and advance your career – in your own time, and at your own convenience.

Study From Anywhere in the World

Our Mind Body Eating Coach Certification Training is designed for you to learn from anywhere around the globe. We have a committed and inspired international student body. Our graduates have come from North America, Asia, Australia, Iceland, Sweden, Romania, England, South America, Europe, Central America, Scandinavia, Russia, New Zealand and more. And because the work we teach is so cutting edge, our students have a unique position in the marketplace, and many have established virtual practices serving clients internationally.



A Unique Combination of Nutrition and Psychology

Revolutionize the way you view eating, body image, and nourishment! The Institute's groundbreaking combination of eating psychology and nutrition are all firmly anchored in clinical experience, timeless wisdom and mind body science. You won't find a curriculum like this anywhere else! Our students love the natural blend of psychology and science. And your clients will benefit from an approach that's results-oriented and in true alignment with all the dimensions of who we are as eaters – body, mind, heart, and soul.



A Deep and Practical Understanding of Eating Psychology for Everyone

Are you ready for a groundbreaking approach? The Institute has originated the important new field of Dynamic Eating Psychology. It's a positive, generous, and life affirming view of our relationship with food. It sees all of our eating concerns as powerful opportunities for growth and transformation. Though Dynamic Eating Psychology is applicable to those with eating disorders, it's designed as an eating psychology for everyone. It addresses the vast number of people who face challenges with weight, body image, overeating, binge eating, emotional eating and much more. When it comes to working with the most important concerns we face with food, Dynamic Eating Psychology is a game changer.



Be at the Cutting Edge with Mind Body Nutrition

The Institute has originated yet another important new field – Mind Body Nutrition. This is an exciting and timely new approach that provides the missing ingredient to nutrition. What we eat is half of the story of good nutrition. The other half of the story is 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. Our training provides a profound understanding of the breakthrough Mind Body Nutrition techniques that takes effectiveness with clients to a whole new place.

Enjoy a Teaching Style that's Inspiring and Results Oriented

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. Far too many nutrition and coaching trainings are dry and uninspired. The good news is, in the Mind Body Eating

Coach Training you'll experience a style of learning that's information-rich, skills-intensive, full of wisdom, depth, and caring, and personally transformative. We're confident that you're in for a memorable, once-in-a-lifetime learning experience.




Curated Recommended Reading List

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. The optional reading list is a great support for the learning process and is designed to truly deepen you into both experiential and didactic learning. We also provide suggested introspective exercises based upon these books to help facilitate personal development, while honing your professional skills.




All Audio Files & Handouts are Yours to Keep for Life

Review our powerful, transformational content anytime and anywhere. Audio files and handouts are easily downloadable and yours to keep for life. Come back to material you want to spend extra time with, and go deeper into the learning experience for years to come. The amazing material makes every listening experience an opportunity for professional and personal growth. Many of our students share that they re-listen to classes whenever they need a refresher or extra inspiration.



Connection and Support

One of our top priorities is that students feel supported and connected in the learning process. Because everyone begins and ends the training at the same time, a wonderful sense of community is created. Lifetime relationships are made, professional alliances are forged, and students feel part of something greater. You'll find our staff to be responsive and caring. Our optional private online forums for students are monitored by IPE staff who have gone through the training. They provide a high level of professionalism and insight. The sense of tribe that students experience is a well-loved part of this training.



Grow a Lucrative Career with Flexibility and Freedom

Launch a Mind Body Eating Coaching practice, work with clients in person or online, and do the kind of work where you can truly contribute and make a big difference in the lives of others. We live in a time where meaningful work is so important. 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.



Enjoy a Competitive Edge in the Market with a Unique Certification

As a Mind Body Eating Coach, you'll have a unique set of skills that so many people are hungry for and are fascinated by. People are tired of the same old messages that don't work. Our training helps you stand out in a highly competitive marketplace. We're the only school in the world that's training practitioners in an eating psychology for everyone. You'll be positioned at the leading edge in this new body of knowledge and you'll have the confidence to know that you're doing groundbreaking work that sets you apart in a crowded marketplace.

Powerfully Tap into Your Gifts as a Healing Professional

It's a beautiful and rare feeling to know that we're accessing our deepest inborn gifts and giving them to the world. We'd love for you to have that experience. Unlike other trainings, we don't take a "cookie cutter" approach. We want you to discover your unique style and talents as a helping professional. We've designed this training to bring out the best in you. We believe it's time for each one of us to share our special gifts with the people who need them the most.



Develop Confidence to Work with Clients

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 tools protocols, real case studies and demos, you'll be poised for success.

Be Part of a New Movement in Health and Transformation

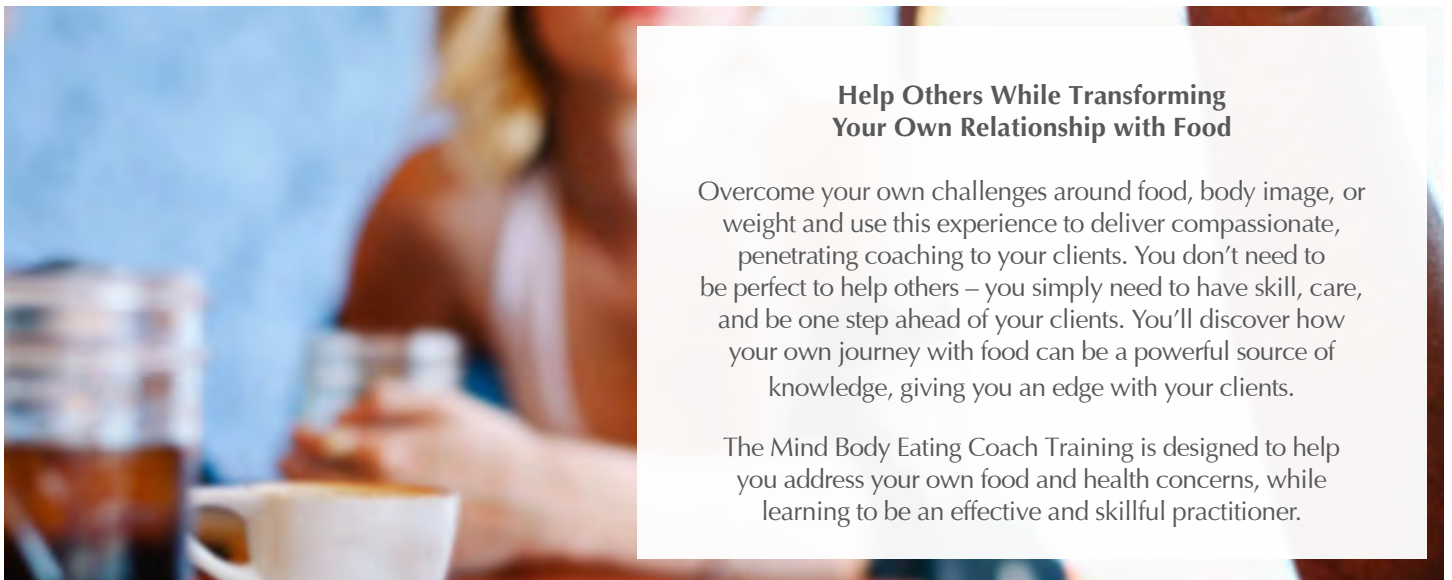
Walk away from outdated, disempowering approaches to health and nutrition and step into a positive and uplifting new movement of Mind Body Nutrition and Dynamic Eating Psychology. The world is ready for a whole new approach to nourishment. Eating Psychology is the future of nutrition, and that future is now! We're committed to creating 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.



