



JUICE GURU
CERTIFICATION PROGRAM

**Catapult
Your Career.
Transform
the Lives of
Others.**

CURRICULUM OVERVIEW

Become a
Certified Juice
Therapist in as
little as 5 weeks
with The Juice
Guru Method®.





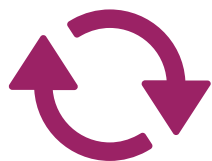
Welcome!
We're about
to change
your life.

In these pages, you'll discover the easiest and most effective way to create your own lucrative career, while improving the lives of others through juicing.

We bring the leading doctors, nutritionists and experts to YOU, In the World's first and most comprehensive online Juice Therapist Certification system. We built it for busy people like you.

Why achieve a Juice Guru Certification with The Juice Guru Method®?

REASON 1



REDEFINE THE FIELD.

Our curriculum redefines healthy. You'll learn:

- The science and protocols behind the magic of juicing.
- Why it's the most effective tool to get lean and healthy.

REASON 2



ACHIEVE. REAL. RESULTS.

- You'll learn the psychology of habit change to most successfully transform your clients.
- And you'll gain the business tools you need to achieve extraordinary success as a Certified Juice Therapist.

REASON 3



A NETWORKED COMMUNITY.

- You'll become a member of our private online community. Learn from other therapists-in-training and Certified Therapists. Have your questions answered. Get referrals. Gain support.

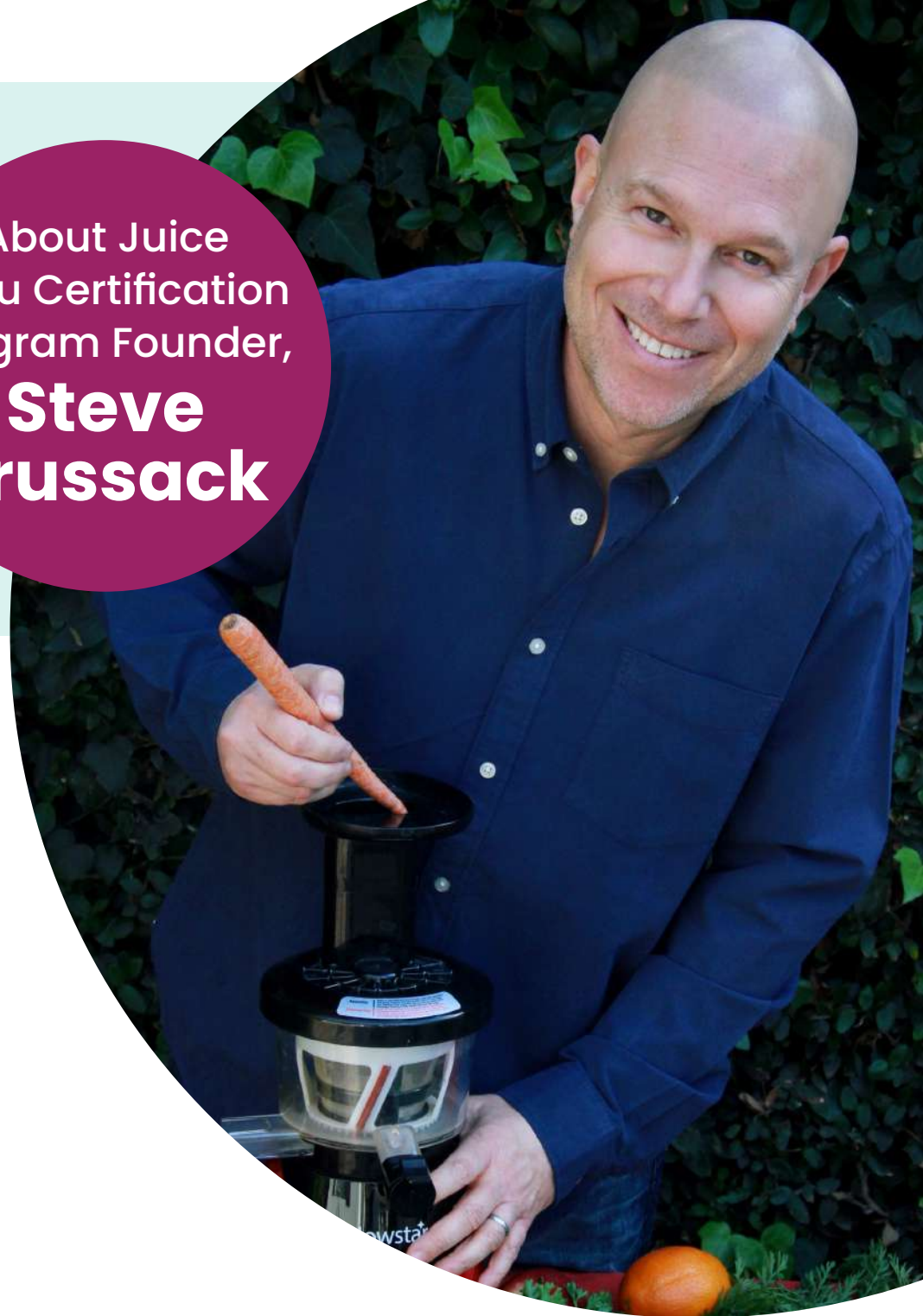
Steve Prussack is a bestselling juicing author, well-known speaker and founder of the Juice Guru Institute, a worldwide recognized online college offering courses in juice therapy and related natural health programs.

