

# The First Steps to Becoming a Certified Integrative Medicine Health Coach

**Make 6 figures, be your own boss, and work from anywhere doing what you love to do...  
serving others and making a big difference in the lives of your clients.**



***“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”***

— R. Buckminster Fuller



# Do you want to become a health coach?

If you yearn to do great work in the world while doing what you love with financial abundance, read on.

Here are the questions I get asked most often:

## **Do you have to have a medical background to be a certified integrative medicine health coach?**

No. We have many coaches that are career changers, stay at home moms who are passionate about keeping their kids and family healthy, un-licensed health workers such as yoga and meditation teachers, nutritionists, health coaches, and life coaches, licensed therapists and counselors, as well as licensed medical professionals, such as MDs, NDs, ARNPs, RNs, PAs, LMTs, and RDs.

## **How easy is it to get a job or to be successful if self-employed?**

Careers in healthcare have been the fastest growing source of employment in the US economy, and the number of health coaches employed in the US is expected to grow 21% by 2022. Considering the growing awareness of the failings of standard American medicine, integrative medicine health coaches particularly fill a dire need and are well-positioned for success.

As for self-employment as a health coach, the advice I give to my students is to niche and specialize in one area. These coaches become very successful even working from home. We also guide you in your business development with proven strategies for success.

## **How long does it take to become a health coach?**

Six months to one year online. I conduct live case study/Q and A calls every week that are recorded in case everyone can't make them. All of the lecture material is online and can be viewed at your own pace.

## **How many hours can I expect for study each week?**

I tell my students to plan on 2-3 hours per week for reading and study and an additional hour for the case study calls. You will spend another hour for each client you work with face to face.

## **What does it take to succeed?**

Passion and the ability to take full responsibility for your own reality.

## **How much does it cost?**

Probably a lot less than you think. The cost can vary, but for certification plus ongoing training on how to get clients, expect to pay \$12,000-\$15,000 for a quality program that will work for you.

# Would you make a great health coach?

To find out, go through the following questions and check ALL that apply:

## Do you find yourself spending time on:

- ☐ Your own health
- ☐ Answering questions for others
- ☐ Researching health subjects
- ☐ Sharing your knowledge with anyone who will listen

## Are you a:

- ☐ Self-starter
- ☐ Passionate advocate for wellness
- ☐ Dreamer of big dreams
- ☐ Catalyst for transformation

## Do you have:

- ☐ A desire to help others
- ☐ A job that isn't fulfilling you
- ☐ A passion for learning and teaching
- ☐ Overwhelm about conflicting information on the Internet

## Are you afraid of:

- ☐ Not being all you can be
- ☐ Wasting your life
- ☐ Not being of service
- ☐ Watching your dreams slip away

## Do you want increased:

- ☐ Financial abundance
- ☐ Freedom to express yourself as you
- ☐ Creativity
- ☐ Happiness and well-being
- ☐ A community of supportive people
- ☐ Mentorship

## Do you want better:

- ☐ Health
- ☐ Relationships
- ☐ Sleep and energy
- ☐ Balance in your life

## Do you want more:

- ☐ Clients
- ☐ Wealth
- ☐ Success and satisfaction in your career
- ☐ Time... to do what you love

So would you make a great certified integrative medicine health coach? How many boxes did you check? This exercise is for you to find the answer for yourself. If you checked one box in each section, I happen to know the answer is yes, because I've trained many just like you.



# What is an Integrative Medicine Health Coach?

Integrative medicine health coaching emphasizes the relationship between the coach and the client, focuses on the whole person, utilizes functional medicine, psychology, energy medicine, and the ancient wisdom of Ayurveda, and implements scientifically proven protocols designed to achieve optimal health and healing.

## An integrative medicine health coach:

- Uses functional medicine laboratory tests to get to the root problem of illness to create lasting transformation in their clients' lives.
- Gets to the root cause of all imbalances by putting together the clues in their clients' stories.
- Looks for blocks in vitality in the body, mind, heart, and spirit.
- Knows that food is medicine and learns the power of food in reversing disease.
- Learns how to attune to their clients and recognize the emotional hurts and distorted mental beliefs that are getting in the way of hormonal, digestive, and immunological vitality.
- An integrative medicine health coach in the Academy for Integrative Medicine gets community support and professional mentorship like no other program available.
- An integrative medicine health coach from the Academy for Integrative Medicine gets business coaching that sets them up for success!

You are now going to learn the first 5 steps to becoming a rocking certified integrative medicine health coach!

