



# Tele-Training for Facilitators

Become a Licensed Am I Hungry?®  
Facilitator in 12 weeks by telephone from the  
convenience and comfort of your home

Join us by telephone Mondays,  
April 5<sup>th</sup> – June 21<sup>st</sup>, 2010  
5:30-7:30 pm Pacific (6:30-8:30 MST, 7:30-9:30 CST, 8:30-10:30 EST)  
Check the time in your area: <http://bit.ly/a1aV60>

Offer your Workshops immediately!

## Register Online

**1 payment (SAVE \$50):** <http://bit.ly/btXLhZ>

**3 monthly payments:** <http://bit.ly/bdsb4C>

**10 monthly payments:** <http://bit.ly/9wHFTv>

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## Contact Us:

Michelle May, M.D.  
Am I Hungry?, P.L.L.C.  
480 704-7811  
P.O. Box 93686  
Phoenix, AZ 85070  
[Training@AmIHungry.com](mailto:Training@AmIHungry.com)

*The Am I Hungry? facilitator training “sealed the deal” for me. Any questions I had about this approach were completely erased. It prepares facilitators completely and confidently to take this message of eating and living to the public. The materials are comprehensive and excellent. I know that I will be using this information for the rest of my career as a Family Physician and for the rest of my life personally. I (and hopefully all of my patients and participants to come) will NEVER diet again!*

- Lori Hurst, M.D.

# Why you? Why now?



Do you...

- ...aspire to be a **dynamic, effective agent of change**?
- ...**believe in empowering individuals** to manage their weight by creating a positive relationship with food and physical activity?
- ...want to really **make a difference** in the lives of your patients or clients struggling with food and weight management issues?
- ...question the current approaches to weight management because you know that **diets don't work for most people**?
- ...**feel that it is time to grow** both personally and professionally?
- ...**desire more joy and fulfillment** from your career or want to renew your passion for your work?
- ...want to expand your offerings by providing a unique, desperately needed and **highly sought after** service to your community?
- ...wish to **earn great money doing what you love** - helping people become healthier and happier?

## If so, become a Licensed Facilitator of the award-winning Am I Hungry?® Mindful Eating Program

*Thank you for making this evidence-based, cognitive-behavioral teaching available to me so I can share it with others. Thanks from the bottom of my heart!*

- Jill Rife, F.N.P.

*Both personally and professionally I will leave enlightened and inspired. Michelle is truly a mentor, someone I identified with on both a professional and personal level. She is an inspiring and effective trainer. I just can't say enough about how grateful I am for this experience!*

- Paige Gutheil, D.O.

*This Training gave me the tools to effectively help me and my clients normalize their relationships with food. I am so excited to begin putting these concepts to use with myself, my family and the community I serve. Thanks!*

- Beth Ann Beamer, R.N., B.S.N.

# What You Can Expect from Us



## Am I Hungry?® Facilitator Training provides

- **Intensive training** to become an effective, motivating workshop leader.
- **Innovative, practical mindful eating and non-diet weight management strategies** that you can immediately begin to share with your patients and clients.
- **Valuable training materials** – we provide everything you'll need for success
  - Complete Am I Hungry?® Facilitator's Guide keyed to all of your other tools
  - Am I Hungry?® DVDs to use during your workshop or review beforehand
  - PowerPoint slides for all eight workshops; copy of *Eat What You Love*
  - Business materials including forms, assessments and pricing information
  - Marketing materials: flyers, press releases, articles, handouts
  - Access to our private Facilitator and Participant web portal and online tools
  - Quarterly Facilitator tele-seminars and updates
  - Unlimited email and phone access to the Am I Hungry?® Team for questions
- **Full immersion in the Am I Hungry?® program.** As part of your Tele-Training, you will participate in a live, interactive 8-week Am I Hungry?® tele-workshop facilitated by founder, Dr. May. Of course, you'll also get the insiders' view.
- **Comprehensive Business Planning and Marketing Curriculum.** By the end of the 12-week Tele-Training you will have worked out all the details and developed marketing materials for your first workshop. (See B&M on the Training schedule.)
- **Continuing Education credits available** (see Registration for details.)
- **Unparalleled personal and professional growth** that will take you to a whole new level.

Am I Hungry?® Workshops are ideal for your office, health & wellness centers, corporate wellness programs, fitness centers, hospitals, health insurance programs, bariatric programs, churches, spas, and community.