Struggling with his own health in his early 20s, Steve turned his life around through juicing over 26 years ago. This ignited a passion to connect and surround himself with the leading names in juicing and natural health.

Steve has gathered these same leaders to teach you everything you need to know about the science, history and protocols of juicing, and how to start, market and grow your business.

Steve has helped thousands of people around the globe renew their lives. And he has created the most comprehensive online Juice Therapist training program available anywhere. The course is based on The Juice Guru Method®, proven to work. Now it's your turn to get started.

About Juice
Guru Certification
Program Founder,
**Steve
Prussack**





Juicing
is the most
popular health
modality of this
decade, and it's
only getting
bigger.

Why Become a Certified Juice Therapist with the Juice Guru Method®?



THE WELLNESS FIELD IS BOOMING

The U.S. Department of Labor predicts the number of Health Coaches in the US will grow by an incredible 21% by 2022. Half of all employers are projected to have some type of Corporate Wellness program in place for employees in the near future.



GET INTO JUICING

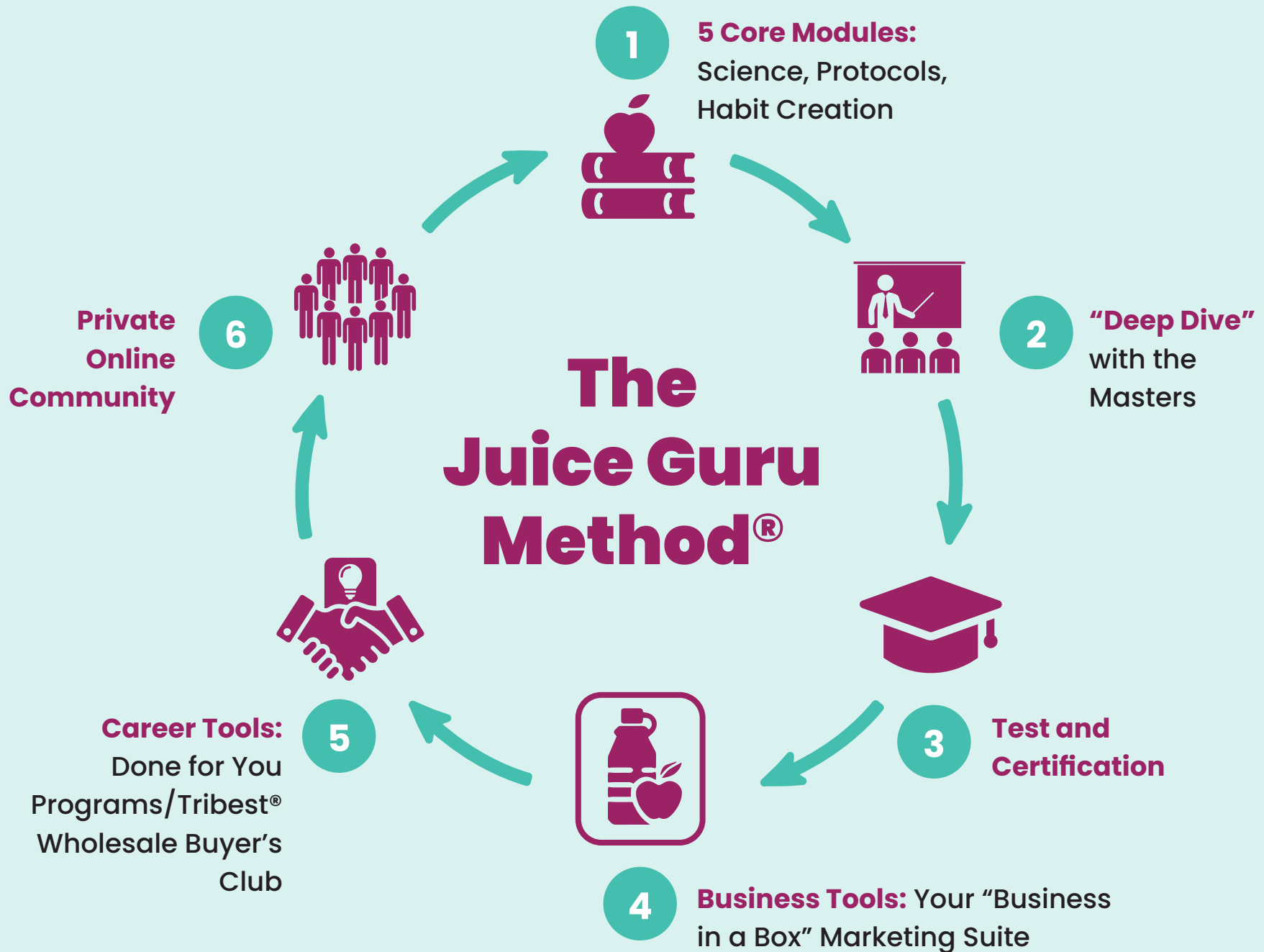
There's ample room for everyone. But you need a way to stand out from the competition. Juicing is the most popular health modality of this decade, and it's only getting bigger. Juicing is the most effective means to flood your body with nutrition in order to get lean and healthy.



