

FIREWEED

Human Performance

Nutrition Coaching Services	Tier 1	Tier 2	Tier 3
60-75 Minute Initial Consultation: Assessment, Goal Setting, Body Composition Measurements	✓	✓	✓
Caloric Needs Assessment & Macronutrient Calculations	✓	✓	✓
Email Support	✓	✓	✓
Healthy Eating Guide & Workbook	✓	✓	✓
Weekly food & beverage log analysis & feedback		✓	✓
Meal Planning & Preparation Strategies (at home, dining out, and traveling)		✓	✓
Weekly phone/video 20-minute check-in		✓	✓
Meal Plans* and Meal & Habit Tracking in Fireweed Human Performance app			✓
Pricing	\$125 one time fee	\$250 per month	\$300 per month

*Because I am not a Registered Dietitian (RD), I can not create meal plans. Meal Plans included in Tier 3 are created by RDs for use in the app.

How to choose a Tier level

Tier 1 clients feel comfortable in their personal nutrition knowledge and need minimal accountability and guidance. Once the initial assessment is completed, goals are set, and macronutrient requirements are calculated for their goals, the Tier 1 client is ready to start their journey on their own with help from the Healthy Eating Guide and Workbook. The Tier 1 client will be able to contact Kathy via email for questions and guidance for up to 30 days after purchase.

The Tier 2 client needs more accountability and guidance and will benefit from tracking their meals either on paper or in an app. During the weekly check-in, Kathy will provide food log analysis and feedback to help keep the client on track.

Tier 3 clients need the most accountability and guidance. In addition to all of the Tier 1 and 2 services, the Tier 3 client will have access to the Fireweed Human Performance app. Kathy and the client will set healthy habits and create daily nutrition goals (calories and macronutrients) in the app. Within the app, the client will have access to daily meal plans. The meals in the meal plans can be selected based on client food preferences and swapped as desired. Additionally, the client can track their own meals (and restaurant meals) and scan store bought foods. Finally, the client is able to track daily activity (walking, running, cycling, etc.) in the app. The app has two way communication abilities between Kathy and the client.



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