*The Am I Hungry? Facilitator Training was everything I had hoped for. We were given all the tools and the training to be successful. It left me feeling motivated, empowered and confident that I could make a difference and teach what has helped me so much.*

- Monique Moore, M.S., Certified Wellcoach

# Am I Hungry?® Mindful Eating Workshop Information



## Unique features of the Am I Hungry?® program

- Developed by Board Certified Family Physician, Michelle May, M.D., F.A.A.F.P. in collaboration with a psychologist, dietitian and exercise physiologist.
- Workshop content is based on the award-winning book, *Eat What You Love, Love What You Eat: How to Break Your Eat-Repent-Repeat Cycle*.
- Comprehensive, interdisciplinary approach that includes the behavioral, nutritional, and fitness aspects of weight management and overall health.
- Non-restrictive philosophy gives participants a flexible, sustainable approach for gradual weight loss and life-long weight management.
- Utilizes cognitive/behavioral strategies to motivate changes in behavior, increase self-efficacy, promote self-management, and inspire participants to increase their physical activity and improve their nutrition.
- May be taught by a single licensed Facilitator or by a multidimensional team of Facilitators (for example, health educator, nutritionist, exercise specialist).
- Am I Hungry?® Workshop Format:
  - 8-weekly live, interactive workshops (in person or by telephone)
  - 1-2 hours in length each week, depending on size and setting
  - Individuals or small, medium, or large groups
  - Facilitators may use PowerPoint, flipchart/dry erase board, and/or DVDs
  - Am I Hungry?® does *not* utilize or endorse any medications, diet aids/supplements, meal replacements, restrictive dieting, or rigid exercise regimens.
- Although participants are not given rigid rules to follow, a study of 229 participants showed improved self-efficacy, gradual weight loss, significantly increased activity, and more healthful eating by a majority of the participants. 90% completed the program and nearly all said they would recommend it.<sup>1</sup>
- Winner of the Excellence in Patient Education Innovation Award.

*As a health professional who has also had gastric bypass surgery, I quickly realized that they didn't staple my brain! The Am I Hungry? principles also apply well to bariatric surgery patients and help them better use their tools and strengths to ensure optimal health.*

*-Janine Kyrillos, M.D.*

<sup>1</sup> Reichard, G., May, M., Krepcho, M., Kohlerman, N. (2006, April). *Am I Hungry? A preliminary investigation of an innovative and promising non-diet weight loss program*. Poster session presented at the annual conference of the Society of Teachers of Family Medicine, San Francisco, CA.

# Am I Hungry?® Facilitator Training Schedule (DRAFT)

 Week 1 – April 5, 2010

## **Introduction**

Why Mindful Eating?  
Using AmIHungry.net  
**B&M:** About You

 Week 2 – April 12, 2010

## **Workshop 1 - In Charge, Not In Control**

**Think:** Why Do I Eat?  
**Nourish:** Diets Don't Work  
**Live:** Born to Move  
**B&M:** About Your Clients

 Week 3 – April 19, 2010

## **Workshop 2 - Trust Your Body**

**Wisdom**  
**Think:** Am I Hungry?  
**Nourish:** Rediscover Food  
**Live:** Change Your Mind  
**B&M:** About Your Business

 Week 4 – April 26, 2010

## **Workshop 3 - It's Not About the Food**

**Think:** I'm NOT Hungry. What Now?  
**Nourish:** Drink and Be Merry  
**Live:** Lay Your Foundation  
**B&M:** Workshop Logistics - Part I

 Week 5 – May 3, 2010

## **Workshop 4 - What Am I Really Hungry For?**

**Think:** Head Hunger  
**Nourish:** Clearing Carb Confusion  
**Live:** Increase Your Stamina  
**B&M:** Public Speaking

 Week 6 – May 10, 2010

## **Workshop 5 – Fearless Eating**

**Think:** What Do I Eat?  
**Nourish:** Fat Facts  
**Live:** Increase Your Flexibility  
**B&M:** Your Marketing Toolkit

 Week 7 – May 17, 2010

## **Workshop 6 - Mindful Eating**

**Think:** How Do I Eat?  
**Nourish:** Protein Power  
**Live:** Increase Your Strength  
**B&M:** Public and Media Relations

 Week 8 – May 24, 2010


## **Workshop 7 - Just Right**

**Think:** How Much Do I Need?  
**Nourish:** Nutrition at a Glance  
**Live:** Challenge Your Body  
**B&M:** Workshop Logistics – Part II

 Week 9 – May 31, 2010

## **Workshop 8 - Self-Care Buffer Zone**

**Think:** Where Do I Invest My Energy?  
**Nourish:** A Flexible Plan for Self-Care  
**Live:** On Your Terms  
**B&M:** Workshop Pricing and Policies

