

BTN ACADEMY BROCHURE 2023

Your journey to learning
nutrition that changes
lives starts here...



WHAT DO OUR STUDENTS THINK?

“ this course was not only extremely helpful to myself, now knowing far more about my body than I ever did, but it’s also allowed me to help friends and family. A very empowering course.

- Travis Downes
Foundation Academy



“ absolutely loved the course and support from you guys at BTN, I feel super confident in my abilities as a coach now and can’t wait to help people on my journey.

- Leon Liburd, Practical Academy

Since The BTN Academy's inception in 2013 we've taught over 3000 people on our Foundation Course, given half a million pounds worth of free training to 16-18 year olds, and certified over 2000 people from 23 different countries as Nutrition Coaches. These people have ranged in backgrounds from personal trainers to jewellers, from aspiring teenagers to high-flying business owners, and from stay-at-home parents to people with health conditions. No matter who you are, if you're eager to learn about the power of evidence-based nutrition and want it taught in a practical and engaging way, you've come to the right place.

Nutrition is a confusing topic. We're faced with diet fads and media trends, unexplained results often speaking louder than science, and unscrupulous foods and supplements being sold to us at every turn. It often leaves people frustrated about what is the truth when it comes to what they should eat, whether the aim is health, performance, athletic development, recovery, hypertrophy, endurance, or any other goal (and that's before we start talking about the different needs that present in men and women!). But, there is a solution. We believe that someone who truly understands nutritional science, and who also understands the theories of behaviour change, is able to make a profound difference in their own health as well as that of their friends, family and clients.



To that end, we are proud to present our two courses to you, The BTN Foundation Academy – aimed at helping you master the fundamentals of nutrition over 10 digital modules, and The BTN Practical Academy – a 12 month online course aimed at certifying you as a Nutrition Coach so you can help others.

Whether you're a complete beginner looking to improve your own eating habits or a successful coach hoping to add a new string to your bow, we can help. You'll be guided every step of the way including proactive contact from the team, an invite to our live events, extra private Q&A sessions, career mentoring, coaching documents, course textbooks, and more.

This is a truly immersive nutrition learning experience.
Are you ready?

The results our students get with clients after our nutrition courses



THE FOUNDATION ACADEMY

Combining a fully comprehensive textbook that includes over 350 pages and 450 references with beautifully animated videos, the AFN certified BTN Foundation Academy is the perfect evidence based course for anyone looking to master their own nutrition, or take the first step towards being a nutrition coach. Make no mistake, this is not a course that covers the basics – it's a challenging yet rewarding journey through the fundamentals of nutritional science and application.



academy
manual



mobile
platform



COURSE BENEFITS

foundation
academy

Available 365 days per year – start as soon as you're ready

Accompanied by an extensive, beautifully designed textbook

Learn at your own pace, in your own time

Master the fundamentals of nutrition

Learn on desktop, mobile, or tablet with our online portal – from anywhere in the world

Understand macro and micronutrients like never before

Learn how sleep works, why it's so easily disturbed, and how to make it better

Discover the supplements that do and do not work

Find out why we develop habits, the power they have over us, and how to break them

Learn how to set real, tangible, and useful goals then adjust them over time

30-45 hour learning time which you can distribute however you need to

Course certified by the AfN

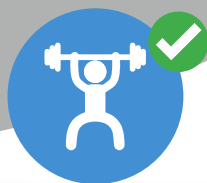
IS IT FOR ME?

foundation
academy

If you're looking to master the fundamentals of nutrition, this course is for you. We've helped everyone, including fitness enthusiasts looking to learn more, parents looking to understand food and nutrition, sports players wanting to master their understanding, coaches looking to add to their skills and more. So, if you're looking to understand what we should eat and how it affects our body, positive lifestyle choices, and the science behind it all, then this self-directed online nutrition course is perfect for you.



coaches



fitness
enthusiasts



sports
players



parents



interest in
nutrition

“ Having been very confused over nutrition for several years, causing a lot of Yo-Yo dieting, I now feel so much more confident in my own and my family's diet and health. Nutrition has always been very important to me, but also a struggle. This has been a really easy to follow, very informative course and I'm now excited to be starting the Practical course so I can help as many other people as possible!”

