

Nutrition Certification & Online Business Program

Curriculum Guide

2025 Edition



FOOD MATTERS INSTITUTE®

www.foodmattersinstitute.com
study@foodmattersinstitute.com

Table of Contents

Welcome to The Food Matters Nutrition Certification & Online Business Program	3
Why the World Needs More Nutrition Coaches & Wellness Entrepreneurs	4
The 3-in-1 Pathway to Purpose, Income & Impact	5
What You'll Master	8
Program 1: The Food Matters Nutrition Certification	9
Program 2: The Nutrition Coach Accelerator	20
Program 3: The Wellness Business Course	24
By the End of This Program	35
Meet the Faculty Teachers	36
The Food Matters Difference	41
Food Matters Institute Course Accreditations	44
Frequently Asked Questions	45
Your Complete 3-in-1 Certification Pathway	47

WELCOME TO

The Food Matters Nutrition Certification & Online Business Program

Dear friend,

Nearly two decades ago, our journey began not with a business plan, but with a family crisis.

In 2003, my father, Roy, was diagnosed with chronic fatigue syndrome, depression, and anxiety. For years, we trusted the medical system to find answers, but instead, we watched his health decline under a growing list of medications. No one mentioned nutrition. No one talked about the body's ability to heal itself.

We were desperate - and determined to find another way.

Laurentine and I started studying everything we could about natural healing, nutrition, and the power of food as medicine. We began making small changes at home - throwing out processed foods, cleaning out the pantry, and introducing whole, living foods. Within months, my father's energy returned. He came off all his medications, lost over 55 lbs (25 kgs), and got his life back.

That experience changed everything.

We realized that food and lifestyle could truly transform lives - and that this knowledge wasn't being shared widely enough. So, we picked up a camera, poured our savings into an idea, and created a documentary called *Food Matters*.

It was meant for one person - my dad. But it ended up reaching millions.

From that small film came a global movement. Over the last 17 years, we've built *Food Matters* into an international wellness brand spanning films, books, superfoods, a streaming TV channel, online summits, and educational programs. What started as helping one person heal has grown into a purpose-driven company that has inspired people in over 150 countries to reclaim their health naturally.

But our mission didn't stop with health education.

As the world moved online, we began hearing a new

question from our community:

“How do I turn my passion for wellness into something that makes an impact? And an income?”

So, we created the Wellcademy Business Course - a hands-on training where we share everything we've learned about building and growing successful wellness brands online.

Today, we've combined three powerful pathways into one transformational program - so you can learn the same principles that healed our family, become a certified nutrition and wellness coach, and create a meaningful business doing what you love.

This 3-in-1 journey is more than a certification.

It's a roadmap to purpose, prosperity, and freedom.

We can't wait to see how you use it to change lives - starting with your own.



James & Laurentine

With love and gratitude,
James Colquhoun & Laurentine ten Bosch,
Founders of the Food Matters Institute

WHY THE WORLD NEEDS MORE

Nutrition Coaches & Wellness Entrepreneurs

Everywhere you look, people are struggling.

Fatigue is the new normal. Stress is constant. Hormone imbalances, gut issues, anxiety, and burnout are showing up in women younger than ever before.

We've never had more information - yet we've never been more confused about what truly makes us healthy.

Despite billions spent on healthcare each year, the leading causes of death are still preventable lifestyle diseases. And when people do seek help, they're often prescribed pills instead of being empowered with knowledge.

Meanwhile, the wellness world is changing fast. The internet is flooded with self-proclaimed experts and outdated advice. Social media makes it look like success comes from perfect photos - not purpose. And too many aspiring coaches are stuck wondering:

"Where do I even start?"

"How do I stand out?"

"What if I'm not qualified enough?"

We get it - because we've been there.

When we started Food Matters, we didn't have fancy degrees or big investors. We had a passion for helping people heal and a belief that food is medicine. What we discovered - and what this program now teaches - is that knowledge, not credentials alone, is what changes lives.

The world doesn't need more influencers.

It needs more impact-driven educators who can help people eat better, feel better, and live better.

If you've ever felt called to use your story, your

passion, or your curiosity for wellness to help others, that's no accident. You're part of the solution.

But to make a real impact - and turn that passion into a sustainable business - you need more than inspiration. You need the right roadmap.

The Hidden Cost of Staying Stuck

Every year you wait to pursue your calling, someone else's health declines who could've been helped by your knowledge.

Every month you hesitate, someone else launches the wellness business you've been dreaming of.

Every day you scroll through free advice hoping for clarity, the more you realize that information alone isn't transformation.

The truth is: you can't change lives if you're overwhelmed, under-trained, or unsure how to grow.

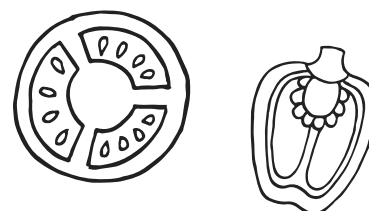
The Opportunity

The wellness industry is now a \$5 trillion global movement, and it's only growing. From health coaching to online courses, retreats, and personal brands - there's never been a better time to combine purpose with profit.

You don't need to "figure it out" on your own.

You just need the right education, systems, and mentorship to guide you - from learning nutrition, to coaching clients, to building a business that creates both impact and income.

That's exactly what the **Food Matters Nutrition Certification & Online Business Program** was designed to do.



THE 3-IN-1 PATHWAY TO Purpose, Income & Impact

You're here because you feel called to do meaningful work.

You love health, nutrition, and helping others - and you're ready to turn that passion into a real career or business that creates both impact and income.

That's why we created the Food Matters Nutrition Certification & Online Business Program - a complete, step-by-step education that helps you:

- **Study Nutrition** and master evidence-based holistic nutrition principles.
- **Coach with Confidence** using a proven framework to support real clients.
- **Launch & Grow Your Business** with a strategy that works in today's online world.

Whether your goal is to start a coaching practice, create a digital wellness brand, or expand your existing health business, this is your roadmap to doing work that matters.

Step 1: Study Nutrition

Build your foundation of credible, real-world nutrition knowledge.

Start with the science and wisdom that's transforming the future of health. You'll study holistic nutrition, gut health, detoxification, hormones, and mind-body science with 30+ of the world's leading experts - including Dr. Mark Hyman, Dr. Libby Weaver, Bruce Lipton, Christa Orecchio, and more.

Problem it solves:

There's endless information online, but far less that's trustworthy, structured, or backed by experts who are independent of big business interests.

Result:

Graduate with a professional-level understanding of nutrition and a clear framework you can apply to clients, communities, or your own wellness programs.

You'll master:

- The 10 core modules of holistic nutrition
- How to assess nutrient deficiencies and imbalances
- How food, environment, and lifestyle affect long-term health outcomes
- How to educate others with confidence and clarity
- The Food Matters principles trusted by professionals worldwide



Step 2: Coach with Confidence

Learn how to turn knowledge into transformation.