ACHIEVING A CERTIFICATION

Achieving a certification in this practice will make you the most valuable leader for your clients. The opportunity for entrepreneurial success in juicing is unparalleled.

Our graduates have created thriving coaching businesses, juice bars, juicing retreats, online health programs and more. They also have positioned themselves as authors and guests on various TV shows. We give you the knowledge, skills and certification you need. It's your time.





REVOLUTIONIZING HEALTHY

Traditional health coaching focuses on changing everything. Someone's entire diet. Her entire lifestyle. But statistics show that trying to change too much at once can lead to failure.

Juicing is the most effective way to flood your body with nutrients, get lean, healthy and vibrant, and stay that way, even as you age. Plus, it's a portal to other healthy lifestyle practices.

Our goal is to create the most effective – and sought after – therapists, coaches and certified professionals by focusing on juicing.



5 WEEKS TO CERTIFICATION

We've thoughtfully designed our curriculum for busy people like you. Get certified and start building your career at your own pace, and in as few as 5 weeks. And it's completely digital. Learn from anywhere ... at home or your favorite juice bar.



LEARN FROM THE MASTERS

Juice Guru Professors are leaders in the health and wellness field. You'll learn directly from bestselling authors, doctors and nutritionists using juicing in their wellness practices for decades, and other experts who have integrated juicing into their programs. We also include training on how to market your message through traditional and new media outlets.

The Juice Guru Method®





WHAT ARE MY CAREER OPPORTUNITIES?

One of the gifts of becoming a Certified Juice Therapist is that the possibilities for your career are infinite. Our graduates create successful coaching business, juice bars, juicing retreats, online health programs and more.



Private Client Practice



Lead Your Own Retreats



**Passive Income From
Information Products**



Group Coaching



Speaking Engagements



Wellness Consulting



**Open Your Own
Juice Bar**



**Grassroots
Community Juicing
Business**



**Partnerships with
Juice Bars, Yoga Studios
and Fitness Clubs**

"A 2016 analysis reported that the global wellness economy reached \$3.7 trillion. Growth is expected to accelerate by 17% in the next five years."

THE OPPORTUNITIES ARE ABUNDANT. AND THEY ARE WORLDWIDE.

OUR GRADUATES LOVE US



"I recommend JGI to anyone looking to amplify their own health and build a successful business helping others. I was an avid juicer before enrolling, and I learned so much more."

- Stephanie Leach,
Certified Juice Therapist



"I'm thankful I took the Juice Guru Certification Program because it was the fuel that grew my business (and celebrity) to a level I never imagined before."

- Chef Babette,
Certified Juice Therapist



"I am so glad I enrolled in JGI. As a Functional Medicine Health Coach, I've learned to use Juice as Medicine for my client's health and wellness goals."