- Rhiannon Ward,
Foundation Academy

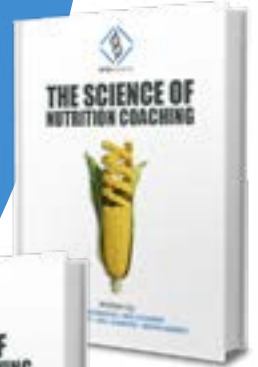


THE PRACTICAL ACADEMY

BTN's flagship course the Practical Academy represents everything you need to know to begin your career as a nutrition coach, or add a new arm to your existing health and fitness business with a qualification in nutrition coaching. While most nutrition courses cover only the theory of nutrition – what foods and nutrients do what – we combine this with a vast amount of real coaching education. With 4 beautifully designed textbooks you will not only learn the science of nutrition, you'll learn how you can apply that with the widest possible array of clients; from obese individuals to pregnant women, and from children to competition physique athletes - as well as everyone in between. What are their needs, what are their barriers, how can you help? All of the answers lie here in our online nutrition course The BTN Practical Academy, an accredited level 4 qualification in nutrition coaching. Apply online and complete the course in your own time, when you're ready with our self-paced structure and we will support you every step of the way.

4
textbooks
included

Active iQ



COURSE BENEFITS

practical
academy

Active IQ level 4
qualification in
Nutrition Coaching

An application only
self-paced course, so
you can start when
you're ready and learn
in your own time.

Join a community of
nutrition coaches all
striving to master
nutrition and the art
of coaching.

Learn from home or
on the go with our
100% desktop and
mobile ready platform

Full, engaged, and
proactive support
from our team, 1:1
video calls included in
your course price as
needed

Challenging, externally
verified examinations
throughout the year
designed to make sure
you're able to practice
with confidence

Support at no extra
cost, be that for
nutritional questions,
client problems or
business advice in
our BTN community

Learn:

- The science of nutrition
- The art of it's application with clients
- Specific nutrition for athletes
- Specific nutrition for a diverse range of populations including pregnant women and those with diabetes, as well as guidance on your practice remit in these situations

Pay up front or
over a 6 or 12
month installment
plan

Graduate and qualify
as a nutrition coach
and help a diverse
range of clients with
completely different
goals

Get an online 90 day
coaching program to
adapt or use as your
own. Get started as a
coach as soon as you
graduate

IS IT FOR ME?

The Practical Academy is an application only, level 4 qualification in nutrition coaching, and so it would be useful for any current or future professional hoping to add this service to their arsenal – whether you're someone working in another industry, or already a personal trainer, a massage therapist, a physiotherapist, or anyone else helping people to improve their health through lifestyle change you will benefit. Past students have used this course to set up a nutrition coaching business as their main source of income, while others use it as lucrative and highly rewarding passion project. In short, if you want to help people eat better we have everything you need to get started!

practical
academy



coaches



fitness
professionals



nutrition
geeks

“...it was exactly what I was looking for. Ethical, reputable, all of the science, with a huge emphasis on coaching and how to get the best from your clients. It's much more than I thought it would be.”

- Pam Leroy,
Practical Academy



BITESIZE ACADEMY

practical
academy

This is for anyone wanting to learn about a specific topic from our Practical Academy course. We've taken 39 modules that make up the majority of our L4 Nutrition Coaching Qualification so you can pick and choose a module, or selection of modules, to fill in specific gaps in your knowledge, or focus in on a particular interest area. Call it bitesized CPD for the nutrition keen person. You'll get our recorded webinar, that section of our textbook, and any accompanying materials, where relevant, for that module.

Simply choose from the list of modules and take advantage of our special offer when you choose 3 or more modules!



coaches



fitness
professionals



nutrition
geeks

The Art of Nutrition Coaching

09. Stages of change
10. Barriers & addiction in fat loss
11. Programming for fat loss
12. Maximising hypertrophy
13. Effective consultations
14. Monitoring body composition
15. Monitoring food intakes
16. Effective online coaching
17. Food environments & habits
18. Online group weight loss coaching
19. Stress & your client's progress
20. Motivational interviewing
21. Alcohol

The Science of Nutrition Coaching

01. What is evidence-based practice
02. What is a nutritionist?
03. Critical thinking
04. Reading research
05. The digestive system
06. The fasted and fed states
07. Energy production and protein synthesis
08. Energy balance and rates of loss gain

Nutrition Coaching for Specific Populations

27. Female clients & the menstrual cycle
28. Pregnant & postnatal clients
29. Intermittent fasting
30. Childhood nutrition
31. Clients with Diabetes
32. Clients with PCOS
33. Injury recovery
34. Ketogenic diets
35. Allergies and intolerances
36. Clients with irritable bowel syndrome
37. Nutrition for plant-based diets
38. Elderly clients
39. Clients with eating disorders – our role

Sports Nutrition in Practice

22. Evidence-based nutrition for endurance sport
23. Assisted athletes
24. Team sports nutrition
25. Nutrition for bodybuilding prep
26. Nutritional considerations for bodybuilding prep



WHO ARE WE?