Help Others While Transforming Your Own Relationship with Food

Overcome your own challenges around food, body image, or weight and use this experience to deliver compassionate, penetrating coaching to your clients. You don't need to be perfect to help others – you simply need to have skill, care, and be one step ahead of your clients. You'll discover how your own journey with food can be a powerful source of knowledge, giving you an edge with your clients.

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.



Join an Exclusive Network of Professionals

We love to help our graduates succeed. The Institute provides advanced trainings and offerings that you'll be the first to know about. We have private support groups for alumni where you can ask for support, receive feedback, and network with other professionals. 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.



INSTITUTE FOR THE
PSYCHOLOGY
OF EATING



as a **Mind Body Eating Coach**

...ing ingredient to help others finally solve
their food, body, and weight concerns.



Be Part of the New Generation of Healers

It's time to bring effective counseling and coaching techniques out into the world to the people who need it most – those with weight loss and body image concerns, compulsive and overeating 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 counselors? Are you inspired to step up and serve others in a heartfelt and powerful way?



I cannot imagine my coaching career without the knowledge I have gained in the Mind Body Eating Coach Training. The authenticity, truth, and integrity delivered in this program has been a life changer for me. I finally let go of old patterns and am now free in ways I didn't realize even existed. I am free from dieting, free from the scale, and free from toxic thinking that has surrounded me my whole life and I'm thrilled to bring this to my clients as I now have the confidence to help each and every person that comes to me. The logistics of the course delivery itself provided a seamless experience throughout. I really appreciated how easy the website was to use and how organized the content was for access and downloading. Help was always available in a heartbeat for all questions. There was definitely no shortage of content! And I love that I have it to go through over and over

again. I could not offer a higher recommendation of this training. My only regret is that the course has ended. I am honored to be able to help spread this life-changing message to the world and to be part of this amazingly supportive community.

Annelise Woitulewicz - Certified Mind Body Eating Coach



I can't even begin to describe how much the Training has meant to me. Not only has it inspired personal changes in my life and my relationship with food, but I feel totally prepared to take on coaching clients (and I have a background of corporate finance not nutrition OR coaching). There are really three components of the program: nutrition, psychology and business development and together you will learn enough information in all three of these areas to start a successful business. People are fascinated with the concept of "the psychology of eating" and I have picked up several clients during the training without doing anything other than having a conversation about what we were learning in our current module. Marc is a wonderful teacher and I will truly miss his lectures. I took this certification training while working full time and juggling two kids,

two dogs and one husband and a busy work schedule – so it is possible to fit into just about any lifestyle. Well worth the money on so many levels.

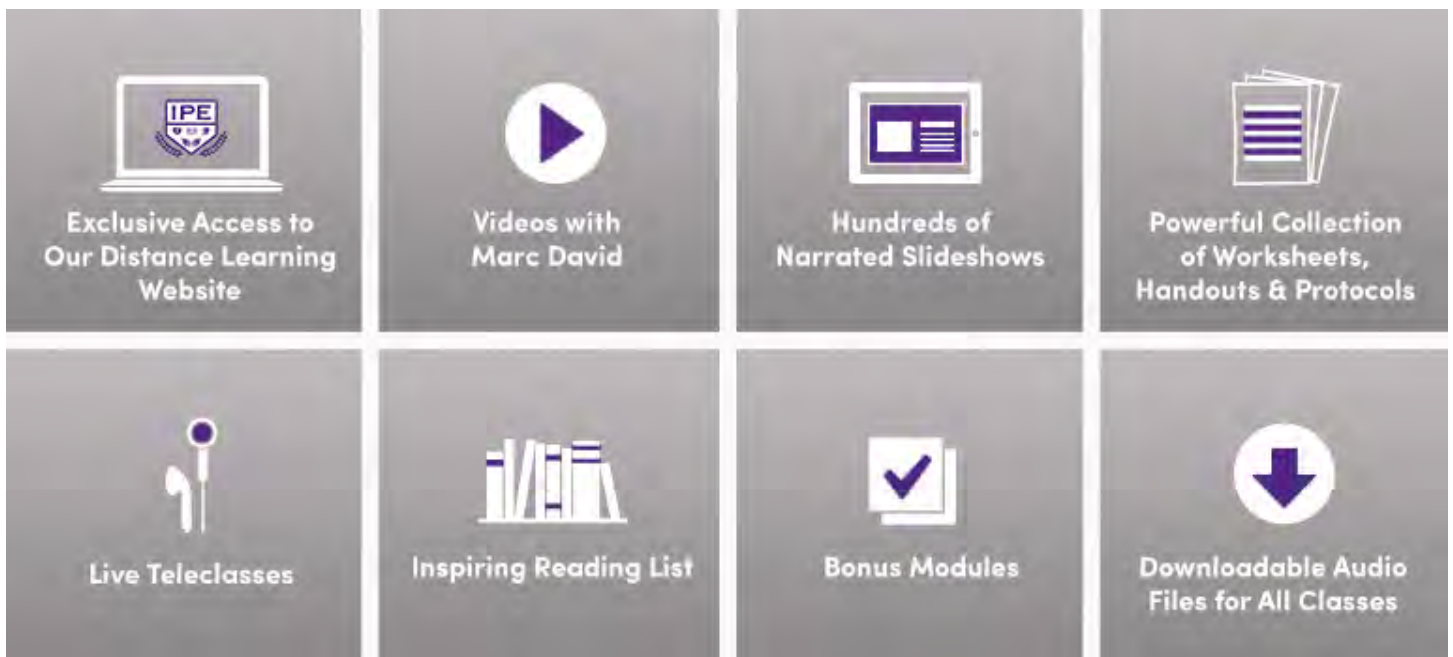
Julie Siegel - Certified Mind Body Eating Coach

How the Training Works

This Training is delivered in a completely online format, allowing you to study and participate from anywhere in the world. A computer and Internet connection are all you need to enroll and participate in this revolutionary health coach training.



- The next Training begins May 2021 and ends January 2022.
- When the program begins, you'll be given access to our distance learning program website.
- The course materials are delivered in 7 Modules, which will be released once every 4-6 weeks.





Each module has an introductory video that outlines the important concepts in that module and a voice-over slide show narrated by Marc David – Founder of the Institute for the Psychology of Eating.



Module content is delivered through a series of voice over-slide shows which you can watch online or download as mp3 files onto your computer or mobile device. Each module contains approximately 20-30 hours teaching.



A powerful collection of written notes, worksheets, highlights, lessons, protocols and more are also included in a downloadable PDF form. There are also introspective exercises built into the course to facilitate personal development while honing your professional skills.



