

"How to Design and Create a Raw Food Class that Fills Up *Every Time!*"



With Karen Knowler



Call information



“Please PRINT THESE PAGES OFF and use your NOTES SHEET at the back so you can follow along during our tele-training together AND get the most juice possible out of our call!”

Karen x

~ Karen Knowler

About Karen

Karen Knowler has been a prominent figure in the international raw food community since she took over The Fresh Network in 1998, aged 25. Since then she has gone on to:

- ⇒ Teach the first regular raw food classes in the UK (“Raw Food for Beginners”) since 1999
 - ⇒ Co-author the popular raw food book “Feel-Good Food: A Guide to Intuitive Eating” with The Fresh Network’s founder, Susie Miller (2000)
 - ⇒ Appear on numerous TV and radio shows, including live on the GMTV sofa with Loraine Kelly in 2002
 - ⇒ Appear in almost every British newspaper and women’s magazine as a raw food expert
 - ⇒ Host world leading raw food experts in London and around the UK, including: David Wolfe, Dr Gabriel Cousens, Viktoras Kulvinskas, Dr Brian Clement, Victoria Boutenko, Paul Nison, Fred Bisci, Frederic Patenaude and more.
 - ⇒ Speak internationally in USA, Germany, Netherlands
 - ⇒ Become known as one of the leading authorities on raw food worldwide, but especially in Europe
 - ⇒ Create, edit and publish “Get Fresh!” magazine until 2007
 - ⇒ Organise and run the first ever UK raw food festival (“The Fresh Festival”)
 - ⇒ Create and lead the first ever Raw Coach Trainings, drawing students from all over the world (2007 - current)
 - ⇒ Create and lead the first ever Raw Food Classes Training (December 2008)
 - ⇒ Appear on “Rawkathon” (late 2008) and receiving rave reviews for her honest, down-to-earth, yet ultimately inspiring approach to raw food
 - ⇒ Create and serve through TheRawFoodCoach.com, publishing a weekly eZine “Successfully Raw” that currently reaches over 10,000 people per week
 - ⇒ Launch TheRawFoodDirectory.com - the world’s most user-friendly raw food resource site
- Karen has been eating a predominantly raw food diet for 16 years.

The 10 most common mistakes that many raw food teachers make and how to avoid them

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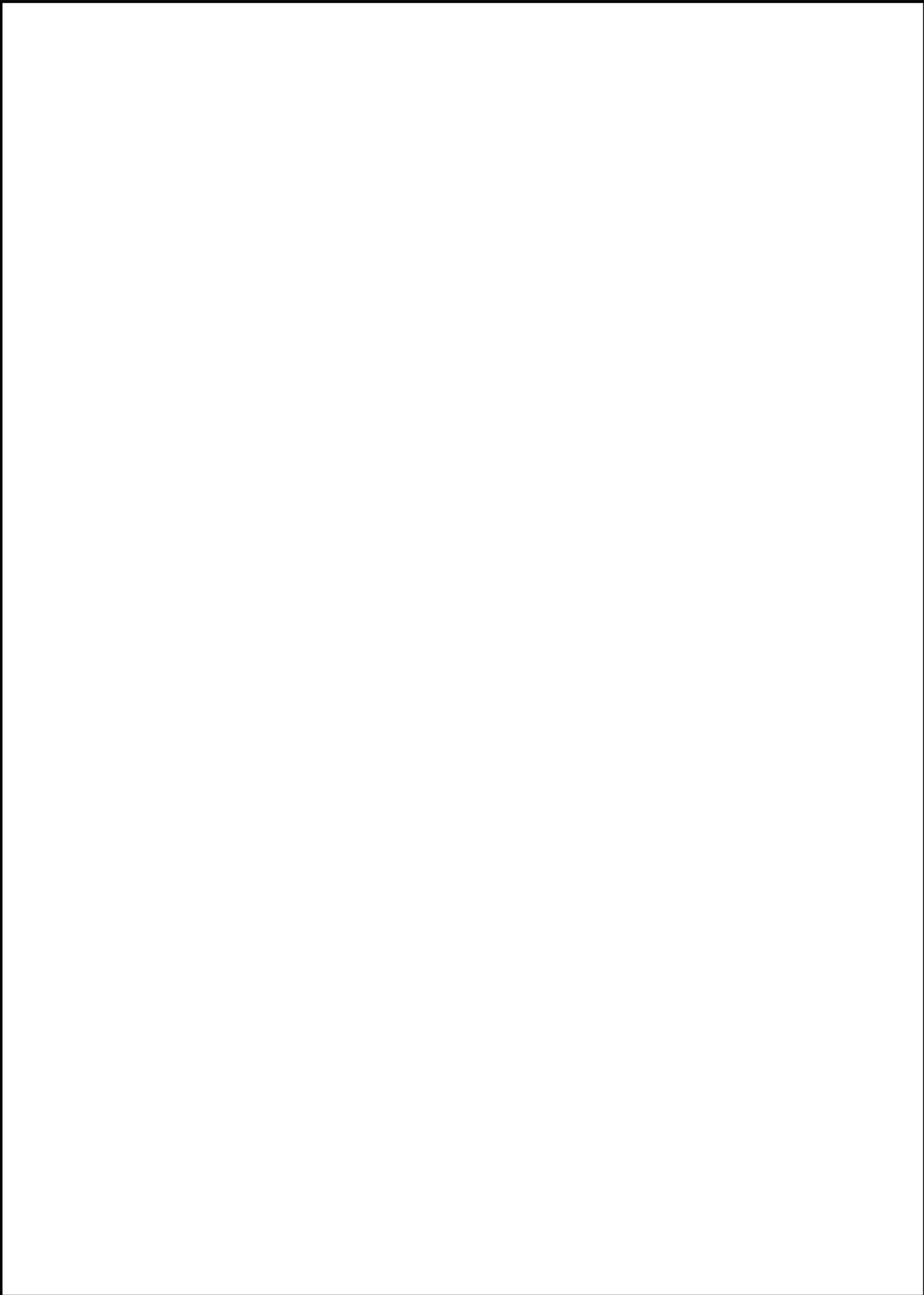
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Additional Notes