Knowing the science is one thing - guiding people through change is another.

The Nutrition Coach Accelerator bridges that gap by teaching you how to confidently work with clients, deliver results, and build lasting relationships.

Problem it solves:

You have the knowledge, but feel unsure how to translate it into practical coaching or professional services.

Result:

Develop the confidence and systems to guide anyone through a personalized wellness journey - from first consultation to breakthrough results.

You'll master:

- Coaching psychology & client communication
- How to structure sessions for maximum impact
- How food, environment, and lifestyle affect long-term health outcomes
- How to educate others with confidence and clarity
- The Food Matters principles trusted by professionals worldwide

Step 3: Launch & Grow Your Business

Turn your expertise into a purpose-led brand that makes an impact.

Once you've built your foundation in nutrition and coaching, you'll discover how to share your message with the world.

Inside the Wellness Business Course, we teach the exact strategies we used to build multiple successful wellness brands - from online education to global product lines and summits.

Problem it solves:

You're passionate about wellness but don't know how to attract clients, stand out, or scale your ideas into a business.

Result:

Graduate with a complete roadmap for launching your wellness brand, building visibility online, and creating consistent revenue while making a difference.



You'll master:

- Defining your niche & ideal client
- Crafting your brand story & offer suite
- Social media strategy & content marketing
- Building funnels, email systems & automation
- Scaling sustainably with integrity and impact

The Food Matters Difference

This isn't just another online course. It's a career pathway designed by real wellness entrepreneurs who've built global brands from the ground up.

You'll gain the knowledge of a nutritionist, the confidence of a coach, and the business skills of a digital entrepreneur - all in one seamless learning journey.

When you combine knowledge + coaching + business, you don't just change lives - you create a movement.

WHAT YOU'LL MASTER

A Complete Curriculum for the Modern Wellness Professional

Inside the Food Matters Nutrition Certification & Online Business Program, you'll move through three integrated programs designed to help you:

- **Build credible expertise in holistic nutrition.**
- **Develop the skills to coach and guide others with confidence.**
- **Launch and grow a purpose-led business that makes an impact.**

Each program builds on the last - giving you both the knowledge and the systems to create a successful and sustainable career in wellness.



PROGRAM 1: The Food Matters Nutrition Certification

Master the science of nutrition and natural health from the world's leading experts.

Estimated Study Time:

🕒 Self-paced (approx. 40–50 hours total)

Gain a professional-level understanding of how food, environment, and lifestyle impact long-term health and wellbeing. Across 10 in-depth modules, you'll learn directly from over 50 global authorities in nutrition and functional medicine, including Dr. Mark Hyman, Dr. Libby Weaver, Bruce Lipton, Christa Orecchio, and David Wolfe.

Each module includes expert video lessons, plus a digital/printable workbook, and reflection and practical exercises to help you apply your learning. You'll complete a 20-question open-book quiz at the end of each module, requiring a score of 80% or higher to progress. Quizzes take 15–30 minutes, and you can retake them as often as needed while you master the material.

MODULE 1

Dietary Theory & Food Fundamentals

Lesson Plan

Understand the principles of holistic nutrition, biochemical individuality, and how to build balanced, nourishing diets that support optimal wellbeing.



Lessons:

Lesson 1: Understanding Nutrition and Biochemical-Individuality with Christa Orecchio

Lesson 2: Using Food as Medicine with Dr. Mark Hyman

Lesson 3: Nourishing Foods: Part 1 with Christa Orecchio

Lesson 4: Nourishing Foods: Part 2 with Christa Orecchio

Lesson 5: Nourishing Foods: Part 3 with Christa Orecchio

Lesson 6: Eating to Suit Your Body's Needs with McKel Hill

Lesson 7: Living in Alignment with Your Biological Design with Daniel Vitalis

Lesson 8: The Psychology of Eating: The Missing Ingredient with Marc David

Lesson 9: Why Bio-individuality Is Important with Laurentine ten Bosch

MODULE 2

Nutrition in the 21st Century

Lesson Plan

Decode the modern food system, learn to identify hidden toxins, and guide others in making informed food choices in today's complex world.



Lessons:

Lesson 1: The Truth About the Food Industry with Vani Hari

Lesson 2: The Modern Food System with Sarah Lantz

Lesson 3: Foods to Avoid & What to Eat For Vibrant Health & Longevity with John Robbins

Lesson 4: Herbicides & The Evolution of Wheat with Cyndi O'Meara

Lesson 5: The Evolution of Wheat with Dr. William Davis

Lesson 6: The Impact of Chemicals & Additives in Our Food System with Sarah Lantz

Lesson 7: Diet Culture & Products to Avoid with Dr. Alejandro Junger

Lesson 8: The Physiological Effect of Sugar & Diet Products with Dr. Christiane Northrup

Lesson 9: How to Read a Food Label with Sarah Lantz

Lesson 10: Decoding Food Labels with Mike Adams

Lesson 11: You Are What You Eat with David Wolfe

Lesson 12: How to Choose the Best Oils and Sugars with Laurentine ten Bosch

Understanding Nutrients & Superfoods

Master the roles of macronutrients, micronutrients, and superfoods in maintaining energy, vitality, and longevity.

Lesson 1: Nutrients 101: Part 1 with Christa Orecchio

Lesson 2: Nutrients 101: Part 2 with Christa Orecchio

Lesson 3: The Truth About Fat with Udo Erasmus

Lesson 4: A Plant-Based Approach to Calcium, Protein & B12 with Elizabeth Rider

Lesson 5: Know Your Vitamins & Minerals + Top Deficiencies with Christa Orecchio

Lesson 6: Acid & Alkaline Foods with Christa Orecchio

Lesson 7: Optimizing Health with Vitamin Therapy with Dr. Ian Brighthope

Lesson 8: Nutrient Therapy for Depression, Alcoholism & Heart Disease with Dr. Andrew Saul

Lesson 9: The Powerful Benefits of Superfoods with David Wolfe

Lesson 10: Choosing The Best Drinking Water with Daniel Vitalis

Lesson 11: Hydration: Eating Your Water with Susan Teton

Lesson 12: Graceful Aging: Building a Body to Last a Lifetime with Susan Teton



MODULE 4

The Power of Detoxification & Cleansing

Lesson Plan

Learn evidence-based strategies to reduce toxic load and support the body's natural detoxification pathways safely and effectively.