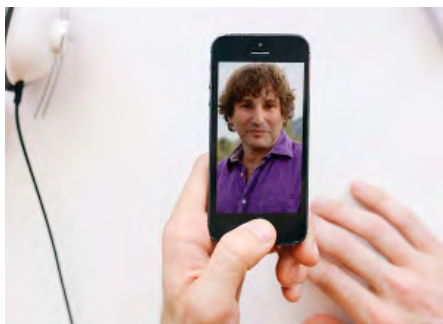
Each section has a recommended reading list to support your learning and integration of the course material.



Short tests are due at the end of each module, and a final exam is required for graduation and certification.



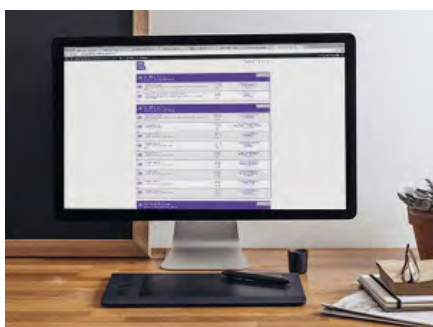
All audio files and handouts are downloadable and yours to keep for life.



Included in the training are two live teleclasses each month with Marc David. All teleclasses are recorded for those who cannot attend. Teleclasses are 90 minutes in length and provide a great opportunity to engage in a lively Q&A directly with Marc.



Each student has the option to participate in our Peer Coaching Program where you can meet regularly with a fellow student to practice your coaching skills.



A private Facebook group lets you engage with each other and with IPE staff, creating wonderful professional networking opportunities.



A foundational nutrition module helps you either refresh your existing nutritional knowledge - or learn the fundamentals of nutrition if you haven't yet received such training.



Our business coaching module will help you get off to a strong start, whether you're launching your practice or expanding your current business.



Admission to our free live annual graduation event. You'll learn new material, while having opportunity to network and celebrate with your peers.

Is This Training Right for Me?

This Training is designed for students and professionals of all ages and disciplines who are ready for a unique educational experience. You'll learn to help others by first transforming yourself.

Is the Mind Body Eating Coach Certification Training right for you?

See if any of these statements ring true:



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 with 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



You will come away with great value for your investment and commitment. As a participant and graduate of our Professional Mind Body Eating Coach Certification Training, here are some of the benefits you'll receive:



Comprehensive training in Eating Psychology™

Training you in how to effectively work with people on weight challenges, body image concerns, binge eating, overeating, chronic dieting, compulsive exercising, fear of exercising, food phobias, pleasure avoidance, nutritional extremism, self sabotaging food behaviors, self imposed dietary imbalances, nutritional apathy, stress based eating, fear of illness, and others.



Mind Body Nutrition™ strategies and skills

Enabling you to help people with digestive concerns, energy and fatigue issues, mood, depression, immune challenges, women's health, men's health, insulin resistance, detoxification, inflammation, cognitive function and brain health, cardiovascular function, and other nutrition-linked health conditions.



Multi-faceted coaching and counseling skills

Empowering you to work with the life dimensions that powerfully influence all of the aforementioned concerns.

These life dimensions include relationship, work, money, sexuality, spirituality, culture, family, purpose, love and the search for meaning and happiness.



It is hard for me to put into words just how much this work has meant to me. By far, the training I have received from IPE has been the best thing I have done for myself both professionally and personally. It has completely changed the way I coach and connect with my clients, not to mention how I show up in my own life. I knew I wanted to take my clients to a whole new level with their relationship to food and body, but felt really limited in how to make that happen. I struggled with how to take them out of the diet mentality and into feeling more trust and compassion with themselves. That was until I discovered Marc David. I knew I had found my teacher, my mentor, and HAD to study with him, but I could have never imagined just how rich this training would have been. What Marc and IPE have created is unlike anything out there. It is a soul-level kind of training that asks you to look deeply and honestly at yourself, life, and the cultural connections we have about the body, food, and health. Covering everything from fatigue to weight-loss to how to show up fully for your clients, they have left no stone unturned. I can say from the bottom of my heart that I am a better coach, person, daughter, and partner because of this work. I feel so excited to share these teachings through my work because I know first-hand how powerful they are. It's a one-of-a-kind training that I feel so lucky to have experienced.

Anita Avalos - Certified Mind Body Eating Coach

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, giving you confidence to work with this highly prevalent issue.

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 to creating more energy leave people feeling only more exhausted, and without a true and lasting source of greater vitality. 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 that are asking to be made. Our Training features practical approaches that help clients understand what's at the root of mood concerns, and help shift them towards a more balanced, creative, and healthy place.

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. As part of your 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.

Additional sections include:

- The Architecture of Healing
- Working with macro-nutrients
- Coaching and Counseling Skills
- The Phases of Nourishment
- How do to an Intake
- Masculine and Feminine Psychology
- Case Studies
- Working with Challenging Clients
- The Psychobiology of Soul Lessons
- And much more...



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, immune, 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.



Schedule

The next Term of the Mind Body Eating Coach Certification Training begins in May 2021. This Training is delivered in an online format along with live teleclasses each month.

Module Release Dates:

Module 1: Wednesday, May 26th, 2021

Module 2: Wednesday, July 7th, 2021

Module 3: Wednesday, August 25th, 2021

Module 4: Wednesday, September 22nd, 2021

Module 5: Wednesday, October 20th, 2021

Module 6: Wednesday, November 17th, 2021

Module 7: Wednesday, December 15th, 2021



Optional Live Event: *TBA*

Q&A Teleclass Schedule:

All teleclasses are 90-minute, live sessions conducted by Marc David. The teleclasses will be recorded and available for download in the student learning portal, in case you cannot attend live.

Tuesday, June 8th, 2021 @ 1pm EDT

Tuesday, June 22nd, 2021 @ 6pm EDT

Tuesday, July 6th, 2021 @ 1pm EDT

Tuesday, July 20th, 2021 @ 6pm EDT

Tuesday, August 3rd, 2021 @ 1pm EDT

Tuesday, August 17th, 2021 @ 6pm EDT

Tuesday, August 31st, 2021 @ 1pm EDT

Tuesday, September 14th, 2021 @ 6pm EDT

Tuesday, September 28th, 2021 @ 1pm EDT

Tuesday, October 12th, 2021 @ 6pm EDT

Tuesday, October 26th, 2021 @ 1pm EDT

Tuesday, November 9th, 2021 @ 6pm EST

Tuesday, November 23rd, 2021 @ 1pm EST

Tuesday, December 7th, 2021 @ 6pm EST

Tuesday, December 21st, 2021 @ 1pm EST



More About What's Included in This Training ...

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 in transforming today's most common and compelling food and body challenges. Our Training gives you the tools and skills to work with the root causes of these concerns, and help others find lasting freedom and fulfillment. We're proud of this one-of-a-kind professional offering that goes far beyond a typical health coach program. If you're inspired to work in a deeper and more profound way with your clients, look no further than the Mind Body Eating Coach Certification Training....