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Exclusive Offer

Get the full story on Karen's incredible
one-time only offer at:

<http://www.karenspecialoffer.com>
(This offer goes live during our call)



**Remember, this offer is time sensitive and
will not be repeated again!**

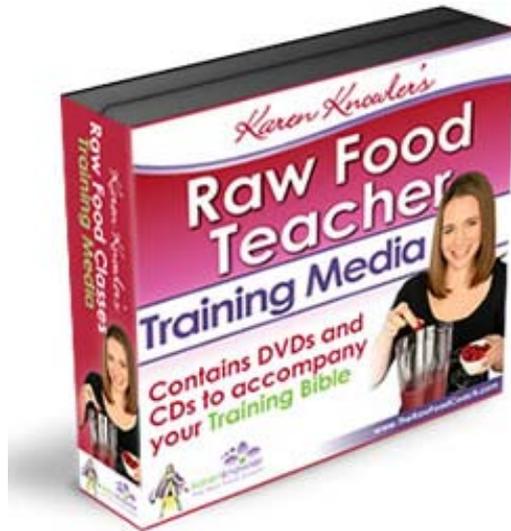
What's in the box?!



Each Raw Teacher Training Home Study Program contains:

1. **“Raw Food Training Bible” binder** - this contains all you need to know - point-by-point - to create as many different raw food classes as you desire - year after year after year! *This works in conjunction with...*
2. **“Raw Food Teacher Training Media”** - this box contains **FIVE one-hour training DVDs** and **4 additional learning/ homework CDs**. The DVDs bring to life the training itself - it's Karen teaching you step-by-step as if you were attending a live training with her in England - except you get to keep this forever! You can stop and start the DVDs wherever you want and complete any exercises given or take extra notes that Karen expands on in addition to the content in your binder. *NB: The filming is highly professional - no expense has been spared!* The CDs are additional information that will help you market and sell your services most effectively. The content on these CDs **ALONE** is worth many times more than the price of the program! See the next page for the DVD and CD content listing.
3. **“Raw Food Teacher Master Blueprint”** - this is your fill-in-the-blanks, step-by-step roadmap that will help you create the perfect class for *you*. No detail has been overlooked. Once you've been through the DVD training you'll be able to bring everything you've learned to the table and create your first life-changing class - all the questions you need to answer are in this blueprint - so easy!
4. **“Swipe File Secrets”** - how would you like to see Karen's own behind-the-scenes classes information? Whether it's adverts that have attracted students en masse, the checklists that helped make each class a huge success, the attendee sign up sheets format, the class packing list, the staff job descriptions or the class timing plan (phew!), this additional component, which comes inside your binder, contains Karen's own resources that have made her classes the success they are today! This is a fantastic bonus to your package and will save you hours of figuring it all out for yourself!

What's in the box?!



Inside Your Training Media Box You Will Find

DVD 1: Modules 1 – 4

- ⇒ Your Big Why
- ⇒ The Prerequisites
- ⇒ Start with What You Know: Food
- ⇒ Start with What You Know: Classes

DVD 2: Module 5

- ⇒ **Raw Chef Skills with Russell James**

DVD 3: Modules 6 – 8

- ⇒ Design
- ⇒ Budget
- ⇒ Plan

DVD 4: Modules 9 – 12

- ⇒ Market
- ⇒ Fill
- ⇒ Administrate
- ⇒ Organise

DVD 5: Modules 13 – 18

- ⇒ Teach
- ⇒ Manage
- ⇒ Clean Up
- ⇒ Celebrate
- ⇒ Refine
- ⇒ Develop/ Evolve

CD 1

How to Get Clear on Your Target Market + Homework!