- Sheila Hall,
Certified Juice Therapist



"In addition to the fundamentals of juicing, I've acquired key business techniques that can be shared with my clients. I am grateful for my experience."

- Kellen Day,
Certified Juice Therapist



What Exactly Will I Learn?

MODULE 1



BECOME AN EXPERT IN JUICING

- The scientific background and relevance of juicing, juice cleansing and fasting so you can lead programs with confidence and authority.
- How to use juice therapy protocols to address your client's goals so you'll have clients that stick with you for life.
- How to lead small group and large group community and online cleanse/fast programs so you can generate income to sustain your business.

MODULE 2



MASTER THE MAGIC OF HEALING WITH JUICING

- Healing using juice blends, tonics, herbs and super foods so you can create programs with incredible results.
- How to develop cleansing programs using smoothies and live soups so you can help new clients experience positive results with minimal side effects.
- How to use juice fast programs to elicit healing on all levels (physical, emotional and spiritual) so you can become a leader in your community (and online).

Help
new clients
experience
positive results
with minimal
side effects.





MODULE 3



TAP NEW IDEAS TO EARN MONEY

- Integrate various teachings from medical doctors who have been leading successful juice fast programs for decades so you can rise above the controversy and misinformation (and set the record straight).
- Empower yourself with strategies to start growing your business right away so you can generate income before you even get certified.
- Discover the many ways to charge your clients for various services so you can start growing your business.

Empower yourself with strategies to start growing your business right away.

MODULE 4



STAND OUT WITH THE POWER OF DAILY JUICING

- Learn how to use habit-formation strategies to “train” your clients to develop the daily juicing habits.
- Discover the latest science on what daily juicing could do to improve you and your clients productivity, focus, brain power, energy level and maintenance of ideal body weight.
- Find out how to work with your clients on the daily juicing regimen to keep them on track throughout the years.

Improve
your productivity,
focus, brain power,
energy level and
maintenance
of ideal body
weight.





MODULE 5



LEAD THE JUICE REVOLUTION

- How to get yourself out there, eliminate fear, get yourself in front of an audience of any size ... from one to dozens.
- Deep insights on how to brand yourself and build a worldwide community.
- How to present on radio and TV and stand out above the crowd.

Get deep insights on how to brand yourself and build a worldwide community.

BONUS LESSONS



TAKE A DEEP DIVE WITH THE MASTERS AND LEARN:

- 1 How to create and lead unique cleansing programs
- 2 How to attract and work with clients throughout the year
- 3 How to run retreats and create a lucrative business
- 4 How to stand out from the rest in your business





