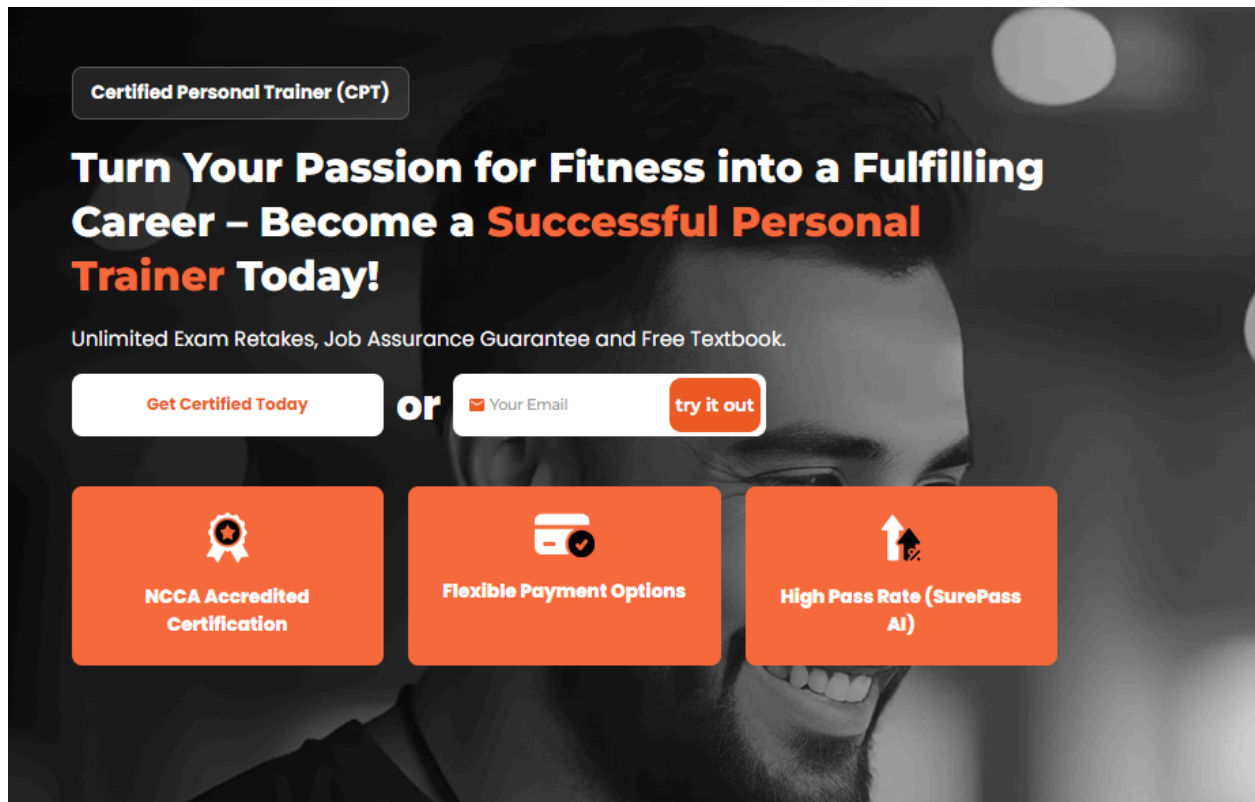


Nutrition Academy sales page idea 2 (detailed)

1. A background image with the hero section, similar to IPTA.

We can add a black-and-white image, where a group of nutritionists standing before a wall and holding some colorful fruits and have our logo on their Shirts.



Here is the hero section content idea.

Unlock Your Potential with the Nutrition Academy Essentials

Bundle—Now for Over 50% Off!

Dive into a world of opportunities with:

- **The Nutrition Academy Certification**—to help you master nutrition coaching, enabling you to change lives while doing what you love. Entirely self-paced.

- **The Coaching Career Kickstarter Course**—to help you transform your passion into a profitable full-time or part-time business. Combination of self-paced learning and live training sessions.

Total value of both programs: **\$1,198**

Your special price this week: **\$549 USD—or just \$59/month.**

Here we can enroll now button.

2. We should have a section for Trusted by Fortune companies. Something like this




Or a section like this to show our credibility.




3. we should have a “Why choose us” section with our course’s key features, the same as we did for the IPTA sales page.

Why Choose Us?




Unlimited Retakes/Pass Guarantee

You'll get unlimited exam retakes upon course completion, guaranteeing you pass the exam and saving money compared to competitors charging \$200 per attempt.




Job Assurance Guarantee

Job placement guaranteed for U.S. students meeting simple qualifications.




SurePass AI

Our AI system ensures you're exam-ready by telling you what to study and when, reducing study time and effort.




Free First Recertification

Stay certified for 4 years, free of charge.



Free Textbook

Access our textbook 100% free online, as a PDF, or on Kindle/Apple Books, built around our **Results-First Training Model**.



Free Online CPR/AED Certification

Get certified in CPR/AED online, free of charge—an essential qualification for all personal trainers.

4. Here we should have a section for “Overview of Nutrition Academy Certification”.

Something like PN.

PN Nutrition Certification overview

In the PN Nutrition Certification, you'll gain the knowledge, skills, and tools you need to confidently coach nutrition with anyone.

By the time you graduate, you'll have:

- ✓ The world's #1 nutrition certification
- ✓ The confidence to help anyone improve their health
- ✓ A coaching skill set that's always in high demand
- ✓ 40+ premium coaching tools to unlock your clients' full potential
- ✓ A community of coaching professionals to help you succeed

5. We can add a section like this “What you will get after passing the certification.”


Once you graduate, you'll be able to...

Charge top dollar for your services

Our PN Certified Coaches charge anywhere from \$65 – \$130 USD per hour on average.

