



FITNESS & NUTRITION EXPERT PROGRAM

NUTRITION SESSION 5: Developing fierce recipes!



Before we get ready to rock, just a few things:

1. Please make sure all phones are muted.
2. In case of tech probs, this is what to do:
 - If you get kicked out or power out, just log back in
 - If we get kicked out or power out, we will email you a back up link to log in to asap to continue on class.
3. Access to live class recordings:
 1. Each class is taped
 2. Links to access the recordings will be sent a max of 48hrs post class
4. We heart questions!
 - Please type all questions in the chat box. If you want your question to be anonymous, please just send to "HOST"



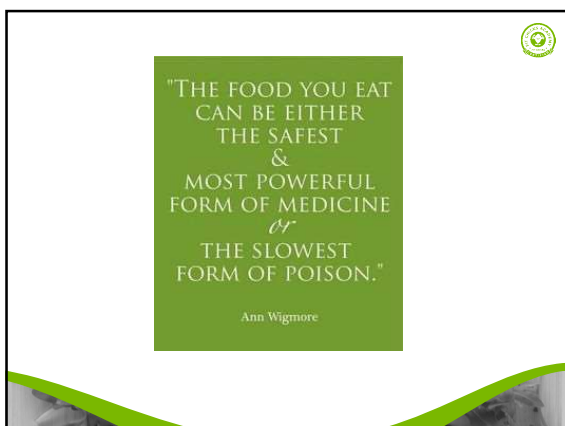
Nutrition Session 5: What we are going to cover

RECIPE DEVELOPMENT
How to create amazing healthy recipes for YOUR clients!

NUTRITION CHALLENGES & WORKSHOPS
How to create them, what topics to teach and review the FIT CHICKS Challenges


REVIEW NUTRITION CO-OP
It's your chance to create a FIERCE recipe with all you have learned!





What you need before we start:

1. Water
2. Put your finger tips together
3. Take 3 deep breaths



A small green circular logo is in the top right corner of the poster frame.

Recipe development: Blogs

CREATE RECIPE
Enter your favorite recipe now to share with your groups, friends and family!

1 → RECIPE NAME

2 → RECIPE DESCRIPTION

3 → SOURCE

4 → PREP TIME COOK TIME

4 → TOTAL TIME SERVINGS

5 → INGREDIENTS

6 → DIRECTIONS

7 → NOTES

How to write a recipe

- 1. Recipe Title**
 - This should be clear but fun and catchy!
- 2. Description**
 - Give a background of the recipe, a personal story and if it is a "diet" focus like gluten free, paleo friendly, etc
- 3. Source**
 - If it is an adaptation from another recipe, make sure to source the original
- 4. Time & Servings**
 - Preparation time includes all the measuring, chopping and other preparation of ingredients.
 - Cooking time refers to the total time the food takes to cook, including any preliminary cooking needed.
 - Remember, these times are just a guide for the reader. Try to be generous with the timing, keeping home cooks in mind.
 - Also, include the number of servings based on reasonable portions.

How to write a recipe

5. Ingredients


- List ingredients in the logical order of use in the recipe to make them easy to follow. (usually biggest first)
- If your recipe calls for an ingredient that many cooks may not be able to attain easily, suggest an alternative

6. Directions

- Recipe directions should be numbered in logical steps.
- Write preparation directions in complete sentences.
- Make sure all ingredients listed above are included in the preparation directions.
- Include exact sizes of pots, pans and casseroles. For example, a large sauté pan or a 2 quart casserole dish.
- Indicate exact cooking temperatures and times.
- Add a tip on how you know when the food is done cooking.

7. Notes

- Use this area to communicate anything additional information someone would need to know to recreate your recipe at home.
- You can also offer ideas for alternate ingredients, tips, or serving suggestions.



Let's look at some FIT CHICKS recipes!