Lessons:

Lesson 1: The Problem of All Chronic Disease: Toxicity & Deficiency with Charlotte Gerson

Lesson 2: Environmental & Lifestyle Toxicity with Dr. Alejandro Junger

Lesson 3: Detoxing 101 with David Wolfe

Lesson 4: The Chemical Burden with Sarah Lantz

Lesson 5: The Power of Detoxification with Dr. Sandeep Gupta

Lesson 6: The Impact of Heavy Metals with Dr. Sandeep Gupta

Lesson 7: Toxins in the Dental Industry with Dr. Victor Zeines

Lesson 8: Supporting Detoxification Naturally with Dr. Sandeep Gupta

Lesson 9: The Benefits of Juicing with Jason Vale

Lesson 10: Advanced Detoxification Strategies with David Wolfe

Lesson 11: Natural Solutions for Getting Rid of Parasites with David Wolfe



MODULE 5

Healing Your Gut Naturally

Lesson Plan

Explore gut health, digestion, and the microbiome - and understand how they influence immunity, skin, and mental wellbeing.



Lessons:

Lesson 1: The Digestive System Overview with Christa Orecchio

Lesson 2: The Impact of Wheat on Gut Health with Dr. Tom O'Bryan

Lesson 3: Gut Healing Foods & Foods to Avoid with Sayer Ji

Lesson 4: Constipation & Cleansing the Gut with David Wolfe

Lesson 5: Ways to Optimize Digestion & The Microbiome with Christa Orecchio

Lesson 6: Common Digestive Problems & How to Solve Them Naturally with Christa Orecchio

Lesson 7: Leaky Gut & Autoimmune Conditions with Dr. Josh Axe

Lesson 8: The Microbiome, Skin-Gut Connection & Gut Permeability with Sayer Ji

MODULE 6

Decoding Your Hormones & Imbalances

Lesson Plan

Understand hormonal health and how nutrition, stress, and environment influence balance and vitality across all life stages.



Lessons:

Lesson 1: What are Hormones? Their Function & The Impact of Poor Nutrition with Dr. Joseph Mercola

Lesson 2: Biology of the Endocrine System with Vanessa Lamaro

Lesson 3: Hormone Disruptors & How to Avoid Them with Vanessa Lamaro

Lesson 4: Hormone Balance & Plant Remedies with David Wolfe

Lesson 5: Using Lifestyle, Foods & Herbs to Optimize Hormones Naturally with Vanessa Lamaro

Lesson 6: Common Hormonal Imbalances & How to Treat Naturally with Vanessa Lamaro

Lesson 7: Managing Menopause Naturally with Dr. Tami Meraglia

Lesson 8: Thyroid Health: Disorders & Natural Solutions with Dr. Tami Meraglia

Lesson 9: Our Food Choices, Stress & The Art of Managing it All with Dr. Libby Weaver

MODULE 7

The Impact of Stress & Poor Sleep

Lesson Plan

Learn how lifestyle stressors affect health, energy, and performance - and discover science-based tools for resilience and restoration.



Lessons:

Lesson 1: Insights Into Emotional Eating with Marc David

Lesson 2: The Power of the Mind to Heal with Bruce Lipton

Lesson 3: The True Impact of Stress on Our Body with Dr. Joe Dispenza

Lesson 4: Cortisol Balance & Sleep Cycle with Dr. Alan Christianson

Lesson 5: EMF's & Sleep Disruption with Dave Asprey

Lesson 6: Mind-Body Techniques for Better Sleep with Shawn Stevenson

Lesson 7: Essential Oils for Sleep & Stress with Dr. Eric Zielinski

Lesson 8: Stress Relief Through Grounding with Clint Ober

Lesson 9: The Link Between Sleep, Circadian Rhythm & Your Health with Jason Prall

MODULE 8

Boosting Immunity & Mastering Autoimmune Disease

Lesson Plan

Discover natural strategies to support immune health and reduce inflammation using food, herbs, and mind-body practices.



Lessons:

Lesson 1: Immunity 101 with Dr. Amina Eastham-Hillier

Lesson 2: Autoimmunity & Immune Dysfunction with Dr. Amina Eastham-Hillier

Lesson 3: Allergies, Hormones & Gut Inflammation with Dr. Tom O'Bryan

Lesson 4: Food Intolerances & Sugar Overload with JJ Virgin

Lesson 5: Supporting Auto-Immune Disease Naturally with Dr. Amina Eastham-Hillier

Lesson 6: Immune-Boosting Medicine Cabinet: Foods & Herbs to Boost Immunity with Dr. Amina Eastham-Hillier

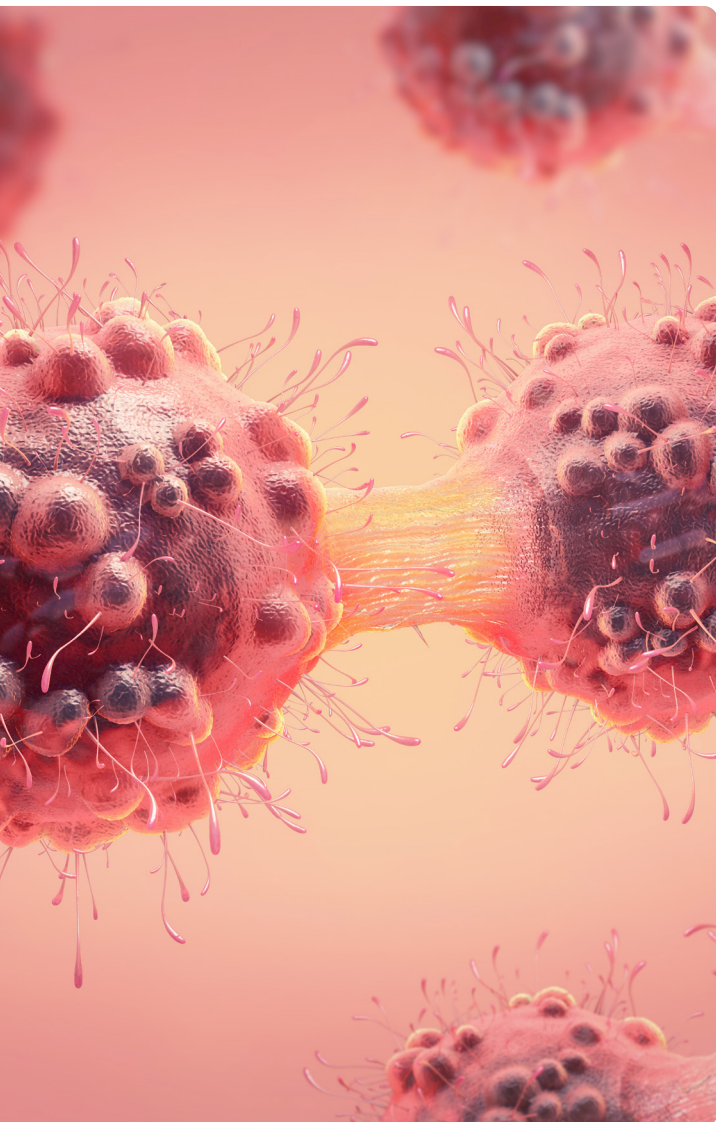
Lesson 7: Aromatherapy for Reducing Inflammation & Boosting Immunity with Dr. Eric Zielinski

MODULE 9

Understanding Chronic Disease & Cancer

Lesson Plan

Examine the root causes of disease and how nutrition, lifestyle, and mindset can support prevention and recovery.



