



# *Holistic Pet Health Coach* CERTIFICATION PROGRAM


Program Brochure



**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

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# General Course Outline

## Module 1

### *Pet Health Coaching Essentials*

1.1

What is a Holistic Pet Health Coach?

1.2

How to conduct an intake call

1.3

How to set up tech to work with clients

1.4

Organizing your offering to your clients

1.5

How to listen to pet owners and deal with tricky cases

## Module 2

### *Marketing your Business*

2.1

What do you need your business to do for you?

2.2

Building, Branding, and Sharing your business

2.3

Content Production

2.4

Writing Copy that Sells

## Module 3

### *The IPETS Approach*

3.1

Integrative Medicine

3.2

Functional Medicine

3.3

Traditional Chinese Veterinary Medicine

3.4

Conventional Medicine

## Module 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

TOCPD: Modifying For Patients With Health Challenges

4.5

Why Did I Become Interested In Nutrition

4.6

Rotation Diet

## Module 5

### *Gut Health*

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

## Module 6

### *Liver Health*

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

## Module 7

### *Kidney Health*

- 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 TCVM Kidney Disease

## Module 8

### *Endocrine Health*

- 8.1 The Endocrine System: Normal Function
- 8.2 Effects of Spaying & Neutering In The Endocrine System
- 8.3 What Goes Wrong In The Endocrine System Of Pets
- 8.4 Environmental Endocrine Disruptors
- 8.5 Using The Bladder Channel Acupoints To Support Health
- 8.6 TCVM: Endocrine System
- 8.7 What to expect with intact pets
- 8.8 Supplements To Support The Endocrine System

## Module 9

### *Business Logistics/ Essentials*

- 9.1 Basic Business Management
- 9.2 Organizing your offers to Clients
- 9.3 Basic Email set up
- 9.4 Basic ad funnels lead magnet to customer



## Module 10

### *Skin System*

10.1

Normal Skin Anatomy & Function

10.2

Disease in Skin Or Integumentary System

10.3

TCVM: Understanding Of Skin & Ears

10.4

Supplements To Support the Skin

## Module 11

### *Musculoskeletal System*

11.1

The Endocannabinoid System By: Angela Ardolino

11.2

Musculoskeletal System Of Dogs & Cats Overview

11.3

What Goes Wrong In The Musculoskeletal System

11.4

TCVM: Understanding Musculoskeletal System

11.5

Supplements To Support The Musculoskeletal System

## Module 12

### *Brain/ Behaviour/ Neurological*

12.1

Normal Brain Anatomy & Function

12.2

Neurotransmitters For Cats & Dogs

12.3

TCVM: Shen & Emotions

12.4

Brain Gone Wrong

12.5

Behavioral Issues Psychological Disease

12.6

Supplements To Support The Brain/Behaviour

12.7

Chinese Herbal Formulas

## Module 13 *Cancer*

- 13.1 Cancer Biology
- 13.2 Integrative Options For Cancer
- 13.3 Most Common Cancers In Pets
- 13.4 TCVM: Cancer
- 13.5 Cancer Support Options
- 13.6 Supplements To Support Cancer
- 13.6 Medicinal Mushrooms By: Angela Ardolino

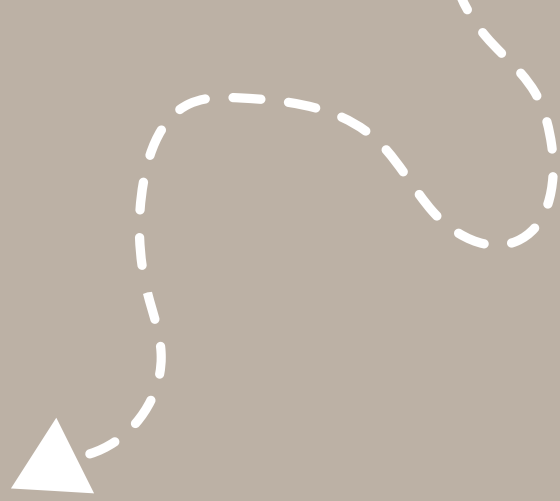
## Module 14 *Autoimmune Disease, Managing Clients Notes*

- 14.1 Autoimmune disease?
- 14.2 TCVM Autoimmune Disease
- 14.3 Creating a system to manage client notes
- 14.4 Take your time or someone else will

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APPROVED FOR 40 HOURS OF  
RACE CE CREDITS THROUGH AAVSB





- 🐾 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

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# 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 pushed. Your passion will drive you there.”*

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