CD 2

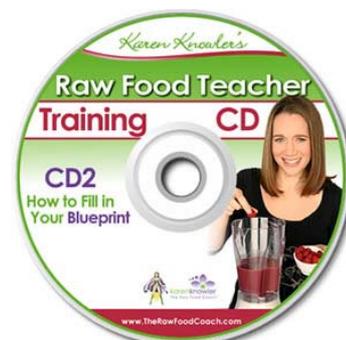
How to Fill in Your Blueprint

CD 3

How to Sell From the Back of the Room

CD 4

How to Earn Additional Income From Your Classes Business



What they say...

Testimonials from those who graduated from the Training in December

The following testimonials are extracted, with permission, from feedback forms received after the December Raw Food Classes Live Training. NB: The content and teaching shared with this group is exactly the same as that you will receive in your Home Study package.



"I have attended other raw food classes over the last couple of years, and as my personal journey into raw progressed I felt drawn to running classes myself in order to share my passion. However **something always held me back**...maybe a fear of not having enough skill/knowledge/business experience...then I saw Karen's Raw Food Class Training advertised. Reading the spec, **it was as if she had infiltrated my mind and extracted all my fears**, all my questions and proposed to answer them in just 3 days!!!! I knew there and then I just had to sign up – it was like finding the missing piece of my raw puzzle. I'd been on courses with Karen before and knew she'd be true to her word. **The training lived up to my expectations** covering so many angles; planning, budget, marketing, administration, organisation etc. Karen provided a wealth of knowledge and information in a way that was clear and easy to understand and **made the prospect of running courses myself totally achievable.**" - Lisa Simpson, Cheshire UK

"Karen's clarity was what I was looking for. This, along with her vision and incredibly vast experience brought to the course, **has given me the confidence that I can do everything I aim to.** The preparation behind this course is phenomenal and has given me **a secure and solid base upon which to build up my business.** If you have an idea and motivation then this course will give you the step by step information to enable you to make your dream come true." - Claire Bagehot, UK & Italy



"Raw Food Coach Karen Knowler has a great thing to offer those who would like to successfully teach raw food classes. In this long-awaited program, Karen shares with you the secrets of putting together a professional and profitable class to reach a wider audience. **This is a lady who has always stayed ahead of the game, and the proof is in this package!**" - Helen Castillo, New York, USA

"The Raw Food Classes Training is essentially a 'business in a box'. **There is absolutely no excuse not to get started because I have what I need** - from the legalities right up to how I structure my classes and fill them. Karen has put 15 years of knowledge & expertise into this training and **it is truly a gift that she has imparted her knowledge for our benefit.** This training will go a long way in helping raw food enthusiasts like me create a thriving business." - V McKen, Nutritional Therapist, South London.



"Attending Karen's course has opened up a whole new world to me. **I was running raw food classes previously, but the course has catapulted me to a new level.** Not only am I confident I have the skills and knowledge required to make positive changes to people's lives through my classes, **but I now know I can make a fantastic living while having lots of fun too!** Karen's genuine demeanour, keen business sense, and the success she has attained thus far, **make her an outstanding teacher.** Thanks very much for your support!" - Aimee DuFresne, London, UK

"**Before attending this workshop I had some preconceived ideas that I was working toward,** but I didn't fully understand the implications of teaching to the public directly or the correct procedure for bringing my plans into reality and then onto a successful conclusion. **Now I feel confident that I can produce, develop and deliver any programme in an efficient way that will be accurately cost effective and profitable.** I recommend this workshop to anybody wishing to develop their own teaching classes and or dealings with the public in a professional way." - John Chadwick, UK

"**Prior to Karen's course I didn't have any business knowledge or 'know-how'.** All I had was a dream to have my own successful business, based on my passion for raw food, that I didn't even know was possible. However, working with Karen has opened me up to so many possibilities and provided me with the necessary knowledge, tools, and inspiration to make my dream become **not only a reality but also a great success!**"...Francine Bray, UK

Ready to change your life and potentially hundreds or thousands of others?

Discover the **OTHER generous gifts and bonuses** to help you build **YOUR** dream raw food classes business at:

<http://www.karenspecialoffer.com>



Remember...
this offer is time sensitive
and **will not be repeated again!**

ACT TODAY!!



Questions?

Reach us at:

hello@therawfoodcoach.com

Or call us on:



+44 (0) 1223 860 688

From US:

011 44 1223 860 688