Lessons:

Lesson 1: The War on Cancer with Dr. Andrew Saul

Lesson 2: Vitamin C Therapy & Preventing Cancer with Dr. Andrew Saul

Lesson 3: The Cancer & Pharmaceutical Industry with Charlotte Gerson

Lesson 4: Common Chronic Diseases & How to Address with Cyrus Khambatta

Lesson 5: Inflammation: The Root Cause of Dis-ease in the Body with Cyrus Khambatta

Lesson 6: Healing the Gerson Way with Charlotte Gerson

Lesson 7: Pharmaceuticals & Their Side Effects with Cyrus Khambatta

Lesson 8: Gerson Therapy, Supplementation & Cancer with Dr. Dan Rogers

Lesson 9: 15 Foods to Fight Cancer with Liana Werner-Gray

Lesson 10: Food, Cholesterol & Inflammation with Udo Erasmus

Lesson 11: Discovering Mind-Body Techniques for Healing with Jon Gabriel

MODULE 10

Using Plants as Medicine

Lesson Plan

Explore the healing power of plants, herbs, and adaptogens - and how to integrate them into modern wellness practices.



Lessons:

Lesson 1: Turning Back to Nature to Regain Health with Daniel Vitalis

Lesson 2: Foods Promote Vibrant Health & Healing with Ocean Robbins

Lesson 3: Top 10 Foods for Mood & Anxiety with Liana Werner-Gray

Lesson 4: Using Plant Compounds for Health & Performance with Dave Asprey

Lesson 5: Using Herbs, Mushrooms & Adaptogens to Thrive with Nick Polizzi

Lesson 6: Healing with Essential Oils with Dr. Eric Zielinski

Lesson 7: Introducing More Plants into Your Diet with Jason Wrobel

Lesson 8: Peace, Love & Vegetables with Ryland Engelhart

Lesson 9: Using Essential Oils For Self Care with Kim Morrison

Lesson 10: Food Is Information: Lessons from the Blue Zones with Jason Prall



PROGRAM 2:

The Nutrition Coach Accelerator

Turn knowledge into transformation with a proven coaching framework.

Estimated Study Time:

🕒 Self-paced 2 weeks (approx. 10-15 hours total)

This program bridges the gap between theory and practice - helping you confidently work with real clients, build structured coaching programs, and deliver measurable results.

Learn the art of transformation, not just information. You'll master client communication, behavior change, and the systems used by top coaches to create lasting impact.

MODULE 1

Coaching Fundamentals

Lesson Plan

Build the mindset, skills, and systems of a confident, professional nutrition coach, from defining your role and mastering client communication to launching and scaling a thriving, purpose-led practice.

Lessons:

Lesson 1: The Role of a Nutrition Coach with Christa Orecchio

Lesson 2: Must Have Coaching Skills & Personal Development with Christa Orecchio

Lesson 3: Building a Thriving Coaching Business with Christa Orecchio

Lesson 4: How to Coach with Confidence with Kylie Ryan

Lesson 5: Getting Started as a Coach with Kylie Ryan

Lesson 6: Becoming a Super Coach with Kylie Ryan



MODULE 2

How to Build an Online Wellness Business

Lesson Plan

Learn how to turn your passion into a purpose-led brand with step-by-step guidance from idea to launch, including how to share your story, attract your audience, and consciously scale your impact online.



Lessons:

Lesson 1: Project Inception with James Colquhoun

Lesson 2: Planning a Launch with James Colquhoun

Lesson 3: How to Scale with James Colquhoun

Lesson 4: How to Run a Conscious Business Online with Renae Barrington

Lesson 5: How to Turn Your Passion for Nutrition into a Career Part 1 with Nat Kringoudis

Lesson 6: How to Turn Your Passion for Nutrition into a Career Part 2 with Elizabeth Rider

MODULE 3

Workshops & Trainings to Fast-Track Your Success

Lesson Plan

Accelerate your growth with practical workshops on blogging, eBook creation, podcasting, and online summits so you can quickly build visibility, grow your audience, and position yourself as a trusted wellness leader.

Lessons:

Workshop 1: How to Start a Successful Blog with Elizabeth Rider

Workshop 2: Overcoming Limiting Beliefs & Starting Your Own Business with Marie Forleo



By the end of this program, you'll be ready to coach clients one-on-one, run workshops, and create transformation programs that build your reputation and income.



PROGRAM 3: The Wellness Business Course

Turn your wellness expertise into a purpose-driven, profitable brand.

Estimated Study Time:

🕒 10 weeks (approx. 25–30 hours total)

This 10-module course gives you the roadmap to attract clients, grow your online presence, and scale your income - using the same business principles that built the Food Matters global brand.

You'll learn directly from James Colquhoun and Laurentine ten Bosch, alongside leading marketing, branding, and mindset experts.

MODULE 1

Mastering Your Mindset

Lesson Plan

Set your vision, remove fear, and step into leadership. Learn the daily mindset habits and confidence principles that all successful entrepreneurs share.

Lessons:

Lesson 1: Intention Is Everything with James Colquhoun & Laurentine ten Bosch

Lesson 2: Overcoming Limiting Beliefs & Dreaming Big with James Colquhoun & Laurentine ten Bosch

Lesson 3: Who Do You Work For? with James Colquhoun & Laurentine ten Bosch

Lesson 4: Cultivating a Business Owner & Investor Mindset with James Colquhoun & Laurentine ten Bosch

Bonus Lessons:

Bonus Lesson: Change Your Beliefs, Change Your Life with Shelly Lefkoe

Bonus Lesson: Creating a Purpose-Led Business with Pedram Shojai

Bonus Lesson: Mastering Your Mean Girl with Melissa Ambrosini



MODULE 2

Defining Your Product & Story

Lesson Plan

Craft your brand story and unique selling proposition to stand out authentically in the crowded wellness market.

Lessons:

Lesson 1: The Power of Your Story with James Colquhoun & Laurentine ten Bosch

Lesson 2: What Business Are You Really In? with James Colquhoun & Laurentine ten Bosch

Lesson 3: Defining Your Niche with James Colquhoun & Laurentine ten Bosch

Lesson 4: Defining Your Product or Service with James Colquhoun & Laurentine ten Bosch

Team Training: Deciding On Your Business Name with Peita Ward



MODULE 3

Identifying Your Ideal Customer & Target Market

Lesson Plan

Discover exactly who you serve, what they need, and how to speak to them effectively.

