



**JUICE GURU**

# Juice Guru Practitioner Certification Program

## Program Syllabus

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### Part 1: Course Information

#### Instructors Information

**Instructors:** Steve Prussack, Bo Rinaldi, Dr. Jameth Sheridan, Dr. Thomas Lodi, Tina Leigh, Jay Kordich, Dr. Steven Bailey, Cliff Dumas, Steve Trister, Others to be announced (Ongoing Town Hall Meetings)

**Office:** Virtual

**Office Hours:** Monday-Friday 1:00pm-4:00pm PST

**Office Telephone:** (562) 896-5180

**E-mail:** support@juiceguru.com

#### Course Description

The Juice Guru Practitioner's course was designed to teach students the fundamentals of leading juice cleanse programs. Course includes historical, scientific, and modern relevance of juice fasting and cleansing programs. Course also includes presentation/communication training as well as business/ marketing training to grow your Juice Guru business.

#### Textbook & Course Materials

##### Required Text

- Juice Guru Certification Manual (Membership Website)
- Juice Guru Juice Bar Directory (Membership Website)
- Course Module PDF Files (Membership Website following each event)
- The Complete Idiot's Guide to Juice Fasting- by Steve Prussack and Bo Rinaldi (Autographed copies to be shipped)
- Juice Therapy Remedies A to Z by Jay Kordich (Membership Website)

##### Recommended Texts & Other Readings

- [Superfood Juices & Smoothies by Tina Leigh](#)
- [The Juiceman's Power of Juicing by Jay Kordich](#)
- [The Complete Idiot's Guide to Green Smoothies by Bo Rinaldi](#)

- [The Complete Idiot's Guide to Eating Raw by Bo Rinaldi](#)
- [Fresh Vegetables and Fruit Juices by Dr. Norman Walker](#)
- [Colon Health: Key to Vibrant Life by Dr. Norman Walker](#)
- [Colon Therapy Chart by Dr. Norman Walker](#)
- [The Wheatgrass Book by Ann Wigmore](#)
- [The Miracle of Fasting by Paul C. Bragg](#)
- [Dr. Jensen's Guide to Better Bowel Care by Dr. Bernard Jensen](#)
- [Dr. Jensen's Juicing Therapy by Dr. Bernard Jensen](#)
- [The Gerson Therapy by Charlotte Gerson](#)
- [The Fasting Diet by Dr. Steven Bailey](#)
- [Juice Alive by Dr. Steven Bailey](#)
- [There is a Cure for Diabetes by Dr. Gabriel Cousens](#)
- Complete reading list Widget is in membersite under "Syllabus"

## **Course Requirements**

- Internet connection (DSL, LAN, or cable connection desirable)
- [Access to Facebook Group Private Webpage](#)

## **Course Structure**

This course will be delivered entirely online through the course management system via Nanacast You will use your Juice Guru account to login to the course from the Juice Guru Membership login page.

In the membership website, you will access online lessons, course materials, and resources. At designated times throughout the semester, we will participate in a blend of self-paced and group-paced activities and alternative Internet-based technologies. Activities will consist of 5 weekly lessons, chat, blogs, discussion forums, email, and web posting.

## **Nanacast Access**

This course will be delivered partially online through a course management system named Nanacast.

To access this course on Nanacast you will need access to the Internet and a supported Web browser (Internet Explorer, Firefox, Safari).

## Technical Assistance

If you need technical assistance at any time during the course or to report a problem with Nanacast you can:

- Visit the Facebook Group [Student Resources Page](#)
- Submit a [Juice Guru Problem Form](#)

**Important Note:** This syllabus, along with course assignments and due dates, are subject to change. It is the student's responsibility to check Nanacast for corrections or updates to the syllabus. Any changes will be clearly noted in course announcement or through Juice Guru emails.