200 Hours of Videos and Slideshows



This is the most complete, innovative and inspiring educational experience in eating psychology you can find. The Institute is the worldwide leader in combining 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 slide shows that dive deeper into the work.



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. And all handouts are downloadable and yours to keep for life...

Introspective Exercises

Each module includes optional exercises to help you deepen into the material. These are many of the same exercises you'll be giving your clients. Here at the Institute, we believe strongly that doing the work to transform your own relationship with food, health and body will greatly enhance your skills and effectiveness as a practitioner. Most students report that these introspective exercises catalyze significant insights and breakthroughs in their own lives.



Live Q&A Tele-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 2 teleclasses per month – over 16 Live telecalls!



Bonus Business Training Module

Our bonus 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 is a huge value for those just starting out, or for anyone looking to expand their practice or business.

Bonus Nutrition Module

Receive a solid foundation in nutrition with topics ranging from digestive physiology and anatomy to the fundamentals of whole foods nutrition and macronutrient balance.

This optional, holistic, evidence based module is a great review and an excellent way to learn the basics. Our core training itself features a great amount of content in Mind Body Nutrition, functional and clinical nutrition, as well as results-oriented nutrition recommendations.

We include this bonus module at no additional cost for those of you wanting a clear understanding of the nutrition fundamentals so you have the information you need to make a powerful impact with clients.

Live Conference

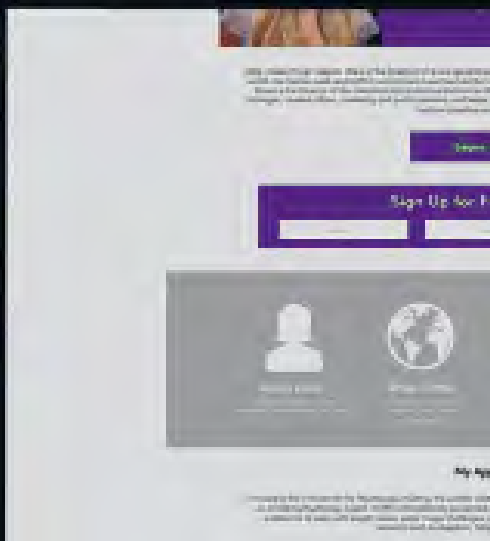
All students are welcomed to attend an optional live event for their graduating class that's held at the end of the Training. Get inspired by IPE staff and fellow students, experience live client demos, hear new content, work in small groups, and network and celebrate with others. Marc David hosts this event along with the IPE team. You'll have the opportunity to meet so many of your fellow students who are committed to making a real difference in the world. This is a popular and well-loved part of the training and a great way to launch into the next phase of your career!

Please note that, due to Covid-19, meeting in-person may not be possible. In this case, we'll hold a virtual event with details TBA.



Done-For-You Forms & Marketing Copy

We're committed to giving you the tools to succeed! We provide you with effective marketing and website copy to help you communicate your work and your message. We'll give you the kind of copy that's clear, catchy, and helps tell the world exactly what you're about. You'll also receive essential intake questionnaires, client agreements and more to help launch or elevate your practice.



Peer Coaching Program

In this optional part of the training, we'll match you with a fellow student 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.

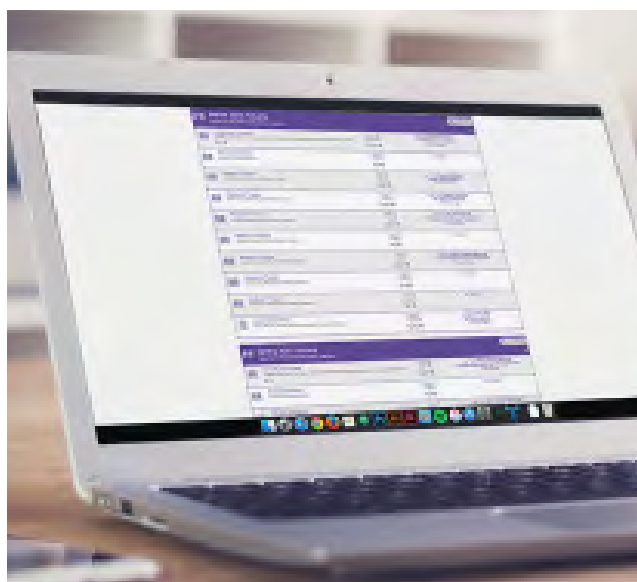
All sessions are done over phone, Skype, or Zoom - and at your convenience. This is a great opportunity to get grounded in your educational experience, learn how to work with phone clients, and connect in a whole different way to the material.



Private Online Community

As part of your educational experience, you'll have access to a private Facebook group where you can engage with fellow students and IPE staff around training content.

Monitored by senior IPE staff, this is a great way to have discussions with not only with the Institute, but also your colleagues from various backgrounds. This is also a wonderful space for professional networking opportunities. Participating in your own private Facebook 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.



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. And 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 enjoy the material for life whenever you need a refresher or an infusion of inspiration.





Eligible for Certification

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

You'll feel both proud and confident knowing you've integrated and learned a powerful body of work. Certification is not a requirement to participate in the training – some students choose to simply audit the program without any testing, but for those of you looking for a competitive edge in the nutrition and health industry, don't miss this once in a life time opportunity for certification.



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. To get started:

[Apply Here](#) 

We believe in the value this training has to offer and we want you to be able to take the next step in furthering your career – or starting a new one. With this in mind, we have 3 payment options available:

1

Payment Option 1

Pay-in-Full: \$6,950

Make one payment of \$6,950. This is our lowest-priced option.

2

Payment Option 2

Two-Payment Plan: \$6,960.

Make a \$1,500 down payment followed by one payment of \$5,450 on February 1st, 2021.

3

Payment Option 3

Eight-Payments: \$7,380.

A \$1,500 down payment followed by seven monthly payments of \$840 starting on February 1st, 2021.



How IPE is Different

The majority of nutrition programs are dry and limited in their scope. They assume you can simply tell people what to eat, what not to eat, and expect a healthy result. Unfortunately, this approach has come up far too short. And 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.

The Institute's Professional Training Program powerfully combines Mind Body Nutrition and Dynamic Eating Psychology. This union of psychology and science provides the “missing link” that so many clients and practitioners have been seeking. Our graduates are consistently amazed and inspired by the results they experience.

You now have access to a unique and engaging new way to work with clients, students, and yourself. Our program is designed to help you serve others by catalyzing your own personal transformation. It's innovative and intellectually challenging. It's 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 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.