Lessons:

Lesson 1: Identifying Your Ideal Customer with James Colquhoun & Laurentine ten Bosch

Lesson 2: Getting to Know Your Customer Personally with James Colquhoun & Laurentine ten Bosch

Lesson 3: Pretending to Be Your Ideal Customer with James Colquhoun



MODULE 4

Developing Your Digital Marketing Plan

Lesson Plan

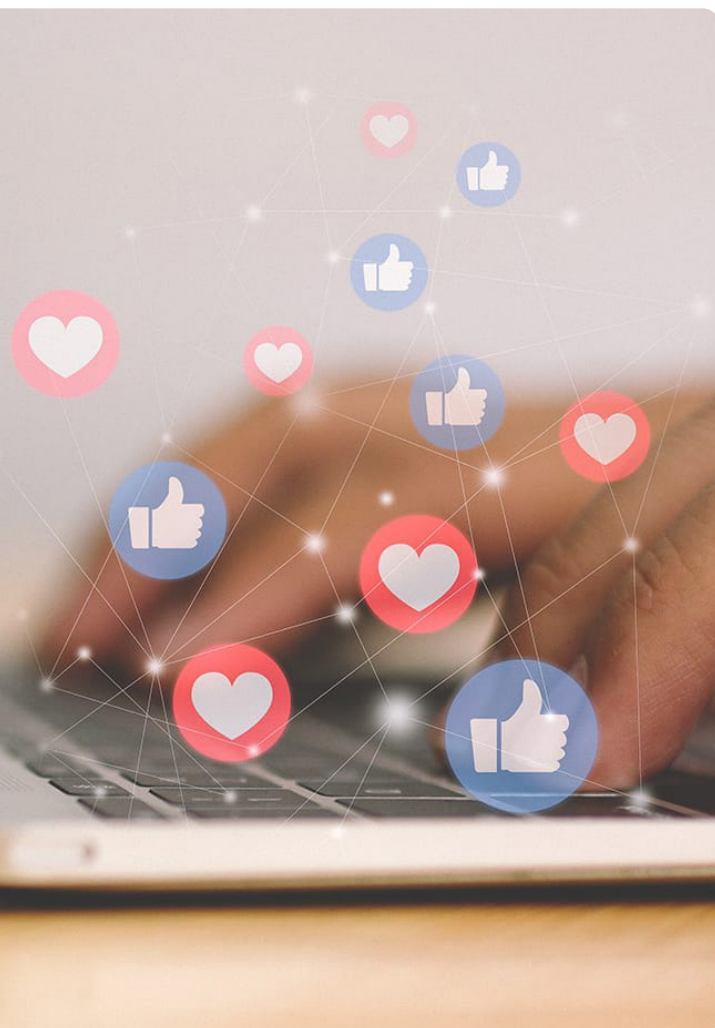
Learn the 3-step marketing process that turns strangers into clients using awareness, engagement, and conversion systems.

Lessons:

Lesson 1: The Sales Journey: The Ultimate Way to Grow Your Impact Online with James Colquhoun

Lesson 2: Breaking Down the Sales Journey: Six Ways to Grow Your Impact Online with James Colquhoun

Lesson 3: Creating a Customer Ascension Journey with James Colquhoun



MODULE 5

Creating Your Content & Traffic Strategy

Lesson Plan

Build a sustainable social media and content system that drives traffic and builds authority.

Lessons:

Lesson 1: Content Traffic (Blogging, Podcast & Social Media) with James Colquhoun

Lesson 2: Paid Traffic: Should You Invest? with James Colquhoun

Lesson 3: Leveraging Affiliate & Partner Traffic with James Colquhoun

Lesson 4: Customer Referral Programs & Partnerships with James Colquhoun

Team Training: Recruiting Affiliates to Promote Your Product or Service with Mikaela Bella

Team Training: How to Set Up Your Affiliate Program with Mikaela Bella

Team Training: Setting up Your Facebook Ad Account & Publishing Your First Ads with Mikaela Bella

Team Training: Setting up Your Podcast & Publishing Online with Grace Mora

Team Training: How to Generate Revenue from Podcasts with Maritza Barone



MODULE 6

Building Your Lead Generation Plan

Lesson Plan

Create automated lead magnets and funnels that generate consistent leads and clients 24/7.

Lessons:

Lesson 1: Deciding on Your Free Content with James Colquhoun

Lesson 2: Building Your Lead Generation Page with James Colquhoun

Lesson 3: What Happens after They Sign Up? with James Colquhoun

Team Training: Setting up an Email Account & Lists with Supriya Pesu

Team Training: Setting up a Masterclass Sales Funnel with Daniel Brunet



MODULE 7

Crafting an Unbeatable Offer

Lesson Plan

Package your expertise into irresistible, high-value offers using ethical persuasion and value stacking.

Lessons:

Lesson 1: Crafting Your Ultimate Sales Page: Part 1 with James Colquhoun

Lesson 2: Crafting Your Ultimate Sales Page: Part 2 with James Colquhoun



MODULE 8

Cultivating Your Customer's Email Journey

Lesson Plan

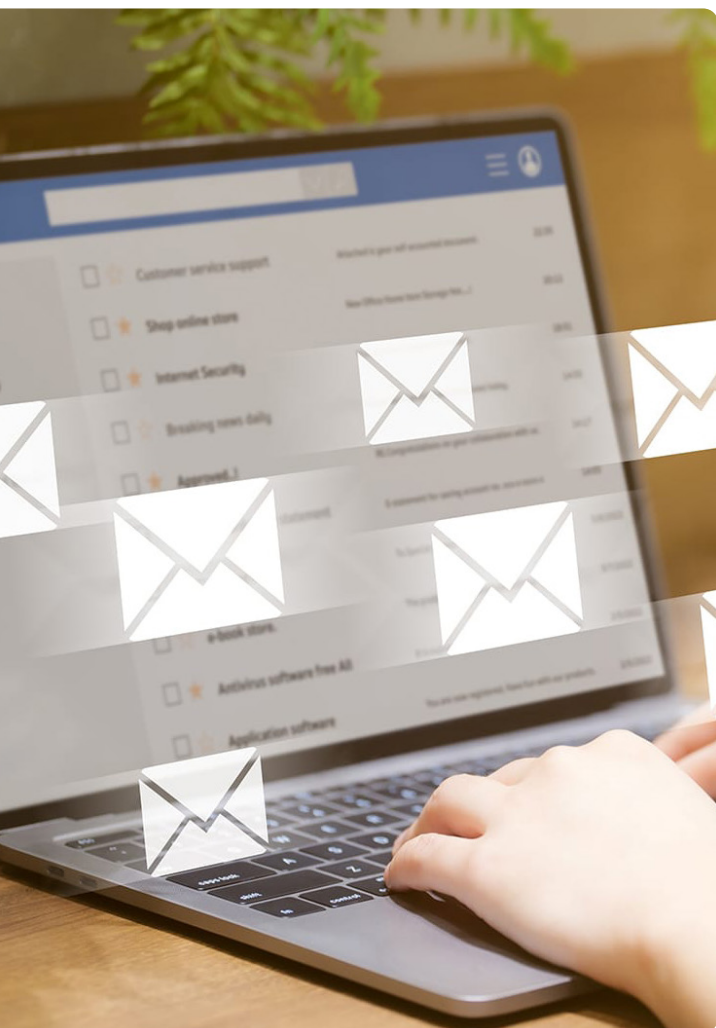
Automate authentic email campaigns that build trust, nurture relationships, and convert leads into clients.

