



Your Name: _____ Phone: _____

Email: _____

I'm so excited that you're here, and ready to make KETO EASY. The key to living and loving keto is fully customizing your keto experience. For my private clients, this process begins — and hinges upon — my proprietary customization codes, which I've detailed for you below. Typically, I review this assessment with my clients during our first official session. This worksheet allows you to see why each of these customization codes is important. If you'd like to go over these with me privately, [click to book a complimentary consult here ... and we'll do exactly that.](#)

My focus is on making Keto not only an effective and efficient way to reach your health and wellness goals (FAST weight loss anyone?) but also on creating a far more enjoyable and effective Keto lifestyle. We'll use these proprietary Customization Codes as a basis to create a program designed to help you lose weight—and reach your other health goals — in the FASTEST way! Together we'll take you from trying to make Keto work, to making keto work for you!

Keto is Easy Coach Proprietary Customization Codes

— **ACTIVITY Customization** (Are you sedentary, moderately active or athletic? Your macros are different depending on your activity level.)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Sedentary

Moderately Active

Athletic

— **(AGE Customization** (Our age, our hormones and overall health impact our ability to lose weight. I use specific diet hacks to help you jumpstart your metabolism.

18-25	26-35	36-45	46-50	51-55	56-60	61-65	66-70	71-75	75+
-------	-------	-------	-------	-------	-------	-------	-------	-------	-----

— **BLOOD Labs, Ketone Testing & Doctor's Current Treatment Plan Customization**

(Customization relies on lab work to test glucose, ketones, inflammation, hormones and more depending on issues/symptoms. Please attach any lab work or doctor's treatment plans within the last 6 months)

— **LIFESTYLE Customization** (If you're doing "keto according to Google," you may quickly feel stifled, bored or unable to continue with your keto journey. That's why it's important to assess how you want to live and build a keto routine to suit you. Do you order in a lot? Do you (even with covid) eat out a lot? How social are you? Does your business career require you to attend events? Or, do you work from home?)

Unsocial Rarely go out	Work from home	Retired	Minimally Social – a few events per month	Socially active 5+ events per month	Extremely Social 10+ events per month	Dine out or Take Out Frequently	Travel for Work
----------------------------------	-----------------------	----------------	--	---	---	--	------------------------

Check the most dominate (up to 3) categories that fit your lifestyle.

— **PERSONAL Preference Customization** (Again, your keto routine needs to fit you. In order to prescribe specific action items for you to follow, we need to know your own personal preferences with regard to the following: How many times a day do you eat? Are you willing to try Intermittent Fasting? Are you going this alone or with a partner? Do you want to take it slow and steady or try a more aggressive approach? How much accountability do you need? All these questions and more factor into your Keto program so it becomes a "lifestyle".)

How many times a day do you eat now?	Do you Snack? If so, how many times a day?	Do you want to go slow and steady and ease into Keto?	How much accountability do you need? Daily, weekly or other?	Will you be doing this alone or with a partner?	Do you want to be aggressive and lose weight faster?	What are your goals for weight loss? How much?
Do you drink alcohol? How often?	Are you on medication that slows down weight loss?	Are you willing to try intermittent fasting?	Do you have any food allergies?	Do you enjoy cooking? How often do you cook?	Are you willing to look at this as a lifestyle not a quick fix for weight loss?	Current weight: Current height:

— **CHANGE RESISTANCE Customization** (Your mindset matters. Finding out your level of motivation and commitment will get the hurdles out of the way so your Keto can be easier. For example, you may be a 10+ on wanting to lose weight and a 7 for motivation to making the changes necessary to do it. See the incongruence? We'll get you balanced, committed and ready for this change.)

Desire to Lose Weight/Get Healthy

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Minimal Motivation/Commitment to Lose Weight/Get Healthy Somewhat Almost There Whatever it Takes

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Not Motivated Somewhat Motivated Highly Motivated

— **PALATE & NUTRITION Customization** (Overall, do you crave sweet or salty? Or, rich and dense foods? Or light and crispy? We customize your Keto diet to work with your own palate and nutritional needs so success becomes nearly effortless.)

Salty, Crunchy, Texture	Sweet, rich and Dense	Savory & Spicy
-------------------------	-----------------------	----------------

— **CRAVING Customization** (What specific foods do you crave and can't live without? There are ways to satisfy your unique "gotta have it" and "go to" foods with Keto foods that will satisfy any temptation you might have.)

Top 3 Foods You Crave

Top 3 Foods You Can't Live Without

— **HEALTH Status Customization** (Are you healthy and looking to Keto to extend the quality of your life and longevity? Or, do you have health issues that need to be factored into your Keto? Keto gets a lot of credit for weight loss but is primarily a healing diet for everything from energy, anxiety/depression, inflammation, reversal of Type 2 Diabetes, obesity, better sleep and more.)

Check all that apply then add any other health conditions below and list of supplements and medications you are currently taking.

Pre-Diabetes	Type 2 Diabetes	Lack of Energy	Trouble Sleeping/Insomnia	Inflammation and Swelling	High Cholesterol	Brain Function / Foggy Thinking	High Blood Pressure
--------------	-----------------	----------------	---------------------------	---------------------------	------------------	---------------------------------	---------------------

Overweight	Skin disorders	Depression/ Anxiety	Auto-Immune Diseases	Pancreatitis or gall bladder removal	Neurological Disorders	Pre- or Post Menopausal
------------	----------------	------------------------	----------------------	--------------------------------------	------------------------	-------------------------

Other health Conditions:

Supplements & Medications:

— **PERSONAL Danger Zone Customization**

(Your Keto customization diet plan will provide you with all the tools, information and research you need for Keto to work on your terms and avoid “danger zones”. Completely customized for you to avoid any setbacks in a healthy, safe and effective manner.)

List below anything else you’d like me to know:

I look forward to supporting you in achieving your goals. Thank you for signing the form and agreeing to the conditions stated below:

I understand that Michelle Borthwick will provide me with professional nutritional evaluation, keto coaching, and support for the purpose of enhancing health. I understand that this evaluation, coaching and support is not intended as diagnosis, treatment, prescription or cure for any disease, mental or physical, and is not intended as a substitute for regular medical care. The opinions of Michelle Borthwick are not intended as medical advice and should not be taken as medical advice. They are based on her personal experience, education, training and preferences. No medical procedures are performed, and no medications are or will be prescribed. I have informed Michelle Borthwick of all my known physical and medical conditions, as well as any medications and supplements I am taking and will keep her informed of any changes.

Signed: _____ Date: _____