**MIND BODY
EATING
COACH**

Certified by:

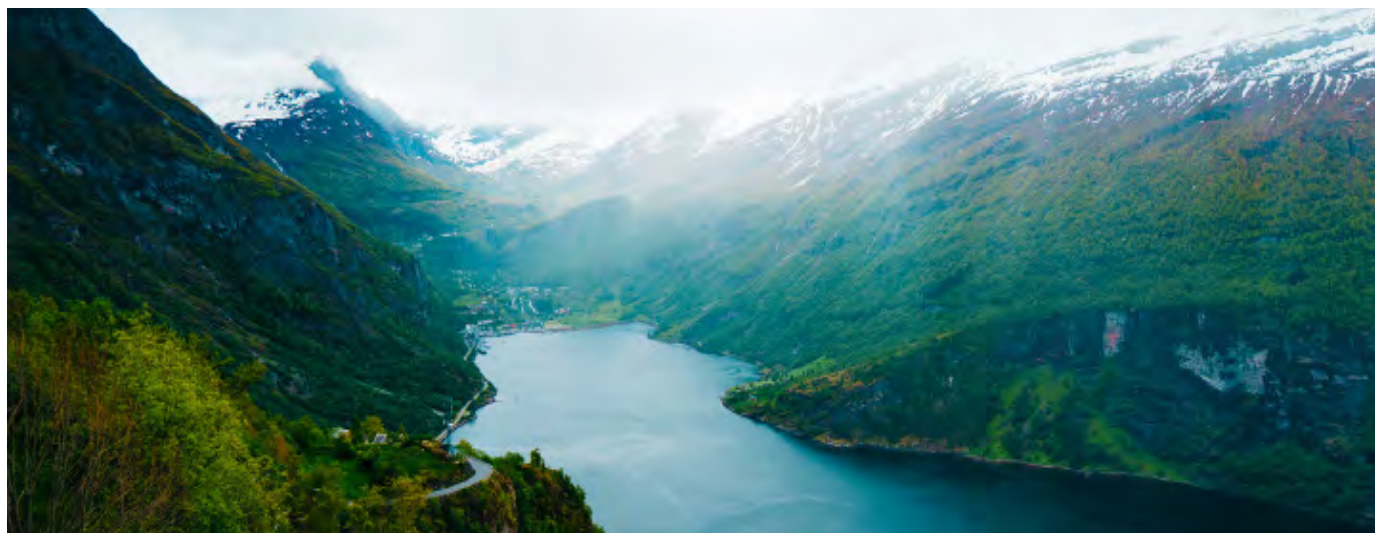
INSTITUTE FOR THE
**PSYCHOLOGY
OF EATING**

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. That is, our nutritional metabolism is profoundly affected by our thoughts, feelings and beliefs. It's directly impacted by our level of stress or relaxation during meals. It's elevated by the amount of pleasure we receive with eating. It's energized when we have compassion for our fears about weight and body image. And finally, our metabolism is 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. Some foods are bad for you, while others are clearly the "good guys." And all this is certainly true, yet is woefully inadequate in describing the fullness of our nutritional reality. It's not always enough to tell someone what to eat or how much to exercise and expect instant and magical 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 not merely about faulty chemistry, but are linked to concerns around career, money, family, relationships, sexuality, our personal history, as well as our hopes, dreams and fears.



The Institute is eclectic and inclusive. We present the best tools and techniques in the fields of psychology and personal growth that are most relevant and produce results. These include coaching and counseling models, cognitive approaches, body centered practices, spiritual psychology, archetypal psychology and others.

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. And underlying all of our work, the Institute calls upon and draws inspiration from timeless wisdom teachings such as Buddhism, yoga, mythology and shamanic traditions.

Compassionate Coaching

There's a huge demand throughout the world for effective and compassionate coaching when it comes to food, weight, and body image. Not everyone has an eating disorder – but everyone has a relationship with food. So many people live with the kind of internal dissatisfaction around their body and health that has them draining emotional energy and wasting time with ineffective strategies that never truly take them where they want to go.

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 ago. At the same time, there's a great collective pain around what to eat and how much to eat. People fight food, fight pleasure, fight their instincts and desires, fight body fat – and because it's a battle against our own self – it's a fight we are destined to lose.

Clearly, there's an immense amount of pain around eating. Media images that portray what a body should look like has all too many of us chasing impossible standards of perfection. Nutrition pundits and 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. The Institute's 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 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 can literally and scientifically influence how we digest and assimilate a meal, and how we calorie-burn.

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, compulsive and fear driven eating, body image challenges, digestive disorders, fatigue, mood issues, immune health, and other nutrition-linked health concerns.

Here a just a few of the Mind-Body Nutrition highlights in our Training:

- 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...



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, empowering, thoughtful approach to food and body that's applicable for anyone who eats. Each of us has a unique, fascinating, and ever-changing relationship with food and body. Indeed, what we believe about food and body powerfully influences our behaviors, our health, and our happiness. Dynamic Eating Psychology affirms the primary importance of everyone's relationship with food. It sees food as a doorway into deeper parts of our inner world.

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:

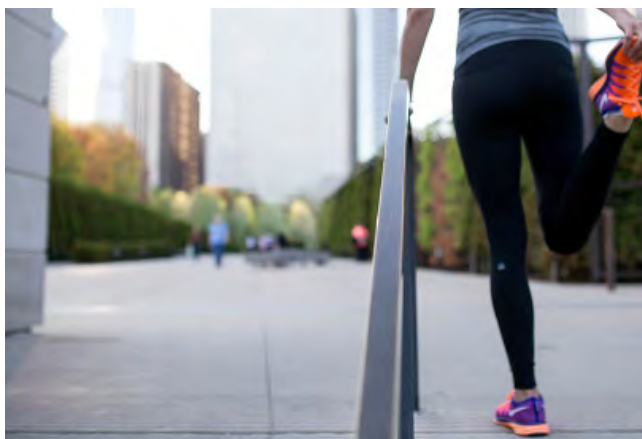
- New strategies for working with weight loss
- The most successful techniques for healing and transforming body image
- Psychological tools for releasing unwanted food habits
- The unique relationship that women and men have with food and body
- How psychology influences digestion, immunity, and food 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...

Be part of the new generation of healers

It's time to bring simple, useful counseling and coaching techniques out into the world 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 counselors? Are you inspired to step up and serve others in a heartfelt and powerful way?



Curriculum Highlights

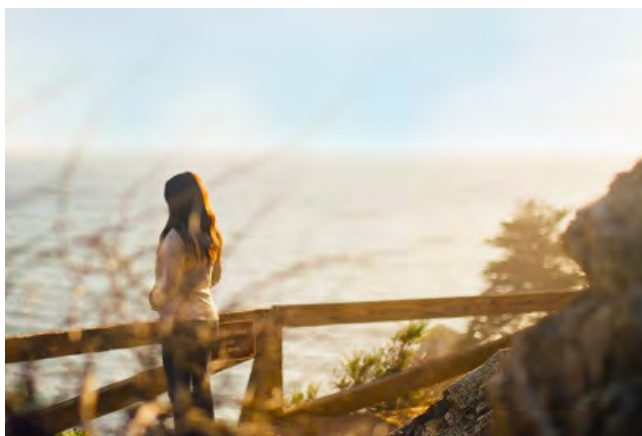


Weight Loss

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 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.

Some of the key highlights of this module 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, fresh and results oriented approach to body image concerns that will give you the tools to help others see and experience their bodies in a more healthy and compassionate way. Using principles from Dynamic Eating Psychology and Mind Body Nutrition, you'll learn the listening and coaching skills that will give you confidence to work with this important issue of our times.