@FitChicks

Fit Chick's Chicken Struggle Balls



Tips for creating awesome healthy recipes

1. Create recipes based on your Nutrition Philosophy
 - Example real, whole foods made with love
2. Include a variety of meals, desserts, snacks etc OR be known for one thing (the healthy snack queen or 5 ingredient fix!)
3. List in the title or description what "diets" it is friendly for (ie gluten free, dairy free, vegan)
4. Include awesome pictures of the finished product and the process
 - Smartphone cameras take great pics!
 - Edit in Canva.com to make them pretty, add text, logo, etc
 - Great for marketing for you
5. Make variations of the same recipe to save time but build content!




Why create blog recipes?

- 1. Great marketing tool!**
 - Build know, like, trust with your clients
- 2. Makes you "Google-able"**
 - More online content the better.
 - Keeps your website current and peeps coming back for more
- 3. Contribute to other websites and bloggers**
 - Build your networks
 - Reach out to bloggers and ask if you can guest post



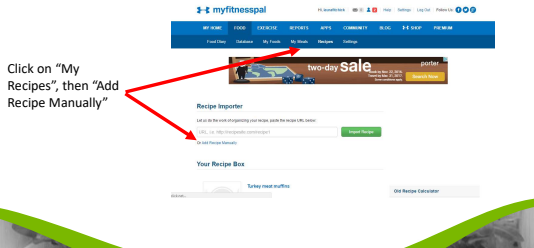
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How to calculate nutrition values for your recipes



It's SUPER easy!

Let's head over to myfitnesspal.com



Click on "My Recipes", then "Add Recipe Manually"

myfitnesspal

Recipe Importer

Let us do the math and generate our recipe for you. Enter the recipe name and ingredients.

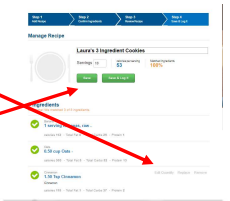
or Add Recipe Manually

Your Recipe Box

[Today's meal nutrition](#) [Old Recipe Calculator](#)

It's SUPER easy!
Let's head over to myfitnesspal.com

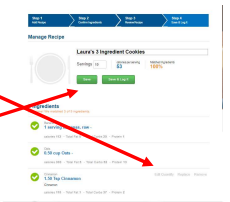
Remember to enter your quantities by weight!



Once everything is correct. Click on "Save"

It's SUPER easy!
Let's head over to myfitnesspal.com

Remember to enter your quantities by weight!



Once everything is correct. Click on "Save"

It's SUPER easy!
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Share on your facebook page or social media!



Change your servings sizes or recipe here

Get your macros breakdown for your recipe

Another great recipe creation site!
Let's head over to eatthismuch.com

www.eatthismuch.com/a/LauraJackson



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Click on browse foods and then create recipe



Nutrition challenges & workshops

Nutrition challenges


A super fun way to get your clients involved and educated in healthy eating

Great for corporate programs, schools or large groups

Awesome add on / upsell to your PT or fitness classes

When creating just make sure to:


- Keep it simple (ie what is the focus of this challenge)
- Provide reference material, tracking sheets and resources
- Create a Facebook or challenge group



Teaching nutrition workshops

There are so many nutrition topics that you can cover including:

- Blood sugar management
- Portion control
- Meal Prep Techniques
- How to make green smoothies
- Whole food workshops
- Healthy moms and healthy kids
- How to calculate your macros
- Cooking classes or demos



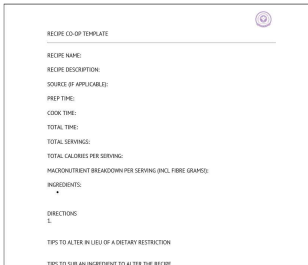
Run 1 hour long workshops

Use as an add-on or upsell for your clients or corporate programs

Advertise for free on craigslist, kijiji, Facebook, etc

NUTRITION CO-OP

DOWNLOAD THE NUTRITION RECIPE DEVELOPMENT CO-OP AND THE TEMPLATE FROM UNDER THE "CO-OP PRACTICAL TAB



Nutrition Session 5: Recap

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REVIEW NUTRITION CO-OP
It's your chance to create a FIERCE recipe with all you have learned!

Any questions or inquiries, please email:

fne@fitchicks.ca

Let's have an amazing journey ahead!

Want to watch this class again?

The link will be posted within 48 hours for you to access.
