



**JUICE GURU  
INSTITUTE**

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

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

Curriculum Overview







# 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: Redefining 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: Achieving. 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.



# About Juice Guru Certification Program Founder, Steve Prussack

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.







## 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.

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 to get lean and healthy.

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.









# The Juice Guru Method®

## Revolutionizing Healthy

Traditional health coaching focuses on changing everything.

Someone's entire diet. Her entire lifestyle. But science shows: Try and change too much at once and you fail.

Juicing is the most effective way to flood your body with nutrients, get lean, healthy and vibrant, and stay the 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.

# 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.

**You are limited only by your own drive and desire.**



**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 Fit-  
ness Clubs**

**“In 2016, analysts 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



**"This program gave us the knowledge, tools, credibility, confidence and authority to create a business we had only dreamt about."**

- Kathleen & Nico, Certified Juice Therapists



**"The Certification Program gave me the skills to become a successful juice therapist and improved my business in countless ways!"**

- Chef Babette, Certified Juice Therapist



**"This program helped me find my career direction. As a Certified Juice Therapist, I bring juicing to children all over the United States."**

- Rob Polon, Certified Juice Therapist



**"The Juice Guru Certification Program gave me the knowledge, support and community to effectively and safely help others in their journey back to health."**

- Victoria Stein, 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)





## **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



## 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 regiment to keep them on track throughout the years





## **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



## **BONUS LESSONS: Take a Deep Dive with the Masters and Learn:**

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



# You'll Learn from the Masters in Health, Nutrition & Business



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



**Tina Leigh**  
Wisdom on Healing with  
Juices & Smoothies



**Dr. Thomas Lodi**  
Medical Implications  
of Juicing



**Dr. Steven Bailey**  
Detox & Cleansing



**Cherie Calbom**  
Build a Juicy Lifelong Career



**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



**Cliff Dumas**  
Spreading Your Message  
on Radio and TV



**Julie Simon**  
Help Clients Overcome  
Emotional Eating



**Steve Trister**  
Become an Expert Presenter



**Dana Wilde**  
Mindset Success Training



**Bo Rinaldi**  
The Business of Juicing

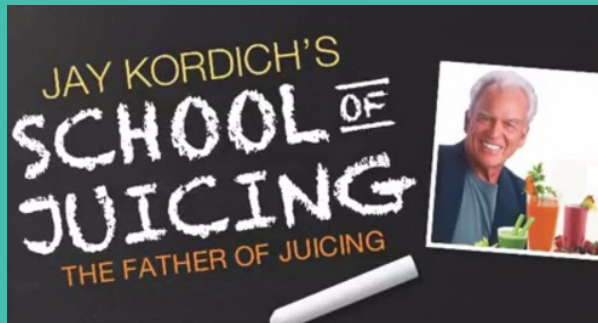


**Jillian Howard**  
Creating a Juicing Business



# 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:

- 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



## Done For You Ultimate Juice Cleanse

Lead your own juice cleanse programs with our done for you templates:

- How to create and lead unique cleansing programs
- Blueprints to market your successful juice cleanse program
- How to attract and work with clients throughout the year
- This one program will shortcuts YEARS of time and energy

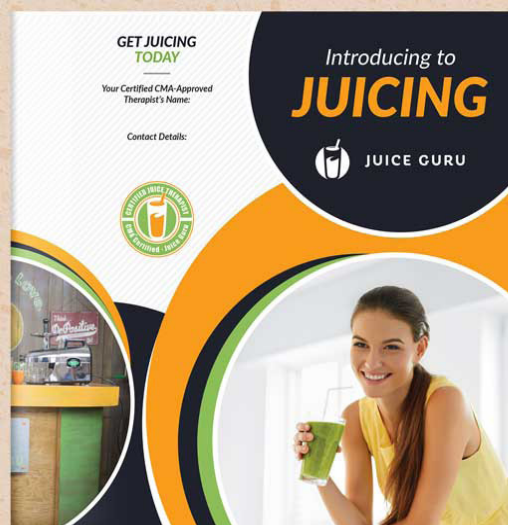


## Steve Prussack's Best Selling Books

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 make healthy habits for life

## JUICE GURU MARKETING ESSENTIALS KIT



# The Bonus that will Kick-Start Your Biz

You'll get all the tools you'll need to get your business in gear as soon as you're certified.

## 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
- Business management tools
- Customizable business brochures and business cards



# Learn from Any Digital Device



# 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.

## **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.

## **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.

## **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 build your brand to achieve success.

## **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 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.



A person is seen from behind, standing on a rocky mountain peak. They are wearing a blue jacket, a pink shirt, and dark pants. Their arms are raised high in the air, palms facing forward. The background features a vast landscape of rolling mountains 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.**



**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.**





# 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](mailto:support@juiceguru.com)
- Call us at: (800) 637-1680

Get ready to change lives, starting with your own,

*Stene*