Some key 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



Overeating, Emotional Eating, Binge Eating, Compulsive Eating ...

A truly holistic approach to eating concerns 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 of the key highlights of this module 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
- The powerful and hidden gift of compulsive eating concerns
- Moving beyond cognitive behavioral therapy
- Practical short-cuts for transforming compulsive eating
- 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 key highlights of this module are:

- 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 languaging 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/soul approach to this important health challenge.

Some key 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

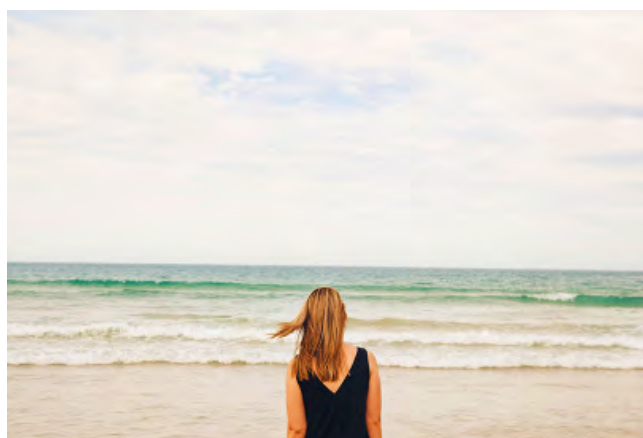


Digestive Health

Digestive health has become a rare and precious commodity. 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.

Key highlights from this module include:

- The impact of stress physiology on digestion and assimilation
- The enteric nervous system - the brain 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.

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 of the key highlights of this module are:

- 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 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.

Some of the highlights from this module 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 an transformational practitioner. We teach coaching skills that truly make a difference with clients, and that get 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 of what you'll learn includes:

- 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

Bonus Nutrition Module

Though we focus on the psychology of eating here at IPE, we strongly believe in the importance of good holistic nutrition. That's why we have added as a special value for our students, a holistic nutrition course that's suitable for those who are beginners in this field, and for those who want a foundational review course. Want to start your own career in nutrition as a Mind Body Eating Coach? This module provides a holistic approach to nutrition with relevant and practical information. While this a completely optional module, we trust you'll find it of great value as you begin the next phase of your professional development.

Topics in the Bonus Nutrition Module Include:



Whole Foods Nutrition - including whole foods, fresh foods, seasonal foods, plant-based eating, chemical free & organic, lifestyle factors, irradiation & pesticides, water, dietary systems, and more



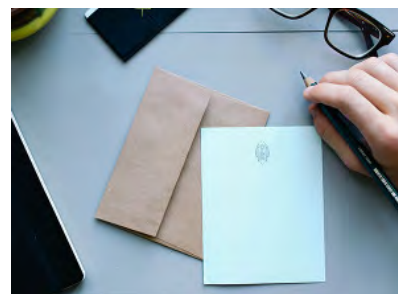
Digestive Physiology and Anatomy – including digestive health, dysbiosis, digestive assessments, stomach, small intestines, villi, pancreas, liver, gallbladder, large intestine, general colon health, transit time test, and more



Macro-nutrients – including introduction to macro-nutrients, overview of carbohydrates (glucose, fructose, fiber), overview of fats, metabolism of fats, intro to amino acids, protein needs, key amino acids



Micro-nutrients – including intro to micro-nutrients, calcium, magnesium, sodium & potassium, heavy metals, intro to vitamins, RDA, ODA, antioxidants, phytonutrients, supplements



Fundamentals of Diet Evaluation and Planning – including diet plans, food characteristics, nutrition analysis, client diet record, client intake process

Bonus Business Coaching Module

IPE is proud to provide our students with a foundation in business practice and management. That's why we've added as a special value for our students a bonus Business Coaching module that's suitable for those who are just starting out their practice as a Mind Body Eating Coach, 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 Bonus Business Module include:



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"



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



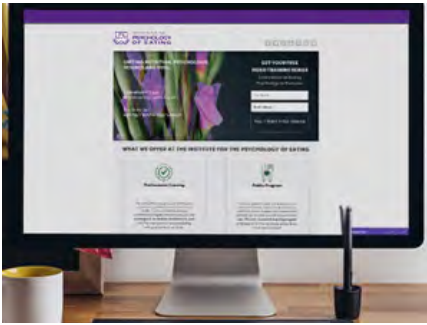
Setting Up Your Business

- 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



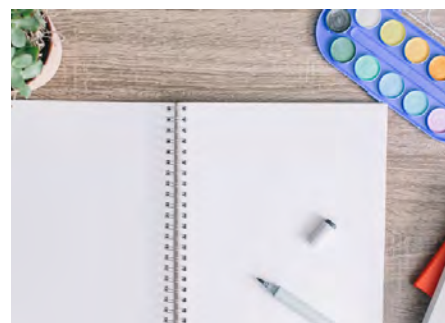
Blogging

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



Social Media Strategies for Success

- The Best Social Media for Your Business
- Understanding Facebook
- Understanding Twitter
- The Importance of LinkedIn
- Understanding 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



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.

"Marc David is the leading voice establishing the intimate connection between stress, digestion, metabolism, weight, and health. He reminds us that our relationship with food is as important as the food itself. In a world of 'high fad' diets he stands alone, guiding us toward nourishment, pleasure, and healing."

—Mark Hyman, MD, twelve-time best-selling author



The training provided by the Institute is impressive, inspirational and ceaselessly generous in content and delivery. Each module throughout the course felt a little like the best book you have ever read or like the most exciting adventure you might have ever taken. The depth of perspectives is something I will value, apply and refer to, in perpetuity, both professionally and personally. The subject matter is Eating Psychology, but the training looks to the whole human experience. I came to this study as business owner and long held personal interest in nutrition and wellness, and would not stop at recommending this training for anyone who collaborates in any way with other people. I particularly took a lot of value from it as it applies to workplace health and wellbeing. The superb course content and delivery is never narrow and never

self occupied or judgmental. Marc David and his team provide the expert training with an ease and calm that makes it very easy to examine the the human response, and develop thoroughly, skills which to help and heal in a wide range of settings. The content is sometimes mind blowing. The course reaches far and takes you for the ride that provides dimensions in learning that I never expected when I set out to do the training.