Lessons:

Lesson 1: Different Emails for Different Reasons with James Colquhoun

Lesson 2: Email Journey for an Online Launch or Event with James Colquhoun

Team Training: Sending Broadcasts & Setting up Auto-Responder Emails with Supriya Pesu



MODULE 9

Scaling Your Mission & Impact

Lesson Plan

Track your growth, measure key results, and implement continuous improvement for long-term sustainability.

Lessons:

Lesson 1: Constant & Never Ending Improvement with James Colquhoun

Lesson 2: The Power of Mirroring with James Colquhoun



MODULE 10

Skyrocketing Your Influence & Reach

Lesson Plan

Expand your visibility through podcasts, partnerships, and media features to grow a global audience.



Lessons:

Lesson 1: How to Start Your Own World-Class Podcast with Melissa Ambrosini & Nick Broadhurst

Lesson 2: Supercharging Your Business & Brand Success with Online Summits with Alex Ortner

Lesson 3: Mastering YouTube to Tap Into One of the World's Biggest Sources of Traffic with Justin Brown

Lesson 4: How to Craft an Unbeatable Offer Your Customers Will Love with Michael Maidens

Lesson 5: How to Transition From One-On-One Private Practice to Scaling Group Coaching with Christa Orecchio

Lesson 6: Unlocking The Power of Your Mind to Expand Your Potential with Jim Kwik

Lesson 7: The Art of Dreaming Big & Breaking the Glass Ceiling with Kristina Karlsson

Lesson 8: Running a Conscious Business in the 21st Century with Mike Sherbakov

Lesson 9: Starting a Movement Online & Creating Change in The World with James Colquhoun

Team Training: Creating Beautiful Social Media Content & Growing Your Community with Renae Barrington

Team Training: Creating Your Own eBook & Bonuses Without a Designer with Renae Barrington

BY THE END OF This Program

You'll have a complete, ready-to-implement business plan with the tools, mindset, and marketing systems to grow your income and influence - all while staying true to your purpose.

STUDY TIME OVERVIEW

Program	Focus Duration	Study Time
Nutrition Certification	Master the foundations of holistic nutrition & natural health	10 weeks, total 40–50 hours
Nutrition Coach Accelerator	Develop practical coaching & client transformation skills	2 weeks, total 10-15 hours
Wellness Business Course	Build, market & scale your wellness brand online	10 weeks, total 25–30 hours



MEET THE Faculty Teachers

Learn from 50+ world-class teachers in health, coaching, and wellness entrepreneurship