## The First 5 Steps Are:

1. Visualize your dream.
2. Identify your constitutional type (Ayurvedic dosha).
3. Know the difference between an integrative medicine health coach and a general health coach.
4. Discover what you will learn as a certified integrative medicine health coach.
5. Find out if YOU are coachable.

Let's get started on a new career for you!

# The First 5 Steps to Start You on Your Path to Certification as an Integrative Medicine Health Coach

Each one of the first steps to becoming a great integrative medicine health coach is designed to help you know if this is the right path for you. You need to know yourself if you are going to help others.

## 1. Visualize Your Dream

When you begin a new journey, you need to know where you want to end up. Your starting point and end point are important. Many of my patients are so busy caring for other people, they have forgotten, or never even discovered, their own dreams. Creating a vision board is a fantastic way to get your dreams going.

Here are the steps I follow:

- Visualize what you want in your life. Don't hold back. Let your desires flow freely.
- Visualize how you want to feel.
- Now write, draw, paint, or find pictures on the Internet or in magazines that match your vision of how you want to feel and what you desire.
- Put them together in a collage on your computer, glue them to a piece of cardboard, or do what I do—tape them to your mirror or on your wall in a room you spend a lot of time in.
- Have fun with this. The universe will support what you are clear on.



Some of the pictures I have used to inspire and motivate me are photos of nature (because I love to hike), photos of healthy families (because I am the mother of four children and the wife of a cool guy), photos of nutritious food (because I always want to feed my body what it deserves), photos of exotic places in the world (because I love to travel), and photos of large groups of vital women (because I love to teach and inspire my students to live the best lives they can). I always have a picture of water with a pebble being thrown in and causing ripples, because that's what the Academy for Integrative Medicine Health Coach Certification Program does—empowers you to empower others.





## 2. Discover Your Dosha (Ayurvedic constitutional type)

Ayurveda is the 10,000 year-old sister science of yoga. It's the medical arm of yoga. Literally translated, it means science of life. It's the owner's manual to you that you never got. All of those years ago, the scholars of Ayurvedic medicine realized that people are not the same. They identified 3 main constitutional, or dosha, types. These types are known as vata, pitta, and kapha. We are each our own unique mixture of all three types.

The following quiz can help you assess your dosha type.

(It is a good idea to take this twice.) Have someone who knows you well help you answer the questions and notice if your answers differ! Please write 0 to 7 in the boxes below. "0" means it does not apply and "7" means it applies most of the time.

### Vata

- ☐ My physique is thin; I don't gain weight easily.
- ☐ I am quick and active.
- ☐ My skin is dry, more so in the winter.
- ☐ My hands and feet are usually cold.
- ☐ My energy fluctuates and comes in bursts.
- ☐ I usually develop gas or constipation.
- ☐ I usually have difficulty falling asleep or having a sound night's sleep.
- ☐ I am uncomfortable in cold weather.
- ☐ My nature is lively and enthusiastic.
- ☐ I have difficulty memorizing things and remembering them later.
- ☐ It is easy for me to learn new things quickly, but I also forget quickly.
- ☐ I am not good at making decisions.
- ☐ I am anxious or worrisome by nature.
- ☐ People think I am talkative and that I talk too quickly.
- ☐ I am usually emotional by nature and my moods fluctuate.
- ☐ My mind is restless, but also imaginative.
- ☐ I have irregular eating and sleeping habits.

My Total Vata Score \_\_\_\_\_

### Pitta

- ☐ I don't tolerate hot weather.
- ☐ I sweat easily.
- ☐ I cannot tolerate delaying or skipping a meal.
- ☐ My hair is fine, straight, light, blond, red, graying early or balding.
- ☐ My appetite is good and I can eat big meals.
- ☐ My bowel movements are regular. I might have occasional loose stools, but not constipation.
- ☐ I like cold drinks and such foods as ice cream.
- ☐ I often feel hot.
- ☐ Spicy, hot foods upset my stomach.
- ☐ I consider myself efficient.
- ☐ I try to be organized and accurate.
- ☐ I have a strong will and my friends think I am stubborn.
- ☐ I am impatient by nature.
- ☐ I tend to become irritable or angry quite easily.
- ☐ I try to be meticulous and am a perfectionist by nature.
- ☐ I get angry easily, but don't hold a grudge.
- ☐ I am usually critical of myself and others.