\$65 → \$130

EARNING POTENTIAL PER HOUR



Position yourself to succeed in a field with growing demand

As obesity and chronic health issues continue to rise, people need your help now more than ever.

2023 **+34%**

2019

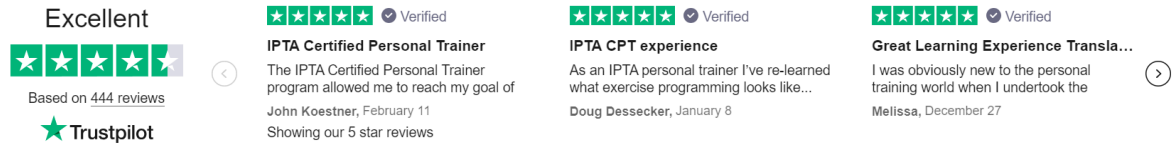
According to LinkedIn, the demand for healthcare support staff—which includes nutrition coaches—has grown 34% since 2019.

Research from the Bureau of Labor Statistics predicts that health coaching professions are projected to grow by 12% by 2031—a much faster rate than the average for all occupations.

6. After this, we should add a section for people holding certifications.



7. Right after the “people holding certifications” we should add testimonials or a Trustpilot review section.



8. At this point, we should have our pricing table similar to IPTA with different tiers.

Compare plans and find yours

12 payments (0% interest) – Or save 17% with one-time payment

Click any feature below to learn more about it!

- + NCCA Accredited Cert
- + Free Digital Textbook
- + Interactive study guide
- + Exam Simulator

	99% PASS RATE		
	MVP		
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✗

9. We should have a bonus section like precision nutrition, they are marketing this “Included this week only: Turn your passion into profit with the Coaching Career Kickstarter Course!”

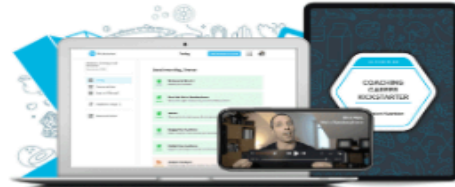
Included this week only: Turn your passion into profit with the Coaching Career Kickstarter Course!

In addition to the PN Nutrition Certification, you'll get our self-paced **Coaching Career Kickstarter course**, plus **5 live weekly mentoring sessions** starting Wednesday, March 5th—to set yourself up for success in 2025 and beyond:

- ✓ **Craft your nutrition coaching career path**—whether full-time or part-time, in-person or online—whatever suits your goals and lifestyle.
- ✓ **Overcome imposter syndrome** and confidently share your expertise with the world.
- ✓ **Create premium coaching packages** that transform people's health, while earning what you're truly worth.
- ✓ **Attract plenty of paying clients**, keep them coming back, and turn them into raving fans who tell others about you.
- ✓ **Use our collection of done-for-you forms, templates, cheat sheets, and scripts**—to help you tell others about your services, conduct consultations, generate referrals, manage your time, achieve your desired income, and more.

You can learn these essential skills *while going through your PN Nutrition Certification*—so that you'll be ready to put things into action sooner rather than later. You'll also receive all live session recordings, in case you can't attend them.

See more details about this course [here](#).



Bonus offers with other nutrition certifications.

1. Precision Nutrition is offering a Free “Coaching Career Kickstarter Course”.
2. ISSA is offering a “Weight Management Course” as a bonus. They are offering a free website also.

10. We can talk about our guarantees here.

30 Days Money Back Guarantee

We're confident in the quality of our IPTA Certified Personal Trainer program, but we understand that sometimes things change. That's why we offer a **No Questions Asked, 30-Day Money-Back Guarantee**.

If for any reason you're not completely satisfied within the first 30 days of your purchase, simply reach out to us and we'll refund your full payment — **no hassle, no strings attached**.



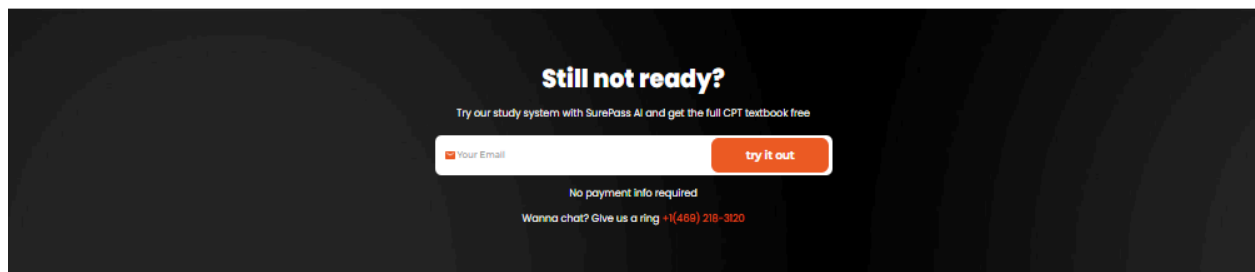
11. We can add a comparison table here, similar to PN.

How is this program different?

There are a lot of nutrition certifications out there—but the PN Nutrition Certification is the world's #1 recommended program for a reason. Here's how we stack up against the competition:

			
	NUTRITION COACHING CERTIFICATION	CERTIFIED NUTRITION COACH	NUTRITIONIST CERTIFICATION*
PRICE	\$799 \$549 or 12 monthly payments of \$59	\$629 or 12 monthly payments of \$55	\$529 or 12 monthly payments of \$52
MONEY-BACK GUARANTEE TRIAL PERIOD	45 days	28 days	7 days

12. Here we can add a section like this.



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Let visitors know they can reach out anytime via the chat box for support or questions.

[Chat with Us Now](#)



13. After all a FAQ section here.