



FITNESS & NUTRITION EXPERT PROGRAM

NUTRITION SESSION 5:
Developing fierce recipes!



Brand edpdx

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"



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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!



TAKE A MOMENT TO APPRECIATE
HOW AWESOME YOU ARE.



YEAH, YOU!

PICTUREQUESTES.COM



"THE FOOD YOU EAT
CAN BE EITHER
THE SAFEST
&
MOST POWERFUL
FORM OF MEDICINE
or
THE SLOWEST
FORM OF POISON."

Ann Wigmore

What you need before we start:



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





Recipe development: Blogs



The image shows a 'CREATE RECIPE' form with the following fields and numbered arrows:

- 1** points to the 'RECIPE NAME' text input field.
- 2** points to the 'RECIPE DESCRIPTION' text area.
- 3** points to the 'SOURCE' text input field.
- 4** points to the 'PREP TIME' and 'COOK TIME' input fields.
- 5** points to the 'TOTAL TIME' and 'SERVINGS' input fields.
- 6** points to the 'INGREDIENTS' text area.
- 7** points to the 'DIRECTIONS' text area.
- 8** points to the 'NOTES' text area.

A green circular logo is visible in the top right corner of the form area.

1) Recipe Title:

This is the name of your recipe using words that accurately describe the dish. Feel free to have a little fun and make it catchy! You want people to keep reading and be inspired to make the recipe themselves.

2) Description:

Now is your chance to make the readers mouth water! Give a brief background on the recipe or share a bit of history behind the dish.

3) Source:

If you are putting your name on a recipe, it should be your own work. Especially if you are entering a recipe contest, original recipes are a must! That means you should never copy from a magazine or cookbook, or lift a recipe from a blog or website. This goes for recipe photos as well. Never use images without the owners consent.

Food bloggers: If you are sharing a recipe *from your own blog*, this field is a great place to put in a link back to your site!

Anytime you are sharing a recipe from an outside source, make sure you give credit where credit is due.

4) Time and 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.

5) Ingredients:

- List ingredients in the logical order of use in the recipe to make them easy to follow.
- Whenever possible, list items as you would buy them in the supermarket, such as “1 package (4 ounces) sliced mushrooms,” instead of “4 cups mushrooms.”
- When listing ingredients, watch how they are modified. For example, when listing sifted flour in baked goods, “1 cup flour, sifted” implies the flour needs to be measured first, then sifted. If you write “1 cup sifted flour” it implies flour that has been sifted then measured. “1 cup whipping cream, whipped” or “1 cup rice, cooked” implies the ingredient is measured first.
- It is always important to specify exact measurements and/or package sizes of all ingredients. For example, 1 cup sugar, or 1 teaspoon salt. Using terms like “handful” or “pinch” can vary the outcome of the recipe. This is especially helpful when you are writing down family recipes that have been enjoyed for generations. You want to make sure a favorite dish can be recreated and enjoyed for years to come!
- 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.

Read more: <http://www.betterrecipes.com/blogs/daily-dish/2013/07/12/how-to-write-a-recipe/#ixzz3bNVnLvdd>

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**
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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)
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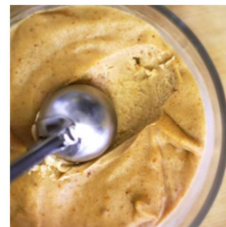
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Let's look at some FIT CHICKS recipes!



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!



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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

MY HOME | FOOD | EXERCISE | REPORTS | APPS | COMMUNITY | BLOG | SHOP | PREMIUM

Food Diary Database My Foods My Meals Recipes Settings

two-day sale

Recipe Importer

Let us do the work of entering your recipe, paste the recipe URL, below:

URL, i.e. <http://recipefile.com/recipe1>

Or Add Recipe Manually

Your Recipe Box

Turkey meat muffins



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"



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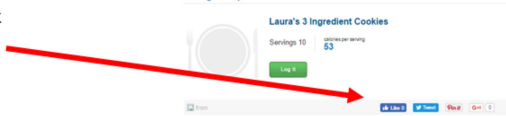
Remember to enter your quantities by weight!

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

Share on your facebook page or social media!



Change your servings sizes or recipe here



Get your macros breakdown for your recipe



Manage Recipe

Laura's 3 Ingredient Cookies

Servings 10 edit recipe servings

[Like](#)

[Like](#) [Love](#) [Share](#) [Print](#)

3 Ingredients

- 1 serving, Banana, 1oz
- 1.50 Tsp, Cinnamon
- 0.50 cup, Oats

[Edit Recipe](#)

Nutrition Facts

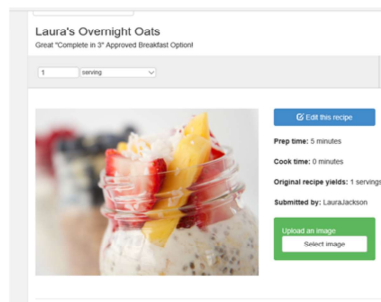
Servings 10

Amount Per Serving	
Calories	0
Total Fat	0%
Sodium	0%
Total Carbohydrate	0%
Dietary Fiber	0%
Sugars	0%
Protein	0%
Vitamin A	0%
Vitamin C	0%
Iron	0%
Calcium	0%
Potassium	0%
Total Fat	0%
Cholesterol	0%
Sodium	0%
Total Carbohydrate	0%
Dietary Fiber	0%
Sugars	0%
Protein	0%
Vitamin A	0%
Vitamin C	0%
Iron	0%
Calcium	0%
Potassium	0%



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

Food & Recipe Browser

Results 1 - 29 out of 1000+ Page 1 of 50+ >

Type	Image	Title	Calories	Carbs	Fat	Protein	Fiber
Recipes		Mashed Potato Soup	236	26.0 g	11.5 g	7.4 g	1.7 g
Basic foods		Lentil Cakes	277	34.1 g	11.0 g	12.0 g	

[More options or feedback?](#)



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



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

RECIPE CO-OP TEMPLATE

RECIPE NAME: _____

RECIPE DESCRIPTION:

SOURCE (IF APPLICABLE):

PREP TIME:

COOK TIME:

TOTAL TIME:

TOTAL SERVINGS:

TOTAL CALORIES PER SERVING:

MACRONUTRIENT BREAKDOWN PER SERVING (INCL. FIBRE GRAMS):

INGREDIENTS:

•

DIRECTIONS

1.

TIPS TO ALTER IN LIEU OF A DIETARY RESTRICTION

TIPS TO SUB AN INGREDIENT TO ALTER THE RECIPE

Nutrition Session 5: Recap



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How to create amazing healthy recipes for YOUR clients!

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It's your chance to create a FIERCE recipe with all you have learned!



Any questions or inquiries, please
email:

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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.