 Week 10 – June 7, 2010


## **Workshop Facilitation Skills**

In person and telephone techniques  
Workshop Activities  
When to Refer  
**B&M:** Website and Internet Marketing

 Week 11 – June 14, 2010

## **I'm NOT Hungry – What Now?**

Support groups  
Follow-up tools and resources  
**B&M:** Strategic Partners

 Week 12 – June 21, 2010

## **Wrap-Up**

Review workshop plans  
Review Marketing plans  
**B&M:** Putting It All Together  
**(Note: B&M is our Business Planning and Marketing Curriculum)**

# Am I Hungry?® Licensing Requirements



## Requirements for Licensed Facilitators

- Am I Hungry?® is protected by copyright and trademark. Workshops can only be offered by trained and Licensed Am I Hungry?® Facilitators.
- Facilitator candidates should have health/fitness/wellness training and qualifications, and/or significant personal experience that will benefit their participants. Examples include physicians, dietitians, psychologists, coaches, personal trainers, health educators, social workers, nurses, clergy, etc. In some cases, personal application of the Am I Hungry?® principles equip a person to be an effective Facilitator. Please contact us if you have questions about how your education, training, or experience might complement our program.
- Read *Eat What You Love, Love What You Eat: How to Break Your Eat-Repeat-Repeat Cycle* and participate in the full 8-week workshop. (This requirement will be met as part of your training.)
- Participation and satisfactory completion of the Am I Hungry?® Facilitator Training.
- Demonstration of proficiency using the Am I Hungry?® Facilitator materials and resources including the Am I Hungry?® Facilitator Guide, DVDs and PowerPoint presentations of the eight workshops, business forms and marketing materials.
- Signed agreement to follow the protocols and maintain the standards of Am I Hungry?®. The Agreement will be provided in advance for your review.
- Your Am I Hungry?® Training and Licensing Fee includes your first Annual Licensing fee of \$1000. The Annual Relicensing fee is \$500.
- Payment of a \$40 per Participant Fee to Am I Hungry?® to cover their workshop materials, password access to the Participant web portal, and administrative costs.

A++++++

*Michelle possesses a wealth of knowledge and expertise in the field of weight management. Her spirit and enthusiasm is contagious. Not only did I learn a lot about myself, I learned invaluable skills in facilitation. I was pleased to find that we have access to professional quality resources that are customizable. Offering Am I Hungry? classes will be a breeze! I would highly recommend the Facilitation Training to anyone interested in helping others reach their highest potential.*

-Liz Blackgoat, RN, LMT

*Beyond my expectations. Michelle is a terrific instructor and the materials are more thorough and well put together than I could have hoped for. I feel well prepared to start a group as soon as I return home.*

-Gillian Hood-Gabrielson, Certified Wellcoach

# Am I Hungry?® Facilitator Training and Licensing Fee



**Fee includes EVERYTHING you'll need!**

## Am I Hungry?® Facilitator Tele-Training

- 12-week Tele-Training: 2 hours by telephone with Michelle May, M.D. once a week
- Includes full 8-week Am I Hungry?® workshop facilitated by Dr. May and complete Business Planning and Marketing Curriculum

## Am I Hungry?® Facilitator Materials

- *Am I Hungry?® Facilitator Guide* with workshop lesson plans keyed to all other tools
- *Eat What You Love, Love What You Eat: How to Break Your Eat-Repent-Repeat Cycle*
- Am I Hungry?® Workshop DVDs and *Eat Mindfully, Live Vibrantly Workbook*
- Am I Hungry?® PowerPoint slides for all eight workshops
- Am I Hungry?® Business and Marketing Curriculum and materials
- Password Facilitator-level access to Am I Hungry?® web portal [www.AmIHungry.net](http://www.AmIHungry.net)

## Am I Hungry?® Facilitator License

- License to facilitate and promote Am I Hungry?® Workshops for one year
- Access to [www.AmIHungry.net](http://www.AmIHungry.net) – Facilitator and Participant web-portal
- Listing on [www.AmIHungry.net](http://www.AmIHungry.net) with link to listing from [www.AmIHungry.com](http://www.AmIHungry.com)
- Quarterly Facilitator Updates including tele-workshops and material updates
- Unlimited email and phone support from Am I Hungry?®

**Complete Training and Licensing Fee.....\$1749\***

### Three Convenient Payment Options:

1 payment of \$1699 (SAVE \$50)

3 monthly payments \$583 (1<sup>st</sup> payment on registration then every 4 weeks):

10 monthly payments of \$175 (1<sup>st</sup> payment on registration then every 4 weeks).

\*\$250 off each additional Facilitator from the same office (call to apply discount).