My Total Pitta Score \_\_\_\_\_



# Kapha

- ☐ It is easy for me to gain weight but difficult to lose it.
- ☐ Skipping meals is easy for me and does not cause any problem.
- ☐ I tend to have congestion, mucous, or sinus problems.
- ☐ I am a sound sleeper.
- ☐ I have thick, oily, dark, wavy hair.
- ☐ My skin is smooth and soft with an almost pale complexion.
- ☐ My body frame is large and solid with a heavy bone structure.
- ☐ My digestion is slow, so I feel full after eating.
- ☐ I have a steady energy level with good endurance and strong stamina.
- ☐ I am sensitive to cool and damp weather.
- ☐ I tend to be slow, methodical, and relaxed.
- ☐ I need to sleep a minimum of eight hours to feel well the next morning.
- ☐ By nature I am calm and composed. I don't get angry easily.
- ☐ I am not a quick learner but I am good at memorizing things and remembering them later.
- ☐ Many people consider me affectionate, forgiving, and peaceful.
- ☐ I usually oversleep and have difficulty waking up the next morning.
- ☐ I am very reluctant to take on new responsibilities.

My Total Kapha Score \_\_\_\_\_

If the difference between the scores of two doshas is less than 10 points, then you might be a two-dosha constitution. For example, Vata 68, Pitta 75, Kapha 44 is a Pitta-Vata body type. This person will have some Vata attributes and some Pitta attributes physically, mentally, and emotionally. If all three doshas are within 10 points you might be a tridoshic body type.

You will learn more about Ayurveda as a certified integrative medicine health coach. This is just a beginning.





### 3. Know the Difference Between Integrative Medicine health coaching and general health coaching

The Academy for Integrative Medicine™ (AIM) Health Coach Certification Program enables you to become a practicing Integrative Medicine health coach. This 6 month program will give you all you need to start your own practice. If you're already a provider, it will allow you to integrate integrative medicine health coaching into your practice. This is the only coaching program that will teach you to run functional medicine laboratory tests, paired with scientifically proven protocols and psychotherapy behavior change techniques so you can confidently guide your clients to achieve optimal health.

At AIM you will learn Dr. Keesha's own Freedom Framework Method that she uses with her patients to reverse autoimmune disease, correct hormone imbalances, solve weight issues, heal leaky gut, reverse genetic expression of disease, stabilize mood problems, and help correct skin and joint inflammation.

You will become familiar with the principles of:


- Functional Medicine
- Ayurveda
- Nutrition
- Mind-body medicine
- Positive psychology
- Sexology
- Legal and business strategies

At AIM you move beyond theory and lecture and are trained in the art and science of health coaching and motivational learning.

You will also learn more than any other program can teach you about how to create individualized diet, supplementation, exercise, and stress-reducing protocols.

Business development is what other coaching programs lack. They teach you the theory and then you are set free to become a coach. Not in AIM. In AIM you remain part of the community and get business modules and opportunities for business mentorship and networking that other programs simply don't have.

And finally, the community and mentorship in AIM are priceless. You receive ongoing mentorship from Dr. Keesha and her team after you graduate. Plus, you get an amazing referral network of passionate integrative medicine health coaches that cannot wait to promote your success.





## 4.) Here's what you will learn as a certified integrative medicine health coach

### Module 1: Basic Adrenals

- Introduction and Orientation
- Adrenals: Introduction
- Adrenals: Lifestyle Factors
- Adrenals: Stress Coping Tools
- Adrenals: Testing and Protocols

### Module 2: Advanced Adrenal Function

- Advanced Adrenals: Cortisol and other Adrenal Hormones
- Advanced Adrenals: An Ayurvedic Perspective on Health
- Advanced Adrenals: How to Present Findings and Coach Clients
- Advanced Adrenals: Protocols and Supplements and Review

### Module 3: The Brain-Gut-Adrenal Connection

- Brain-Adrenal-GI Integration
- Dysbiosis
- Leaky Gut
- Testing and Protocols and Supplements

### Module 4: Food As Medicine

- Gluten
- Food Allergies
- Diets, Protocols, and Supplements
- Relationship with food

### Module 5: Hormones

- Female Hormones
- Male Hormones
- Stages of Hormone Imbalance
- Protocols and Supplements
- Therapy Tools

### Module 6: Final Business

- Business and Legal Strategies
- Course Review and Next Steps
- Final Exam
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#### You will be trained to:

- Identify root causes of illness using the Freedom Framework Method and appropriate Functional Medicine-based lab testing.
- Implement scientifically proven, drug-free, individually tailored protocols.
- Clearly and confidently communicate healing strategies to your clients.
- Build a successful and rewarding health-coaching business.
- Guide people suffering from the following issues back to optimal health