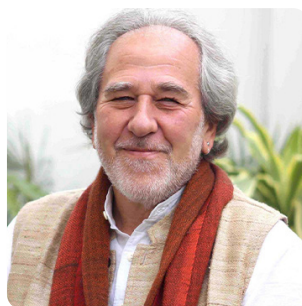
Dr. Mark Hyman

Integrative Doctor & Best-Selling Author



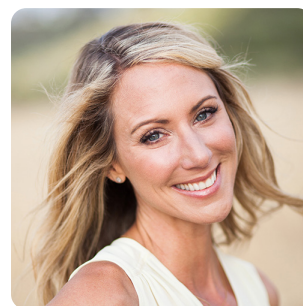
Dr. Joe Dispenza

Neuroscientist & Best-Selling Author



Dr. Bruce Lipton

Stem Cell Biologist & Best-Selling Author



Christa Orecchio

Clinical and Holistic Nutritionist



James Colquhoun

Filmmaker & Founder of Food Matters Institute



Laurentine ten Bosch

Filmmaker & Founder of Food Matters Institute



Dr. Christiane Northrup

Board-Certified Obstetrics & Gynaecology Physician



Dave Asprey

Founder of Bulletproof & Best-Selling Author



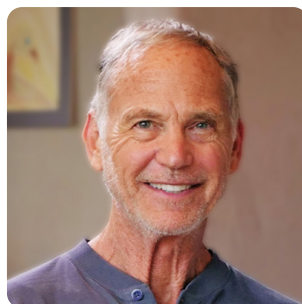
Marie Forleo

Life Coach, Motivational Speaker, Author, Founder of B-School



Dr. Josh Axe

Doctor of Natural Medicine, Nutritionist & Author



John Robbins

Co-Founder of Food Revolution Network & Best-Selling Author



Ocean Robbins

Co-Founder of Food Revolution Network



Dr. Alan Christianson

Physician & Best-Selling Author



Dr. Alejandro Junger

Cardiologist & Best-Selling Author



Alex Ortner

Speaker, Author, Entrepreneur & Co-Founder of The Tapping Solution



Amina Eastham-Hillier

Naturopath, Herbalist & Nutritionist



Dr. Andrew Saul

Natural Health Educator & Author



Charlotte Gerson

Founder of the Gerson Institute and Therapy



Clint Ober

Grounding Expert & Author



Cyndi O'Meara

Nutritionist, Best-Selling Author, and Filmmaker



Cyrus Khambatta

Best-Selling Co-Author & Co-Founder of Mastering Diabetes



Dr. Dan Rogers

Medical Practitioner & Naturopath



Daniel Vitalis

Nature-Based Philosopher & Host of Wildfed



David Wolfe

Leading Raw Food Expert & Best-Selling Author



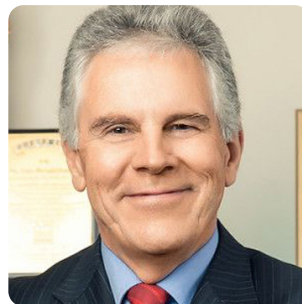
Elizabeth Rider

Health Coach, Wellness Blogger & Author



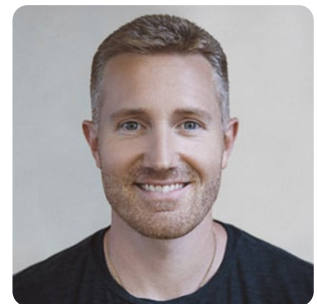
Dr. Eric Zielinski

Chiropractor, Health Researcher, & Best-Selling Author



Dr. Ian Brichthope

Medical Practitioner



Jason Prall

Practitioner, Author & Filmmaker of The Human Longevity Project



Jason Vale

*Motivational Speaker,
Lifestyle Coach &
Best-Selling Author*



Jason Wrobel

*Speaker, Lifestyle Coach
& Best-Selling Author*



Jim Kwik

*World Expert in
Accelerated Learning &
Brain Coach*



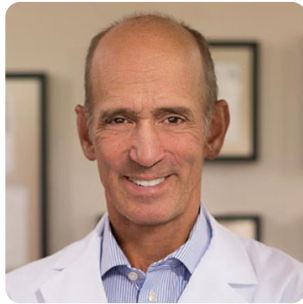
JJ Virgin

Fitness Expert & Author



Jon Gabriel

*Visualization Expert &
Best-Selling Author*



Dr. Joseph Mercola

*Osteopathic Physician &
Best-Selling Author*



Justin Brown

*YouTube Growth
Strategist & Co-Founder
of Primal Video*



Kim Morrison

*Aromatherapist, Author &
Speaker*



Kristina Karlsson

*Business Founder, Author,
Coach & International
Speaker*



Kylie Ryan

*Performance Coach & NLP
Coach Trainer*



Liana Werner-Gray

*Nutritionist &
Best-Selling Author*



Dr. Libby Weaver

*Nutritional Biochemist &
Best-Selling Author*



Marc David

*Psychologist & Founder
of the Institute for the
Psychology of Eating*



Maritza Barone

Podcast Host



McKel Hill

Dietitian Nutritionist



Melissa Ambrosini

Author & Podcast Host



Michael Maidens

*Online Launch Strategist
& Founder of The Offer
Academy*



Mike Adams

*Investigative Journalist,
Clean Food Activist, Author
& Podcast Host*



Mike Sherbakov

*Social Entrepreneur &
Leadership Specialist*



Nat Kringoudis (BHSc, Acu)

*Best-selling Author,
Podcaster, and Natural
Women's Health Practitioner*



Nick Broadhurst

*Musician, Author &
Entrepreneur*



Nick Polizzi

*Filmmaker, Author &
Founder of The Sacred
Science*



Pedram Shojai

*Filmmaker, Author &
Founder of the Urban Monk*



Renae Barrington

*Nutritionist & Wellness
Entrepreneur*



Ryland Engelhart

*Filmmaker & Co-Founder of
Kiss the Ground*



Dr. Sandeep Gupta

*Integrative Doctor & Holistic
Health Practitioner*



Dr. Sarah Lantz

*Nutritionist & Environmental
Health Educator*



Sayer Ji

*Researcher, Author &
Founder of GreenMedInfo*



Shawn Stevenson

*Research Scientist, Podcast
Host & Best-Selling Author*



Shelly Lefkoe

*Author & Parenting Expert
& Co-Founder of the Lefkoe
Institute*



Susan Teton

*Health Coach, Wellness
Chef & Regenerative Aging
Specialist*



Dr. Tami Meraglia

Hormone Expert & Author



Dr. Tom O'Bryan
*Functional Medicine &
Autoimmune Specialist*



Udo Erasmus
*Educator, Author &
Nutrition Expert*



Vanessa Lamaro
Naturopath & Herbalist



Vani Hari
*Best-Selling Author &
Founder of Food Babe*



Dr. Victor Zeines
*Holistic Dentist & Author
natdent.com*



Dr. William Davis
*Cardiologist &
Best-Selling Author*

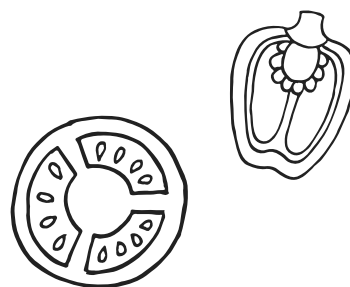
THE FOOD MATTERS DIFFERENCE

Why This Program Works When So Many Others Don't

1. Proven Framework for Impact and Income

This pathway combines three essential pillars - Nutrition Knowledge, Coaching Skills, and Business Strategy - so you can create tangible outcomes for your clients and yourself.

Most programs stop at information. We take you all the way to implementation.



2. World-Class Faculty & Industry Credibility

You're learning from more than 50 global experts across nutrition, medicine, coaching, and entrepreneurship - the same thought-leaders who appear on international stages, bestselling books, and documentaries.

Their teachings are curated and guided by Food Matters founders James Colquhoun and Laurentine ten Bosch, ensuring every lesson is practical, science-backed, and purpose-driven.

3. Globally Recognized Certification & Insurance Pathway

Food Matters Institute is an approved training provider with the International Institute for Complementary Therapists (IICT), and endorsed by the International Approval and Registration Centre (IARC).

That means your qualification is recognized internationally, and graduates qualify for professional membership and insurance in accepted countries - giving you confidence to practice, teach, or build a business with integrity.

4. A Supportive Global Community

When you join, you're never alone. You'll be welcomed into our private student community - thousands of like-minded individuals who share wins, ask questions, and celebrate milestones together.

You'll also receive ongoing mentorship from our team and alumni who've already built successful practices, podcasts, and wellness brands

5. Flexible Study & Lifetime Access

Study at your own pace from anywhere in the world.

Choose a guided intake (3, 6, or 12 months) or move through self-paced - with lifetime access to every future update, new expert interview, and resource we release.

Learning never ends at Food Matters; your library grows as the industry evolves.

6. Real Results From Real Graduates

Our students go on to:

- Launch coaching practices and online wellness brands
- Create podcasts, courses, and books
- Work in health clinics, yoga studios, and corporate wellness programs
- Inspire change in their families and communities



Kim C.

"I started my own business as a nutrition coach a month after completing my certification. My client base has grown significantly."



Christie H.

"I have been a raw food chef for 20 years teaching workshops. Taking the Food as Medicine course has allowed me to teach at the next level."



Maureen T.

"I highly recommend this program to anyone wanting to learn how to improve their own health or anyone wanting to start helping others."



Rebecca P. W.

"I am using my qualifications to educate, guide & support others to achieve their personal nutrition & wellness goals, specializing in the field of 'whole food plant based nutrition.'"



Anna C.

"My suggestion is investing in yourself. You just don't know how many others you may help or just to reboot or reset your own health."



Bec R.

"Learning from some of the world's greatest experts has had a great impact on both my own wellbeing and my businesses."



Chrissy H.

"Even after a 3-year degree in nutrition, this course taught me more."



Amanda P.

"Today, I am working with clients, guiding them in their personal growth, and also giving talks, applying everything I learned in real life. I feel truly inspired and equipped thanks to this amazing course."



Colett R.

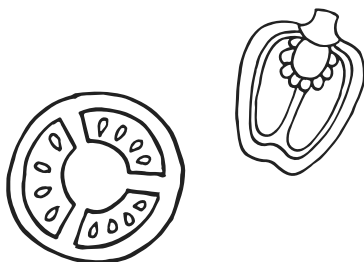
"I enrolled to add more information to my work as a skin care specialist, working with oncology patients...It has helped have more confidence with my clients suggesting better nutrition and way of life."

7. A Mission That Matters

This isn't just about education - it's about becoming part of a movement to make natural health and nutrition accessible to everyone.

Every student contributes to a ripple effect of healing and empowerment around the world.

Because when you educate one person about food as medicine, you don't just change their life - you change generations to come.