Every course needs a tutor, but because we cover so many topics it would be impossible for one person to deliver everything we feel our students need. As such we are proud to present our team of tutors and mentors, all with their own areas of expertise.



Ben Coomber (BSc, CISSN)
Teaches career development, evidence based practice, & online coaching



Tom Bainbridge (CISSN)
Student mentor, and teaches specific coaching approaches



Heather Osborn (BSc, RD)
Teaches nutrition for older clients and children



Alex Manos (IFMCP, MSc)
Teaches digestive health, allergies, and intolerances



Will Hawkins (MSc)
Teaches client psychology and communication techniques



Nardia Norman (BSc)
Teaches the female client and PCOS



Phil Paterson (BSc, Team GB Athlete)
Teaches nutrition for endurance



Chris Kitson (M.Ost, DiplITS)
Teaches nutrition for injury



Dave Croslands (P.E.D Expert)
Teaches enhanced athlete awareness



Dr. Mark Fogarty (PhD)
Teaches the digestive system modules

HOW DO WE COMPARE?

Complete both courses for these benefits:

	BTN	PN1	MNU	FutureFit
AfN Certified Foundation Course	Yes	No	No	Yes
Regulated qualification level	4	-	-	4
Course text books	5	3	0	0
1-2-1 mentorship throughout	Yes	Yes	Yes	Yes
Free career and business training	Yes	Yes	Yes	Yes
Free lifetime access to course updates	Yes	No	Yes	No
Qualification externally regulated	Yes	No	No	Yes
Peer to peer learning and accountability	Yes	Yes	Yes	No
Weekly live webinars (available recorded)	Yes	No	No	No
Free access to bi-annual conferences	Yes	No	No	No
Free 90 day online coaching system	Yes	No	No	No

HOW MUCH DO I PAY?

Practical Academy

Self-paced: **£1,875**

* You must apply to join this course. See website for details and installment options

Foundation Academy

Hard copy **£395**
Digital only **£350**

* See website for details

WHAT OUR STUDENTS GO ON TO DO

Watch a selection of presentations by some of our graduates to get an honest insight into how they found the course and what they now do with their new skills:



BTN Graduate **Andy Strong** transitioned from his manual job to the fitness industry and after completing The BTN Academy, now works full time changing lives!

Watch Andy's Talk: <https://vimeo.com/376300917>

Jesse Lambert-Harden changed careers in 2011 in order to leave a job that didn't fit in with her family life and work on her passion project. She joined BTN in 2017 while already running a successful business and has used the knowledge and experience to boost her income and open new avenues!

Watch Jesse's Talk: <https://vimeo.com/379028215>



Gaz Burrows is an ex BTN Academy student who has used his knowledge and skills to become a successful gym owner, setting himself apart from his peers by taking the time to understand his clients and get to know their 'why'. This inspirational talk from a BTN Conference illustrates exactly why and how personal development can help you change lives!

Watch Gaz's Talk: <https://vimeo.com/305804956>





Chris Harrison was one of our earliest graduates and continues to impress us (we keep in touch regularly) with his career progress. Chris used to be a client of Ben Coomber's many years ago, and catching the bug for nutrition enrolled to learn it to help others. A few years later he stopped working as a well-paid project manager and transitioned into working as a hybrid nutrition coach (both online and offline) with his company Impact Nutrition coaching. Here you can learn his lessons, tips and advice for the future.

Watch Chris' Talk: <https://vimeo.com/305780233>

Dr Aileen Alexander has been a respected GP for many years, but after being frustrated with the focus on reactive health care over preventative health care she decided to enrol in The BTN Practical Academy to understand nutrition more to help her patients. But in the process she caught the bug and saw the power nutrition and behaviour change had with her Patients and clients, and once graduated decided to quit being a GP and built an at home online nutrition coaching business which is now thriving, called This Doctor Lifts.

Watch Aileen's Talk:
<https://vimeo.com/436371854/25f2a0c729>



Want to understand your options and opportunities and see where your future could go? Watch this insightful and inspirational talk from BTN Academy founder Ben Coomber as he discusses the mindset of the nutrition coach, how to succeed, and the vast options there are as future jobs and opportunities once you are a qualified nutrition coach.

Watch Ben's Talk: <https://vimeo.com/305804956>



Deeb Milky

Hey Ben how are you?