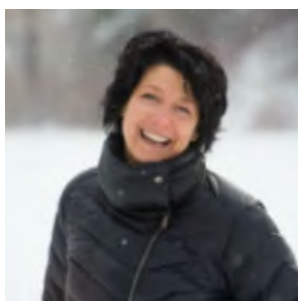
Tania Aafos - Certified Mind Body Eating Coach



From the moment I was introduced to the material from the Institute for the Psychology of Eating, I knew I wanted to be a part of it. It ties together all the loose ends from my own spiritual, physical, and mental practices, affirming many of the ideas I suspected to be true and debunking the toxic nutritional beliefs that kept me and my clients from experiencing true peace and lasting body confidence. The Mind Body Eating Coach Certification is one of the best trainings I've participated in. As a lifelong learner and avid workshop attendee, I know when someone delivers on every promise they make. The Institute for the Psychology of Eating definitely does. Marc and the entire staff are prepared, professional, and responsive to the needs of the participants. They've thought of everything and then some. Many times throughout

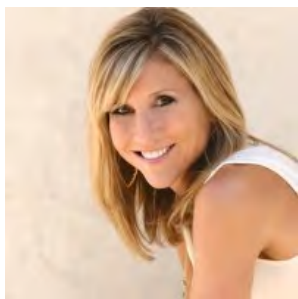
the training I was moved to tears as I listened to case studies and compassionate conversations around issues that have mostly been banished to the therapist's couch or confessional chambers. Listening to these stories and witnessing the results of this kind of whole-person approach to eating issues has forever altered the way I approach my work with clients and the work I do on myself. One of the greatest contributions you can make to the health of your business, your clients, or your community is to first make this investment in yourself. Become the example and let your life be your message.

Penny Plautz - Certified Mind Body Eating Coach



This is an amazing training for anyone looking to enhance or begin a coaching practice. It was absolutely worth the investment of time, energy and money... I would recommend this training to anyone looking to deepen their relationship with food, their body, and their purpose. I thought the content was very, very thorough, interesting, well presented and inspirational. It was well organized and easy to understand. I felt the notes were very helpful. The site was easy to navigate. The student support from the staff was absolutely there. I feel that the Institute thought of everything. I kept saying, they just think of everything from the content to the support. Very impressive!

Angela Freeman - Certified Mind Body Eating Coach



The training is a groundbreaking body of work that is so needed in the world. Any approach to working with people in the realm of food, diet, and body would be incomplete without it! It has given me a much greater context for my own journey and allowed me to increase my compassion for myself and others. Professionally, I feel so much more confident in my capacity to provide value to my clients. It has provided me with great inspiration to create impactful messages to share in the world, which has attracted new clients! I have a deeper understanding of various challenges and more tools and places to go with my clients. The Mind Body Eating Coach Certification Training will literally change your

life! It's an amazing community of thought leaders, and the content is well structured and easy to absorb. First class all the way.

Michelle Leath - Certified Mind Body Eating Coach



Thank you Marc David and your incredible staff at The Institute for the Psychology of Eating for creating this life-altering training that has touched me on both a personal and professional level. I knew the moment I read Marc's books, The Slow Down Diet and Nourishing Wisdom, that this training was exactly where I was supposed to be. The beautiful, kind, honest and authentic way of communicating via each module helped me to feel connected to this great work. This program is brilliant. The Mind/Body Nutrition and Dynamic Eating Psychology Principles are exactly what have been missing from the health and wellness industry. As a cancer survivor I have spent years learning about how the quality of food you choose can help you achieve optimal health - but I always felt like

something was missing. This training helped me tap in to my inner wisdom, trust what my body was telling me, listen to the messages that the universe was sending me through symptom and find the courage to go out and share my gifts with the world. I am the Founder of Anchors & Adventures, a wellness company that teaches women about the anchors they need to have in place so they can go out and start living their adventures. You have touched my heart with your training, allowed me to connect with others on the same journey and have forever changed me as a coach and a woman who is now Living Life on Purpose!

Marietta Goldman - Certified Mind Body Eating Coach



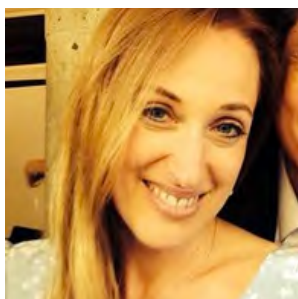
During the training, I really had the chance and took the time to look at myself. I feel so much more comfortable in my skin after these 8 months — freer, more hopeful, and happier...This is a movement, and I would be doing myself and the planet a dis-service by not sharing it. I am excited about life again! Professionally, I am having breakthroughs with clients, specifically around bingeing and chronic dieting that are blowing me away. People are actually working through these behaviors at such a faster rate than I've ever seen before. I would recommend the Certification Training to others because this information is so soulful and profound to those who eat, which is EVERYONE. I feel everyone could take this training and feel freer and more at peace - to come back home to body and wisdom.

Erica Ingier - Certified Mind Body Eating Coach



The training was worth doing as it allowed me to move easily into a new career. It gave me the opportunity to help others and has given me tremendous hope for my future. It's a bit hard to put into words how much this training has benefited me personally because it's been a catalyst for changing my entire life. It's given me the confidence to move forward and the feeling that I can finally make the difference in the world that I know I came here to make. The training has allowed me to continue working, doing something that is fulfilling and qualifying. After becoming ill and having severe digestive difficulties I had to abandon my career as a chef and was really left without much hope about my future. I can honestly say that at 55 I am as excited about my future as I was at 19! Thank you! Without reservation I would recommend this training to others, assuming that I feel that the person and the training are a good match. I have had 4 years of university and 2 years of culinary school, and this is by far the best educational experience I have ever had. I also feel that it's a good value for the money because it allows someone to completely retrain for a new career in 8 months.

Lynn Jennings - Certified Mind Body Eating Coach



This training has been worth its weight in gold. It has fed my mind, body, heart, soul, and spirit in immeasurable ways. So much cutting edge information delivered with so much wisdom, heart, and soul creates powerful alchemy!! I have experienced tremendous growth through this training in terms of my self-acceptance, self-confidence, and personal power. Not to mention amazing integration of my own life story. This course has infused my life with purpose, vision, and passion to serve, and I feel so powerfully that I have also been gifted with the tools necessary to do so effectively through this course. Overall, this course is a powerful source of healing that is SO deeply needed in this world. Healing and empowerment and training for the coaches who can now take the message out into the world to offer an opportunity for growth and healing in others. AMAZING!!

Beth Scheel-Pearson - Certified Mind Body Eating Coach



If you are looking to grow and evolve, both personally and professionally, look no further. The Mind Body Eating Coach Certification Training is full of refreshing insights, cutting-edge nutritional wisdom and practical and powerful tools. This Training goes far beyond foundational nutrition. It soars into the heart and soul of the eater. It is an exploration into how we can transform our relationship with food, our bodies and ourselves, and help our clients to do the same. I have been practicing for 10 years and have never found this nutritional wisdom anywhere else. This course has inspired me, energized me, reignited the love for what I do and has made me a finer Nutritional Therapist. Marc David is truly a Nutritional Sage and one of the greatest mentors and teachers I have had on my journey.

Amy Bondar - Certified Mind Body Eating Coach



Laurie Thompson - Certified Mind Body Eating Coach

The training is worth doing as it gave me a profession in my retirement that allows me to give back. I've had so much personal growth from the training. I now love my body! I've looked at my bigger issues, not just the symptoms. I've learned so much more than I ever expected. I will have a new career in my retirement, one where I can contribute and give back. It's setting the stage for this stage of my life. I have the tools to work with clients in an effective and compassionate way. I would recommend the Certification Training to others because it's leading-edge and life changing.