YOU'LL LEARN FROM THE MASTERS IN HEALTH, NUTRITION & BUSINESS



Prof. Spira
The Art of
Rational Fasting



Babette Davis
Build Your
Loyal Tribe



Tina Leigh
Wisdom on Healing with
Juices & Smoothies



Dr. Thomas Lodi
Medical Implications
of Juicing



Dr. Steven Bailey
Detox &
Cleansing



Dr. Joel Fuhrman
Optimal
Nutrition Diet



Dr. Jameth Sheridan
The History, Science
& Protocols of Juicing



Steve & Julie Prussack
The Power of Daily
Juicing



Dr. Gabriel Cousens
Juicing Through
the Ages



Jay Kordich
Inspiring a Worldwide
Movement



Steve Meyerowitz
Wheatgrass and
Sprouting



Cherie Calbom
Build a Juicy
Lifelong Career



Julie Simon
Help Clients Overcome
Emotional Eating



Steve Trister
Become an Expert
Presenter



Dana Wilde
Mindset Success
Training



Bo Rinaldi
The Business of
Juicing



Jillian Howard
Creating a Juicing
Business

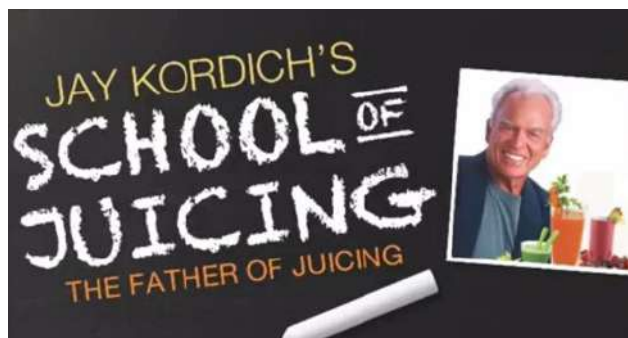


Cliff Dumas
Spreading Your Message
on Radio and TV



BONUSES THAT MAKE YOU INDISPENSABLE

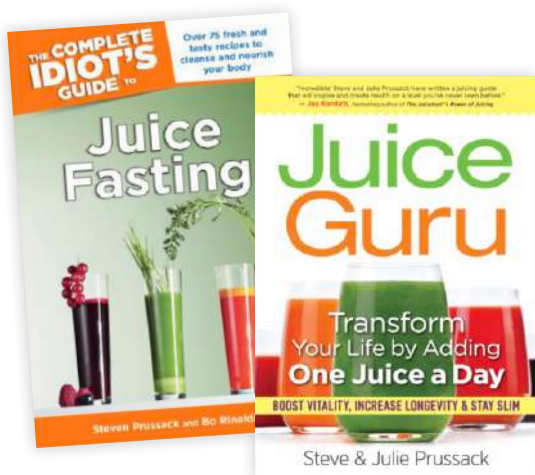
Your enrollment in the Juice Guru Certification Program also includes these stand-out coaching and business-enhancement tools to let you shine as a highly-effective and sought-after Certified Juice Therapist.



THE JAY KORDICH SCHOOL OF JUICING

You'll learn from the "Father of Juicing", Jay Kordich with Juice Guru Institute founder Steve Prussack:

- How to break down the ABCs of Juicing (Juicing 101) in this 4 modular training, so you can easily assist clients at any level.
- How to deliver your juicing message effectively.
- How to teach others to set up their lives for health success.
- You'll also receive Lifetime access to every lecture, DVD and audiobook the Juiceman has ever created.



STEVE PRUSSACK'S BESTSELLING BOOKS

Get the course "text books" digitally on Juice cleansing and Daily Juicing and learn:

- How to develop daily juice protocols and fasting programs
- Juicing ingredient list: The best vegetables and fruits and what ailments they address
- The science of motivation and habit formation to help your clients create healthy habits for life.



JUICE GURU TRIBEST® WHOLESALE BUYER'S CLUB

Every member of Juice Guru Institute has instant access to our exclusive Tribest buyer's club. You'll receive Juice Guru wholesale pricing on all healthy living equipment from Tribest®: Making Healthy Living Easy.



And when you're ready to build your wellness business, Juice Guru Mastery has all the tools to catapult your career with our exclusive business in a box programs (customizable to your own brand) including:



Done For You Sugar Detox Program

Includes eGuide, Simple Meal Plan, Auto-Responder Emails and Social Media Posts to help your clients achieve healthier lives.



Done For You Juicing for Health Program

Includes juicing manuals, transition recipes, juicing ebooks, marketing materials and much more - everything you need to run a cleanse and start making \$\$\$ fast!



Done For You 10-Day Holistic Detox Program

Includes guide, meal plan, shopping list, recipes, checklist, email sequence and social media images, PLUS bonuses to help your clients be the healthiest and happiest versions of themselves possible!



Done For You 28-Day Vegan Athlete Challenge Program

Includes body weight workouts, guide, checklists, journal, meal plans, recipes, shopping lists, pricing guide and everything that you need to run a successful online fitness challenge.



Done For You Juicing Business Marketing Kit

Includes juicing flyers, social media assets for your juicing social media pages, sample juice recipes, sample juice bottle graphics (customizable to YOUR brand) and a juicing calculator to figure out your expenses.

THE BONUS THAT WILL KICK-START YOUR BIZ

WITH THE JUICE GURU MARKETING ESSENTIALS KIT



THE JUICE GURU METHOD® TEMPLATE BUNDLE

Your "Business in a Box" marketing suite to get your business off the ground immediately. It includes:



A PRESENTATION DECK

to make your own stellar presentations.



MANAGEMENT TOOLS

for your business.



CUSTOMIZABLE ITEMS

Customizable business brochures and business cards

LEARN FROM ANY DIGITAL DEVICE

Making your
certification
easy and flexible
for you!



FREQUENTLY ASKED QUESTIONS



HOW LONG WILL IT TAKE ME TO COMPLETE THE CERTIFICATION PROGRAM?

The program was designed to be completed in 5 weeks. Everyone learns at a different pace and this is dependent upon how many hours you can put into learning a week. We recommend one-two hours a day, five days a week of study.



IS THERE A DEADLINE TO FINISH MY CERTIFICATION?

Our average student completes the program within the 5 week time-frame (some have completed it in even less). We provide a full two years to complete the program.