FOOD MATTERS INSTITUTE

Course Accreditations

Globally Recognized & Trusted By Students in Over 35 Countries

Start practicing with confidence the moment you graduate



NBHWC

This course is an approved health & wellness coach training program [CEA-000477-1] for continuing education of National Board Certified Health and Wellness Coaches (NBC-HWCs). Qualifying graduates can receive 32 CE/CPD credits through NBHWC.



IICT

Successful graduates qualify for membership and insurance through the International Institute for Complementary Therapies under the Nutrition Consultant modality for practice in 35+ countries (including the USA, Australia, Canada, and UK).



IARC

The Food Matters Institute is recognized for quality excellence in education with the International Approval and Registration Centre.

Your certification gives you credibility, insurability, and global recognition as an accredited nutrition consultant

Frequently Asked Questions

Q: When do I start, and how quickly do I get access?

A: Immediately. Enrollment includes instant access to all modules, bonuses, and downloads so you can begin today and study at your own pace.

Q: Can I really complete this in less than 6 months? How much time per week do I need?

A: The program includes 3 core pillars with a total of 23 modules. We recommend working through each pillar in order (one, two, three), and dedicating around 5 hours per module - making the entire program easy to complete in less than 6 months.

Because the program is 100% online and available 24/7, you can start anytime and study at your own pace - whether that's on weekends, after work, or during downtime. You'll also have the option to receive guided study emails over 3, 6, or 12 months to help you stay on track.

Q: Will I receive a certificate after completing the program?

A: Yes! Upon completing the lessons and achieving a score of 80% or higher on each module quiz, you'll earn the following certificates:

- Nutrition Certification Course - *Internationally Accredited Certificate in Nutrition* (with access to insurance and industry membership)
- Nutrition Coach Accelerator - *Food Matters Certified Nutrition Coach*
- Wellness Business Course - *Certificate of Completion*

These certificates demonstrate your achievement and allow you to confidently share your credentials with clients, employers, or future collaborators.

Q: What will this program allow me to do professionally?

A: You'll be equipped to work as a nutrition coach / consultant, offer 1:1 or group coaching, run workshops, and build online programs or digital products. Graduates integrate their nutrition knowledge into existing roles like fitness, allied health, and content creation.

You'll also have the knowledge, skill, and practical tools to position your expertise, attract clients, and build a thriving business doing what you love.

While nutrition coaches generally do not require a state license to practice and can be certified through private credentialing bodies such as Food Matters, we recommend checking local requirements before offering services to the public.

Please note: this course does not make you a state-registered dietitian or licensed nutritionist, and you should verify specific licensing laws in your region before practicing professionally.

Q: Will this program make me a dietitian or nutritionist?

A: No. This course does not make you a state-registered dietitian or licensed nutritionist, and you should verify specific licensing laws in your region before practicing professionally.

You'll be qualified to work as a nutrition coach or wellness professional, offering personalized guidance, workshops, or online programs to help others transform their lives.

Q: Is the course accredited and recognized internationally?

A: Yes. The program is recognized by leading bodies so you can study with confidence and graduate with credibility.

- **IICT:** Graduates qualify for membership and insurance under the Nutrition Consultant modality in 35+ countries (incl. USA, Australia, Canada, UK).
- **NBHWC:** Approved for continuing education for National Board Certified Health & Wellness Coaches (code CEA-000477-1).
- **Quality for Excellence in Education (IARC):** Food Matters Institute is recognized for quality excellence in education.

If you're already certified with NBHWC, you'll earn 32 continuing education credits by completing this program.

Q: What's your refund policy?

A: You're protected by our 14-day money-back guarantee. Explore the lessons, meet your mentors, and if it's not a fit, simply email us within 14 days for a full refund - no risk, no pressure.

Q: Do I need any prerequisites or a science background?

A: No. The course is beginner-friendly yet comprehensive. We teach the fundamentals step-by-step, plus business frameworks to help you launch and grow confidently.

Q: What support do I receive during and after the course?

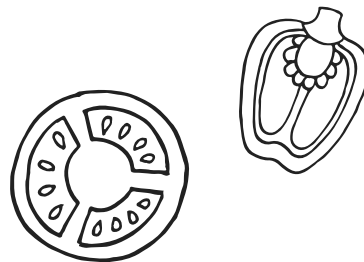
A: You'll have ongoing live chat, email & text support, plus a 1:1 kickoff call with our course founder Laurentine to start strong. Support continues after you graduate, and you get lifetime access to all updates.

Q: Do you offer payment plans?

A: Yes. Choose a monthly plan or a one-time payment (see pricing on this page). All major cards and PayPal are accepted. Your access is instant regardless of payment option.

Q: What tech do I need?

A: Just a computer or tablet, a reliable internet connection, and a standard web browser. All templates are provided in accessible formats.



Still have questions? Contact the Food Matters team by emailing study@foodmattersinstitute.com

YOUR COMPLETE 3-IN-1 CERTIFICATION PATHWAY

Everything You Need to Build a Fulfilling, Purpose-Driven Career in Wellness

When you enroll, you're not just signing up for a course - you're joining a global movement to educate, empower, and transform lives through nutrition and natural health.

This all-in-one program brings together the core knowledge, practical coaching skills, and business strategies that have helped thousands of graduates create a career they love.

Here's What You Get When You Enroll Today:

THE FOOD MATTERS NUTRITION CERTIFICATION & ONLINE BUSINESS PROGRAM

A 3-in-1 program combining:

Nutrition Certification Course - Master the science of food as medicine

10 in-depth modules taught by 50+ experts in holistic nutrition, detoxification, hormones, and functional health.

- Downloadable workbooks, transcripts & resources
- Open-book quizzes to track progress
- Access to the expert video library (lifetime)
- Accreditation eligibility with IICT & IARC



Nutrition Coach Accelerator

A step-by-step coaching system that teaches you how to confidently work with clients, deliver results, and grow your reputation as a certified professional

- Coaching session templates & scripts
- Client transformation frameworks
- Practical assessments & case study support



Wellness Business Course

A 10-week implementation program that helps you launch, market, and scale your wellness brand online.

- Video trainings with James & Laurentine
- Social media, email & funnel templates
- Offer creation worksheets
- Content & marketing planner



Plus Free Bonuses



1:1 Coaching Call with Laurentine ten Bosch

Personalized guidance to help you start strong.



Done-for-You Templates, Funnels & Pages

Plug-and-play assets that fast-track your launch.



Ongoing Live Chat, Email & Text Support

One-click support to answer all your questions.



Lifetime Access + Future Updates

Study at your own pace and get every update, forever.



Global Student Referral Program

Earn 30% commission for every student you refer.

ENROLL NOW

Enroll Today 100% Risk-Free Guarantee

You'll have 14 days to explore the entire program, meet your mentors, and start learning.
If it's not for you, email us - and we'll refund every cent.
No risk. No pressure. Just transformation.