- |   |                                  |  |
|---|----------------------------------|--|
| - Acne                                    | - Eczema/Psoriasis               | - Multiple Sclerosis (MS)                      |
| - ADD/ADHD                                | - Fatigue                        | - Osteoporosis and Osteopenia                  |
| - Adrenal Fatigue                         | - Fertility Issues               | - Polycystic Ovarian Syndrome (PCOS)           |
| - Allergies and Asthma                    | - Fibromyalgia                   | - PMS  |
| - Arthritis                               | - GERD                           | - Pre-Diabetes and Type 2 Diabetes             |
| - Autism Spectrum Disorders               | - Hashimoto's Thyroiditis        | - Restless Leg Syndrome                        |
| - Autoimmune Diseases                     | - Heart Health                   | - Rheumatoid Arthritis                         |
| - Cancer Prevention                       | - Hormone Imbalances             | - Sexual Problems                              |
| - Cholesterol problems                    | - Insomnia                       | - Small Intestinal Bacterial Overgrowth (SIBO) |
| - Chronic Fatigue Syndrome                | - Irritable Bowel Syndrome (IBS) | - Thyroid Disorders                            |
| - Chronic Sinusitis and Allergic Rhinitis | - Insulin Resistance             | - Weight and Body Image Issues                 |
| - Constipation/ Diarrhea                  | - Leaky Gut                      | - Yeast and Parasites                          |
| - Depression and Anxiety                  | - Libido Issues                  |  |
| - Detoxification                          | - Lupus                          |  |
| - Digestive Disorders                     | - Memory Issues                  |  |
|   | - Metabolic Syndrome             |  |
|   | - Menopause                      |  |
|   | - Migraines and Headaches        |  |

### The Certification Course includes:

- Six months of weekly live Webinars (see Curriculum) with Dr. Keesha Ewers
- Lifetime access to the training materials
- Ability to audit the subsequent 6-month Certification Program for free
- Lab resources made available to all participants
- Your own lab test results analyzed
- Protocol guides and worksheets
- Case management mentoring
- Coaching on your first 10 client appointments, and mentorship going forward
- Final exam
- Certificate of completion

## 5. Are YOU Coachable?

Do you listen to feedback as “criticism” and get defensive? Do you make excuses when you do not keep your word to yourself or others? It’s hard to coach someone with these mind habits.

Do you welcome opportunities for growth or do you feel stressed when things don’t go your way? These are the kinds of things you will look for in YOUR clients to make sure they are coachable.

If you are playing victim in your life, you are playing small and are not coachable. If you are ready to live powerfully, you are in the perfect position to help others do the same.

Write a few sentences about your willingness to take responsibility for your reality and to get out of your own self-limiting beliefs and behaviors.

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## About Dr. Keesha Ewers

Founder and medical director of the Academy for Integrative Medicine

Dr. Keesha Ewers is a board certified Functional and advanced Ayurvedic medical practitioner as well as Doctor of Sexology, Advanced Registered Nurse Practitioner, Psychotherapist, energy worker and the founder and medical director of the Academy for Integrative Medicine Health Coach Certification Program.

Dr. Keesha has been in the medical field for over 30 years. After being diagnosed with rheumatoid arthritis—an incurable disease according to Western medicine—she discovered how to reverse autoimmunity using her Freedom Framework® Method, which she has now used with thousands of her own patients and teaches to her health coach students in her online certification program. You will find Dr. Keesha traipsing the mountains and hills and beaches of the Pacific Northwest or kayaking the surrounding waters in and around Washington state with her husband and two beloved golden doodles, Sophie and Gracie.

Her constant thirst for knowledge in the pursuit of finding answers to her patient's problems has taken her around the world, learning from traditional healers and native cultures from Australia to Peru and Africa to India, as well as from the best of the innovative thinkers and scientists the US has to offer.

Dr. Keesha is a popular speaker, including from the TEDx stage, and the best-selling author of *Solving the Autoimmune Puzzle: The Woman's Guide to Reclaiming Emotional Freedom and Vibrant Health and Your Libido Story: A Workbook for Women Who Want to Find, Fix, and Free Their Sexual Desire*. You can listen to her Healthy YOU! Radio Show and find her books and programs at [DrKeesha.com](http://DrKeesha.com).

## The next step is to SCHEDULE your “Introductory Discovery Call.” During your call, we will help you:

- Figure out if this is the right career path and program for you.
- Create an inspiring and concrete vision for the career you want to cultivate.
- Learn the one simple thing you can do to get started immediately.

I'm opening up my team's calendar to a select few who are committed to doing what it takes to create the life of their dreams.

Join our private Facebook community of like-minded people who are passionate about health and wanting to become certified integrative medicine health coaches.

**Join Here:** <https://www.facebook.com/groups/769958276487307/>