

# Best Questions to Ask a Potential Nutrition Coaching Client

**1 What has you interested in nutritional coaching?**  
This provides insight into why they chose to talk to you. Use this to build rapport and relate to them.

**2 Do you have any medical or dietary restrictions?**  
This is critical, especially if they have medical conditions. You may need to refer them to a dietician or a medical expert.

**3 What is your goal? How quickly would you like to achieve that goal?**  
Goals are always important to understand why they're seeking you out, but knowing when they want to achieve that goal is equally important. You may have to work with the client on their timeline; many clients want to hit goals faster than what may be realistic or healthy for them.

**4 Have you worked with a nutrition coach in the past?**  
This is great because if they have not, you get to create what nutrition coaching looks like for them. If they have, find out what they liked or didn't, and why they chose to stop. Use this information to create a new, positive experience.

**5 What have you already tried to achieve your goal?**  
What they have done previously provides insight into what has worked or not worked. And how long they have been trying to hit their goals.

**6 How much of your day would you say you are active?**  
*(If they are not already a client)*  
This helps you understand their daily routine, especially when it comes to coaching them on nutrition for caloric/nutritional needs.

**7 Do you have any regular cravings for foods?**  
As a coach, you want to know what foods they crave so you can help them manage those cravings. You don't want them to completely cut everything out, rather you want them to slowly decrease these vices so they stick with the plan long-term to hit their goals.