Michael Griffin - Certified Mind Body Eating Coach

Thank you so much for such a wonderful experience. The Mind Body Eating Coach Certification Training was one of the best investments I've ever made. It has helped me with my own personal journey and equipped me with awesome tools to help others. I've been active in natural healing, bodywork and coaching for many years and this training helped me create a solid foundation and bring together all that I've done and learned before in a new and innovative way. I'm excited to continue on my life's mission and be able to help others reach their goals. Marc David has a way of presenting ideas and concepts that reaches to the core. I ended up losing that last little bit of weight that was hanging around refusing to budge. I'm more at peace with myself now than ever before.

I would very enthusiastically encourage anyone interested in helping others, and themselves, to invest in this training.



Jodie Gale - Certified Mind Body Eating Coach

As a woman in recovery from bulimia for nearly 20 years and now a depth psychotherapist who specialises in the field of eating disorders for the last 15 years – I often despair at the state of treatment for eating difficulties. The soul is still largely neglected in modern psychology and in the treatment of eating difficulties where the focus is largely about treating clients from an illness, disease and medical model perspective. As a former sufferer of bulimia and a professional within this field, I personally find this pathologising and suspect it is one of the reasons that recovery is traditionally so difficult. We need to find a new language around this work – at the Institute for the Psychology of Eating, they are doing just that – this is soul work at its best! I can't praise this training and the wonderful staff at IPE high enough. Thanks for all of your support in deepening my own journey, both personally and professionally.



The Mind Body Eating Coach Certification Training has completely changed my life for good! It has not only opened my eyes regarding my relationship with food and my body, it also gave me the knowledge and confidence I needed to start helping other women to find their own true and happiness. All my gratitude to Marc David and the Institute team!

Isabel Blanco - Certified Mind Body Eating Coach



The training was worth way more than I paid. It allowed me to help others in a deeper way than other programs I know of. It has almost 100% completed my loving and beautiful relationship with food that has been in the works for years. I can now raise the vibration of friends, family, clients, and the whole collective – I can help heal the whole world. Personally, I feel like I am where I have been trying to be for a long time. I feel happy and complete and in a madly loving relationship with FOOD. This program integrated the past 10 years of spiritual work and I am grateful BEYOND language. Professionally, I now have the words and tools to explain what I have always known in my heart, but didn't know how to articulate. I feel confident that I can help

people in the most real way possible to become who they are. I feel like I will be trusted and respected and sought after. I would recommend the Certification Training to others because it has incredible value personally, professionally, and collectively. If people truly want to help from a place of service, this would be perfect and highly recommended. I would stay in this program for 10 years and would take any program offered by the Institute.

Brittany Clippingdale - Certified Mind Body Eating Coach



I am a psychologist, and have spent my professional career consulting with parents and teachers of children in day care. A lifelong learner with multiple graduate degrees, I have taken many continuing education classes in the last 20 years, and I always find something useful to incorporate into my work and my life. I was drawn to IPE because I have struggled with food and weight for my adult life, and I have lived with MS since 1996. I embarked on the training more for my personal evolution than to boost my professional career. I hoped this training would provide me with the hidden wisdom to transform my body and health so that I could feel good about myself. Instead this training has changed my thinking and my life. After years of looking to books and

experts for answers, I have begun to find the answers within myself. I am learning to embrace body, mind and spirit, and I have come to see MS as body wisdom to be cherished rather than shunned.

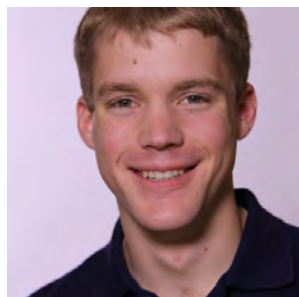
Marc David is a gifted teacher who delivers his message with passion, grace, humility and humor. It is clear he has invested years accumulating knowledge and wisdom. Drawing on the science of biology and nutrition, archetypal and spiritual psychology, and an in-depth understanding of the human psyche, Marc augments theory with a rich reservoir of case studies which illuminate the successes and challenges of counseling and bring to life his theoretical constructs. I learned a new way to listen to clients, to relax into the uncertainty that is always part of counseling, along with the tools to nurture and guide clients into a more nourishing relationship with food, their bodies, and their lives. In addition to lectures packed with information, Marc has compiled a comprehensive reading list to augment his teaching. Many of the books inform the evolution of his message – to redefine how we, as a collective, approach food, eating, nutrition, nourishment, embodiment, and healing. The class boards and online group provide forums for participants to interact and support each other, and I feel blessed to be part of a community of like-minded individuals walking this part of life's journey together. I recommend this course for its extraordinary learning experience to anyone seeking a unique approach which integrates nutrition science with mind-body psychology to advance a nutrition or therapy practice, and to anyone wanting to evolve personally.

Jayne Beker, Psy.D. - Certified Mind Body Eating Coach



During the many years I practiced as a personal trainer and nutritionist, my unfulfillment with the nuances of “calories in and calories out” left me wanting to further explore my “purpose” in the realm of health and nutrition. So, when my partner suggested I sign up for the Eating Psychology Symposium, I enrolled in the Mind Body Eating Coach Certification Training instead, and was offered more than I ever imagined. Studying with Marc David at The Institute for the Psychology of Eating has inspired me to be the best person I can be. It has given me confidence to inspire others through individual transformation and healing, and to love selflessly while embracing uncertainty. I have been exposed and held accountable through compassion and acceptance, and have learned how to affirm my wholeness while accepting my imperfections. This has allowed me to hold an open and loving space for my clients on their journey to reconnect with self, mission, and their goals. The content of the Mind Body Eating Coach Certification Training is rich with soul and authenticity, and beautifully weds the science of nutrition with the psychology of eating. In other words, it not only looks at what we eat, but how our thoughts, feelings, and beliefs affect us as eaters. The training is transformational, on both a personal and professional level. It has helped me to reestablish my “purpose” in this ever-changing world of health and nutrition, empowered me to be more present in my relationship with my world, body, and food, and has ignited my relationships with my clients. I highly recommend this training if delving deeper empowers you, if transformation in self inspires you, and if integrity influences your action. It’s genuine, life-changing, and educational. I walk away transformed and am grateful that I leave with the confidence to transform others. In Growth...

Damedia J. Finney - Certified Mind Body Eating Coach



I can absolutely recommend this training! It is worth every penny – no, you get much more than it costs. Already in the first of seven modules I learned so much about personal growth, about how to deal with uncertainty, about masculine and feminine psychology, about soul lessons, about what healing really is, about the stress response and of course about Eating Psychology and Mind Body Nutrition. And it is not just bare information; it is the perfect combination of wisdom, science, humor, case studies and Marc David’s enormous experience. And this astonishing curriculum goes on for each and every one of the modules. I really didn’t expect that I would get so much out of this training, especially not so much challenge, pushed buttons, and personality growth boosters, and so I can especially recommend the training for people that are looking out for a combination of personal transformation and ground-based knowledge and science. And the best thing about the training is that you can keep the recordings of the training for a lifetime and redo the training over and over again.

Sebastian Weber, M.A. - Certified Mind Body Eating Coach

We look forward to meeting you
in the Training!



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