*Thank you for a most informative and enjoyable teleconference. These three simple words, Am I Hungry? teach patients the tools they need to fully understand how to stop the never-ending war between their minds and bodies.*

*-Rosina Pellerano, M.D.*

*The training was terrific and far exceeded my expectations. Michelle kept it interesting and fun. I looked forward to each workshop. We learned more than the Am I Hungry? concepts; we learned how to market and present it. The support materials alone are worth it!*

*And I love that Michelle freely shared her expertise.*

*-Vera Knight, Personal Trainer*

# Am I Hungry?® Facilitator Training Registration

**Space is limited - don't delay!**

**Register Online:** Click or paste one of these links to choose your payment method:

**1 payment (SAVE \$50):** <http://bit.ly/btXLhZ>

**3 monthly payments:** <http://bit.ly/bdsb4C>

**10 monthly payments:** <http://bit.ly/9wHFTv>

**Register By Mail:** If you prefer to pay by check, please call **480 704-7811** or email [Training@AmIHungry.com](mailto:Training@AmIHungry.com) we will send you a registration form.

## Cancellation Policy

> 4 weeks before start date Full Refund

2-4 weeks before start date 50% Refund

<2 weeks before start date Non-refundable but may be transferable

## Continuing Education Credit

Am I Hungry? is recognized by the American Council on Exercise as a Continuing Education Specialist. This program has been approved for 2.40 ACE CECs.

This activity has been reviewed and is acceptable for up to 18 Prescribed credits by the American Academy of Family Physicians. (AAFP Prescribed Credit is acceptable for the Physician's Recognition Award (Category 1) of the American Medical Association.)

This program can be reported to the Commission on Dietetic Registration for 16 CPEUs.

This continuing nursing education activity was approved by the Arizona Nurses' Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation for 20 contact hours. AzNA and the ANCC Commission on Accreditation do not approve or endorse any commercial products displayed.

Instructor Michelle May, M.D., F.A.A.F.P. as owner of Am I Hungry?, P.L.L.C., has a financial relationship with this activity. There is no provision of commercial support for this program and there is no discussion of off-label usage of products during this activity.

*The facilitator training was "complete." You left no topic untouched and ample time for questions and clarifications. The participants who came from various backgrounds made the training even more satisfying and interesting. I left the training energized to start this new venture and felt more than adequately prepared to run my first workshop. The post-workshop support has been outstanding. What a great group of people to have met and trained with.  
Many thanks. -Ramona Seidel, MD*

*I love that this program gets the focus off food and puts it on living! It's not about doing it perfect but encourages people to seek balance.  
- Tracy Story, CYT*

# What is Tele-Training?



## Michelle answers your questions about Tele-Training

Participating in a telephone-based training may be a new experience for you. The following information will explain how we use this convenient technology for training.

**What is Tele-Training?** Simply put, it is Facilitator Training that takes place by telephone. Teleseminars are common in many different fields so you may have had an opportunity to try it out. I have personally participated in and conducted many teleseminars and I'm excited about this format for our training.

**How does it work?** Everyone that is participating will be given a phone number and passcode and we will all call the "bridgeline" (sort of like a conference line) at the same time. Our calls will be live and highly interactive – almost as good as being in the same room together except you don't have to get on a plane (or even get dressed!). You have the ability to mute your phone if you have background noise. The moderator (me) also has the ability to mute the entire group if needed at times.

**Why Tele-Training?** Although I love face to face interaction, this format offers many advantages. Besides the cost savings of travel, the greatest benefit is that we can spread the learning out over three months so it will feel a lot less like "drinking from a fire hose." This will give you time to process the material and plan for your workshops.

**What are the downsides?** It takes self-discipline to resist the temptation to multitask while you are on the phone. There are a lot of techniques to keep you engaged and I will be sharing those with you in a detailed Tele-Training Instructions handout. (For those of you that really like this format, you'll also learn how to effectively facilitate groups this way.) The other downside is that the bridgeline is a long-distance call—so use an economical plan.

**Who will be there?** Hopefully you—and of course me and the other participants. This simple technology allows participants from just about anywhere work together to learn about Am I Hungry?® and create their Business and Marketing plans.

**What if I can't make it to a session?** Realistically, everyone will have to miss a session now and then so I will be recording them (another advantage!) However, I encourage you to participate in the live calls as often as possible for your maximal learning and benefit.

**What about visuals?** We usually have web-sharing capabilities during the live training sessions or you can follow along with your Facilitator Training materials. Please have your Workbook and Facilitator Guide available.