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### Part 2: Course Objectives

At the end of this course, the student will be able to

- demonstrate thorough comprehension of historical and scientific relevance of juicing and juice fasting programs
- critique and analyze various juicing protocols to treat various health objectives.
- construct and implement strategies to successfully motivate potential clients during a cleansing program
- explain and demonstrate strategies to alleviate healing crises and detoxification symptoms
- identify and recognize specialized herbs and superfoods to boost cleansing power of a juice cleansing program
- develop and implement business promotion and marketing strategies

You will meet the objectives listed above through a combination of the following activities in this course:

- Attend weekly course module trainings
- Participate by commenting about your progress in Facebook private group website
- Demonstrate comprehension of course material by completing one mid-term essay and final examination.

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### Part 3: Topic Outline/Schedule

**Important Note:** All modules and transcripts are in the membersite. The program is self-paced. We recommend completing one module a week or whatever is comfortable in your schedule.

- **Week 01: Module One: Everything You Need to Know about the History, Science and Protocols of Juicing**
  - You will learn about historical and scientific relevance of juice fasting. Additionally, you will discover protocols of juicing to address a variety of health objectives and goals.
  - Module will also include advanced training on structured water and juicing, Alkaline/ Acid balance in juicing, Herbs and Juicing, Do's and Don't of Juicing and Whole Food Nutrients.
  
- **Week 02: Module Two: Wisdom On Healing With Juices, Tonics, Herbs, Superfoods, Live Soups and Smoothies**
  - You will learn specific juice blends that will boost your success as a juice guru coach. This includes the essentials on tonics, herbs, superfoods, live soups and green smoothies.
  - Module includes a detailed explanation of essential herbs to accompany juice fasts, juice fasting for specific conditions and how to determine what type of fast is best for your client or group.
  
- **Week 03: Module Three: Secrets To Being A Successful Juice Guru Coach**
  - You will learn how to motivate you clients and provide support before, during and after a juice cleansing program.
  - You will also learn essential skills on how to start and end a juice fast, decide how your client or group will obtain juices during the program, alleviate detox symptoms and crises and recommend healing modalities.
  
- **Week 04: Module Four: Developing Your Business as a Juice Guru Practitioner and Leading the Movement**

- o You will learn the essentials on building your Juice Guru business. This will include how to identify your target market, the latest marketing tools, introducing your audience to juice fasting, developing a client support system and promotional tips.
  - o You will also learn how to develop a presentation to inspire small or large audiences. This includes important information to share during live events and the various technologies you can use to communicate your message.
- **Week 05: Module Five: Developing Your Presentation & Communication Skills**
  - o You will learn the essential skills to communicate your message to individuals or audiences.
  - o We include instructions on how to overcome fear of speaking, importance of body language, how to connect with an audience of any size, and how to develop and maintain rapport.
- **Week 06: Self-Paced: Presentation Blueprint**
  - o This 9-module program will help you become an expert communicator and speaker.
  - o Modules include "The Truth Method", "The Mindset Maze Process", "The Ultimate Awareness Framework", "Emotion Enhancer System", "Power Gesture Process", "Vocal Variant Framework", "Facial Expression Framework", "Solid Story Telling Model" and "Audience Response Formula".

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### Part 4: Grading Policy

#### Graded Course Activities

Your course consists of one mid-term essay (pass/ fail) and one certification exam (pass/ fail)

**You will be notified immediately upon completion of final online examination if you have obtained your certification. You will be mailed your Juice Guru certificate upon successful passing of final examination.**

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### Part 5: Course Policies

#### Participation

Students are expected to participate in all online activities as listed on the course calendar.

If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let us know as early as possible. As you will find, building rapport and effective relationships are key to becoming an effective professional. Make sure that you are proactive in informing your instructors when difficulties arise during the program so that we can help you find a solution.

#### Complete Assignments

**All assignments for this course will be submitted electronically through email communication unless otherwise instructed.**

#### Self-Paced

The Juice Guru Certification Program is completely self-paced. Course material can be completed in a 5-week period. Students have one year to complete the entire program. If you require more time, please notify us about your situation.

#### Commit to Integrity

As a student in this professional certification program, you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this program and also integrity in your behavior in and out of the virtual classroom.