6/19, 2:36am

This is more of a thank you letter than anything. I just want to say thanks for everything that BTN has done for my life. Can't put on paper how much bumping into your podcast by accident and then the Academy has changed my whole perspective of the fitness industry, training, eating and life in general. After completing the Academy I found out how much I actually love nutrition and how powerful and misunderstood it is. I'm now, along with starting up my own nutrition coaching business, am going on to do a degree in Nutritional Medicine. I'm continuously educating and helping people the way that you and BTN has helped me and the results have been outstanding. So thanks again and I hope one day that you'll be able to achieve that goal of the best nutrition course that the industry has to offer.

Also, I'm starting to go a bit of exposure and I'm just wondering if it's still ok to rep the BTN logo along with my log on documents and potential seminars. Only because BTN needs to be known in the Australian Fitness industry, there's nothing like that down here and I believe in every bit of BTN's message.

Yours Truly,
Deeb 🤗



Ryan Stanger

27 February 2018 · Add topics

I started the course on Sunday as I managed to get some time to myself. Firstly I read chapter one of the book before doing the first module. I will say that it is a superbly written book and module one was superb. I've started module two and will crack on with it when time permits. Great job guys 🙌



Debbie Magee

27 July at 15:19

Really enjoyed the case study lesson, was really interesting. Super helpful to see how everything comes together and how it works in practise. Thanks Tom 🙌

Michaela Tanner and 2 others

Seen by 46



Leon Liburd certificate arrived and so did the gift pack great lil touch 🙌 absolutely loved the course and support from you guys at BTN I feel super confident in my abilities as a coach now and can't wait to help people on my journey Thanks so much 🙌

Love · Reply · 23m



Lauren Bond Just finished the practical academy awaiting my exam results 🙄

🙄🙄 can't recommend it highly enough great content and a very well rounded overlook at nutrition and lifestyle as a whole

Unlike · Reply · Message · 1 · 13 hrs



Ben Coomber ✓ Ah thats awesome, thanks Lauren 😊

Like · Reply · Commented on by Ben Coomber (?) · Just now



Will Palmer

Founding members · 2 · 6 · 🗨

I did my first Nutrition Consultation today at work using the BTN structure and what we've learnt over the year, and it went SO well! I felt empowered with what we've learnt, a great motivational-interview styled conversation that went on for a full hour, which is almost unheard of with a client in mental health.

We covered rapport building at the start, then SMART goals, worked out his TDEE together and what this meant for his goals, 24 hour food diary recall with detailed calorie breakdown that we calculated together as we worked through his recall (to find out where the high calorie culprits were in his diet), and then finished with a few easily actionable steps until reviewing next week!

I'm going to write it up in a presentable way for his room, so he can see his aims for the week.

We talked, laughed and learned, it was great 🙌



Pamela

I was in the same position just over a year ago, the best advice I got was look at them all and make your own mind up.

Some courses, imho, could be discounted quite quickly, others warranted more consideration.

In the end I went with BTN and haven't looked back. The fact they have recently achieved Active IQ Level 4 accreditation just proved to me that I made the right decision.

But do look into them all and speak to as many people as possible from each one, it was a phone call with BTN that finally persuaded me, and that it was run by genuinely nice guys who came across as being honest and sincere who want the best for their students and the industry as a whole. It was exactly what I was looking for. Ethical, reputable, all of the science, with a huge emphasis on coaching and how to get the best from your clients. It's much more than though it would be.

Good luck whichever choice you make.



Darren Brown The PN was very good don't get me wrong, but you received the text book, watched the video and had to fill out your work book then do your weekly test. Whereas with BTN having someone actually give you feedback with homework helps in case there are areas you aren't too sure of. You never got that with PN level 1. It's also looks as if it makes you develop as a coach, and your own materials where PN gave you a lot of resources/ materials to use already, kind of 'here use this, use this, use this' etc. I know on the level 2 you get a mentor but those 18 weeks on level 1 without having someone give you feedback or have any accountability can be tough!

Unlike · Reply · 1 · 13 hrs

SO WHAT NOW?

You've likely got many more questions, we've got a very comprehensive FAQs section on our website which you can check out below:

<https://btn.academy/pages/faqs>

If you have digested this brochure and read our FAQs but still have queries, book a call with one of our ex students who can talk you through their experience and answer your questions:

<https://www.bencoomber.com/btn-academy-schedule-your-call-2023>

If you've heard enough and you're ready to make a decision, you can look at the finer details and start your journey to learn nutrition that changes lives at the links below:

Foundation Academy:

<https://btn.academy/products/foundation-academy>

Practical Academy:

<https://btn.academy/products/practical-academy>

