



Certified Pet Health Coaching Program



DR. RUTH ROBERTS
DVM, CVA, CVH, CVFT, NAN

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ABOUT THIS COURSE

Veterinary care is in short supply, and many pet parents are unable to get the information they need to care for their pets from a veterinarian due to time or lack of information.

GOALS

- 1 My goal is to provide scientific information about the biological function, Functional medicine, and Traditional Chinese Veterinary Medicine approaches to understanding the body, how it goes into dysfunction, and how to approach healing.
- 2 My goal is not to teach you veterinary medicine but to teach you how to be a pet health coach using an integrative approach to support your pets, your friends' and families pet's, and use this skill to create your own business serving pet parents and their pets via lifestyle changes, anti-inflammatory diet, and supplementation.

MISSION:

By completing the Holistic Pet Health Coach program, you will have the information you need to confidently work with clients and their furbabies, build a fantastic business, and make a difference.



WHAT WILL YOU LEARN?

The science of pet health and illness

Learn why dogs and cats have cancer and other chronic diseases at alarming rates, with up-to-date information that greatly impacts pet health without harming them later.

Using food as a healing tool

Food is more than just fuel; knowing how to give the right fuel, nutrients, and combinations to an individual dog or cat is critical to their health. A pet's best health starts in the bowl.

Use Dr. Ruth's 30+ years of knowledge

Dr. Ruth will share her knowledge in Traditional Chinese Medicine, Functional Medicine, and conventional veterinary medicine to support your client's pets.

Dr. Ruth will have your back during the program and afterward with coaching calls.

Develop lifestyle action plans

Learn how to develop lifestyle action plans in easy-to-follow and implement steps for your client's pet. Dr. Ruth's proprietary protocols will be available to make simple, clear, and easy-to-follow written plans for your clients.



Develop Supplement Plans

Learn how to develop safe and effective supplement plans for specific health struggles, using high-quality products at the optimal dose.

Work with pet parents harmoniously

Learn How to work with pet parents to get lasting results by asking probing questions to help get to the base of chronic concerns and How to listen deeply to your clients

Build a business that serves you and your clients.

You'll get a business blueprint with step-by-step guides to set up your coaching practice, market, and create the life you have always wanted.



WHAT CAN YOU DO AS A CERTIFIED HOLISTIC PET HEALTH COACH?

- 🐾 Coach clients 1-on-1
- 🐾 Group coaching programs for puppies, kittens, seniors, and new pet parents
- 🐾 Group cooking classes with The Original CrockPet Diet
- 🐾 Make & sell The Original CrockPet Diet food made for individual pets
- 🐾 Have an E-commerce supplement business
- 🐾 Create and run online evergreen coaching programs
- 🐾 Host workshops to teach pet owners the basics of a holistic pet lifestyle
- 🐾 Become a public speaker in the pet health industry
- 🐾 Become an expert in Media and Television
- 🐾 Support local veterinary practices as an expert in Homecooked pet nutrition
- 🐾 Host podcasts, YouTube channels, or other media
- 🐾 Become an influencer
- 🐾 Start exciting programs in your community

GENERAL COURSE OUTLINE

WEEK	MODULE	TOPICS
1	Pet health Coaching Essentials	1.1 How to fill out an intake form 1.2 How to conduct a 1-hour intake call 1.3 How to listen to pet owners 1.4 How to do tele-consults 1.5 How to translate emotions into a patient intake form 1.6 How to deal with tricky cases
2	Marketing your Business	2.1 Content Production 2.2 What Do You Need Your Business To Do For You 2.3 Branding, Building & Sharing Your Business 2.4 Writing Copy That Sells
3	Ipets Ally Approach	3.1 Integrative Medicine 3.2 Functional Medicine 3.3 Traditional Chinese Veterinary Medicine 3.4 Conventional medicine
4	Food	4.1 TOCPD: Paleo Concept 4.2 TOCPD: Modifying For Taste & Texture 4.3 TOCPD: How To Use & Adapt It For Pets 4.4 Why Did I Become Interested In Nutrition 4.5 TOCPD: Modifying To Support Patients With Health Challenges 4.6 TOCPD: Rotation Diet
5	Gut	5.1 TCVM: Gut 5.2 Restoring Gut Health 5.3 Using Tests To Improve GastroIntestinal Issues 5.4 Restoring Health With Whole Food 5.5 Supplements To Support The Gut
6	Liver	6.1 Understand Liver Function Using Bio-Chemical & Functional Medicine 6.2 Functional Medicine Approach To Kidney Disease 6.3 TCVM: Liver Function 6.4 Supplements To Support Liver Function
7	Kidney	7.1 The Basics: How Kidneys Work & Why They Stop Working 7.2 Understanding Your Pet's Kidney Failure Diagnosis 7.3 My 5-Step Treatment Plan 7.4 Using IRIS Stage To Guide Treatment 7.5 Supplements To Support Kidney Health 7.6 Understanding Our Kidney Disease