IS THIS PROGRAM ACCREDITED?

The Juice Guru Certification Program is accredited by the Complimentary Medical Association (CMA). Online training programs undergo vigorous standards in order to meet compliance. Once you complete certification, you have the opportunity to be personally accredited through the CMA as a practicing Certified Juice Therapist. Juice Guru Institute is also accredited through the American Association for Drugless Practitioners (AADP). Upon graduation, you will be eligible to apply to be a board-certified holistic health practitioner through the AADP.



I'M ALREADY A COACH/HAVE A JUICING BUSINESS, WILL THIS BE REPETITIVE?

No. Our program covers areas that traditional health coaching programs won't cover. And even if you've read books about juicing, this program takes you deeper into developing juicing programs to address your client's various needs. You will also benefit from the business building skills and learn how to build your brand to achieve success.



IS THIS PROGRAM GUARANTEED?

Yes. We offer a 100% action-oriented 7-day money-back guarantee on the program. Try out the program. Make sure it's for you once you've attended some of the classes. We know you'll love it.



CAN I DO THIS PROGRAM WHILE WORKING A FULL-TIME JOB OR BEING A FULL-TIME PARENT?

Absolutely. The program was designed on digital platforms that allow you to access the trainings virtually anywhere. Learn on and offline at your convenience while balancing the demands of all the tasks life brings you.

A person stands on a dark, rocky outcrop, their back to the camera. They are wearing a light blue jacket and dark pants, with their arms raised high in a gesture of triumph or joy. The background is a vast, hazy mountain range under a sky transitioning from a warm orange at the horizon to a deep blue at the top. The overall mood is one of achievement and freedom.

From Zero to Certification in as little as 5 weeks.

Ready to get
out there and
change lives...
starting with
your own.



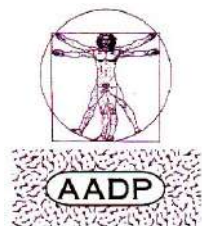
ACCREDITATIONS



COMPLEMENTARY MEDICAL ASSOCIATION

The Juice Guru Certification Program and The Juice Guru Method® are accredited by the CMA (Complementary Medical Association) as a college of Natural Juice Therapy.

The CMA is the world's largest, best respected and most widely recognized Professional Membership Association in the natural healthcare field.



AMERICAN ASSOCIATION FOR DRUGLESS PRACTITIONERS

Juice Guru Institute is also accredited through the American Association for Drugless Practitioners (AADP). Upon graduation, you will be eligible to apply to be a board-certified holistic health practitioner through the AADP.



The graphic is a complex, colorful collage. At the center is a large red circle containing the word "why." in white lowercase letters. Below this circle is a green banner with the text "WhyHunger" in white, and "AGROECOLOGY" in smaller white letters below it. The background is filled with various icons and text related to social justice, environmental issues, and community support. The top left features a red cloud-like shape with silhouettes of raised hands. To its right is a purple cloud-like shape with the words "EQUALITY", "SOCIAL CHANGE", "JUSTICE", and "SOCIAL JUSTICE" repeated. Further right is a blue cloud-like shape with a fist icon and the words "ENVIRONMENTAL JUSTICE", "RACIAL JUSTICE", "ECONOMIC JUSTICE", and "SOCIAL JUSTICE". Below these are two more cloud-like shapes: one orange with silhouettes of houses and people, and one light blue with silhouettes of people holding hands and the words "TRAINING", "NETWORK", "RESOURCES", and "MENTORSHIP". At the bottom left is a yellow cloud-like shape with a heart and silhouettes of people. At the bottom right is a green cloud-like shape with silhouettes of a wind turbine, solar panels, a pear, a carrot, a loaf of bread, and people. The entire graphic is decorated with numerous small, colorful dots and teardrop shapes in shades of red, orange, yellow, green, and blue.

WhyHunger believes a world without hunger is possible. They provide critical resources to support grassroots movements and fuel community solutions rooted in social, environmental, racial and economic justice. They are working to end hunger and advance the human right to nutritious food in the U.S. and around the world.



Get ready
to change lives,
starting with
your own.

Want to Learn More About the Juice Guru Method®?

Join our successful graduates
around the globe who are getting
paid to do what they love.

CONTACT US NOW



Book a Discovery Call:

Click [here](#) to schedule



Email Us At:

support@juiceguru.com



Call Us At:

[\(800\) 637-1680](tel:(800)637-1680)

Steve Prussack



**JUICE GURU
INSTITUTE**