**What else will I be doing?** Each week you'll have an Action Plan (nice way of saying homework) to build on, and reinforce what you learn in the Tele-Training sessions. You'll learn about this approach, how to teach it effectively, and develop a comprehensive business and marketing plan so you can start your workshops as soon as you graduate.

# Am I Hungry?® Facilitator Training Frequently Asked Questions

**Q** – How soon can I start facilitating Am I Hungry?® workshops?

**A** – You’ll be ready to start your workshops as soon as you finish your training. New Years is a great time to start!

**Q** – What do I charge for my workshops and how much can I make?

**A** – That depends on your market and reasons for providing the workshops. Since this is a License, you may charge whatever you feel is appropriate for your location. For example, the Phoenix-based workshops have ranged from \$220 to \$490 per person, depending on the length of each session, the location, and the size of the groups. In some settings, community health-centers for example, you may wish to charge only the cost of materials. (We recommend that you charge at least a nominal fee so the participant has made an investment and commitment).

There are a number of factors to consider when determining your potential income, including how much you charge per participant, how many participants you have, how often you offer a workshop, and your expenses (for example, office space rental, assistants if any, insurance, \$40 per participant for materials, etc.)

As an example, if you charged \$340 per participant (\$40 of that for materials), had an average of 10 participants for each workshop series, offered a workshop every eight weeks, and used your office lobby after hours, you could make an additional \$18,000 per year. You’ll receive a table for projecting your revenue but obviously there are many variables and we cannot guarantee any particular outcome.

**Q** – What will the Relicensing fee be in the second year?

**A** – It will be \$500 next year. Depending on what you charge for your workshops, most people cover their licensing fee with around just two participants a year.

**Q** – How do I know if I am qualified to facilitate these workshops?

**A** – We do not “credential” our Licensees. In other words, you will decide if you would be a credible Facilitator and we will provide you with the appropriate training and complete materials. Remember, you will have workshop DVDs to use in delivering the workshop content until you become more experienced.

**Q** – Can we “team-teach” the workshops?

**A** – Absolutely! A multi-disciplinary team is an excellent way to deliver the workshops. All of your regular Facilitators must be licensed. (We offer \$250 off each additional Facilitator Training registration from the same office.) However, it is acceptable to have a “guest” instructor with expertise on a particular area occasionally present during a workshop led by a Licensed Facilitator.

**Q** – What materials will my participants need?

**A** – They will need a copy of *Eat What You Love, Love What You Eat* and the *Eat Mindfully, Live Vibrantly Workbook and Journal*. Those materials are included in the \$40 per participant fee.

**Q** – Can I teach my workshops in Spanish?

**A** – Certainly! We have an earlier edition of the Workbook available in Spanish. (*Eat What You Love*, the Facilitator Guide, and Facilitator Training are in English.)

**Q** – Do you have workshops for children or adolescents?

**A** – Not yet but we are currently working on a Family Program.

**Q** – Will I have to teach exercise classes?

**A** – No. The Am I Hungry?® curriculum educates and motivates participants to become more physically active, but you only teach exercise classes if you want to.

**Q** – Do you have corporate licenses available so my organization can provide Am I Hungry?® through multiple facilitators or multiple locations?

**A** – Yes, there are corporate Am I Hungry?® licenses available. These are structured to meet the specific needs of your company or organization so please contact us at [Training@AmIHungry.com](mailto:Training@AmIHungry.com) or 480 704-7811 to discuss the details.

**Q** – Does medical insurance pay for participants to attend these workshops?

**A** – That depends on the individual health insurance policy but many don't cover weight management. Some participants have Medical Savings Accounts or other benefits they can use. In addition, the cost of weight management programs may be tax deductible if recommended by a doctor. Please advise your participants to consult their insurance company or accountant.

**Q** – How do I market my Am I Hungry?® workshops?

**A** – We will help you create a comprehensive Business and Marketing plan during your Facilitator Training. We'll also provide you with marketing materials and tools including flyers, posters, articles, handouts, and press releases. Your workshops are also posted on our website.

**Q** – What is the “private Am I Hungry?® web portal for Facilitators and Participants?”

**A** – Our private portal is [www.AmIHungry.net](http://www.AmIHungry.net). As a Licensed Facilitator, you'll be given Facilitator-level password access this portal and its many important features.

You can register and track your participants' progress; communicate with and encourage them through newsletters, custom web pages and resources; give them access to a private online journal, a forum to communicate with others in the program and use of the new Am I Hungry?® Virtual Coach. It also allows you to share ideas and questions with other Facilitators, read Facilitator updates, order participant materials, and access other valuable resources.

**Q** – Other questions? **A** – Contact us: [Training@AmIHungry.com](mailto:Training@AmIHungry.com) or 480 704-7811.