WEEK	MODULE	TOPICS
8	Integration Week	
9	Endocrine	9.1 The Endocrine System: Normal Function 9.2 Effects of Spaying & Neutering In The Endocrine System 9.3 What Goes Wrong In The Endocrine System Of Pets 9.4 Environmental Endocrine Disruptors 9.5 Using The Bladder Channel Acupoints To Support Health 9.6 TCVM: Endocrine System 9.7 What to expect with intact pets 9.8 Supplements To Support The Endocrine System
10	Business Logistics/ Essentials	10.1 Basic Business Management 10.2 Organize Your Practice & Prepare To Help Clients 10.3 Basic Email Set-up 10.4 Basic ad funnels lead magnet to customer
11	Skin	11.1 Normal Skin Anatomy & Function 11.2 Disease in Skin Or Integumentary System 11.3 TCVM: Understanding Of Skin & Ears 11.4 Supplements To Support The Skin
12	Musculoskeletal	12.1 The Endocannabinoid System 12.2 Musculoskeletal System Of Dogs & Cats Overview 12.3 What Goes Wrong In The Musculoskeletal System 12.4 TCVM: Understanding Musculoskeletal System
13	Integration Week	
14	Brain/ Behaviour/ Neurological/ Emotions	14.1 Normal Brain Anatomy & Function 14.2 Neurotransmitters For Cats & Dogs 14.3 TCVM: Shen & Emotions 14.3 Brain Gone Wrong 14.4 Behavioral Issues Psychological Disease
15	Cancer	15.1 Cancer Biology 15.2 Integrative Options For Cancer 15.3 Most Common Cancers In Pets 15.4 TCVM: Cancer 15.5 Cancer Support Options
16	Auto-immune Disease	16.1 Autoimmune disease? 16.2 Creating a system to manage client notes 16.3 Take your time or someone else will



GENERAL COURSE OUTLINE

- 🐾 CUSTOMER SERVICE SUPPORT
- 🐾 WEEKLY MENTOR CALLS
- 🐾 WEEKLY COACHING CALLS
- 🐾 HOMEWORK: *WRITTEN & VIDEO*
- 🐾 QUIZZES
**3 attempts allowed to pass*
- 🐾 FINAL EXAM:
**Working with real pet parents to help their fur babies*





MEET YOUR COACH:



DR. RUTH ROBERTS,
DVM, CVA, CVH, CVFT, NAN

Dr. Ruth Roberts has supported thousands of dogs and cats to overcome health hurdles like kidney disease, GI illness, allergies, cancer. Her natural approach to healing creates a gentle yet effective path for your pet to take on their journey to wellbeing. Dr. Ruth created The Original CrockPet Diet, a balanced home-cooked diet for pets, as the foundation of health. Dr. Ruth will help you to develop a health plan for your pet via e-learning, videos on a range of health topics, and One on One coaching.



During her 30-year career as a DVM, Dr. Ruth Roberts has become one of the nation's foremost experts in holistic and integrative veterinary medicine. After graduating from North Carolina State University in 1990, Dr. Roberts began her career practicing traditional, Western medicine.

However, the onset of simultaneous health challenges for her and her dog Arnold prompted Dr. Roberts to seek solutions outside the traditional veterinary care realm she had learned in her textbooks.

Dr. Ruth Roberts furthered her education by absorbing the principles of Eastern Veterinary Medicine at the Chi Institute in Florida. Her studies there would eventually form the foundation for her philosophy that "good health begins in the bowl." She is certified in Acupuncture, Chinese Herbology, and Food Therapy.

In 2006, Dr. Roberts founded **The Original CrockPet Diet** and continued to see the dramatic results it makes in the health of her patients. She is a leading consultant in integrative veterinary medicine and advises clients in the United States and internationally through her website **DrRuthRoberts.com**.

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NOTES



“If you have a strong
purpose in life,
you don’t have to be
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Your passion will
drive you there.”

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