



## CASE STUDY

# Precision Nutrition + TrueCoach

How this remote fitness trainer benefited from using both Precision Nutrition and TrueCoach to open his online business during COVID-19.

[John Creveling](#) is the owner of John Creveling Fitness, an online training business that provides fitness programming and nutrition coaching. Creveling's main expertise is with CrossFit muscle building and fat loss. After the birth of his first child, Creveling decided to make a move from coaching full-time to taking a different job in order to earn a steadier paycheck. However, he ultimately missed training clients and decided to start a fitness training business on the side. Once COVID-19 hit, his side business turned entirely remote.

Creveling decided to use [TrueCoach](#) to help manage his new business and create his clients' personalized workouts. He also obtained a nutrition coaching certification from [Precision Nutrition](#) in order to add another stream of income.

John Creveling was able to successfully launch a new business during the pandemic. He points to the powerful combination of **TrueCoach** and **Precision Nutrition** as a building block of his success despite this challenge. These two platforms [have now partnered](#) to help fitness professionals across the globe shift their business remotely to respond to the recent surge in demand for at-home and remote workouts due to gym closures during COVID-19.



## THE PROBLEM

Creveling's main problems with starting his business were:

- There was **limited time to manage his new fitness business** due to his other full-time job.
- He struggled with the best format for creating new workouts for his clients. He had tried Microsoft Word for writing down his workouts and then sending videos of each move, but **he found the process clunky and inefficient.**
- He knew he wanted to offer nutritional guidance to help his clients with their wellness goals and have another way to make money. However, he didn't feel that **he had the proper training and wasn't sure where to turn.**

## THE SOLUTION

Creveling found TrueCoach and discovered it was the perfect fit for his workout building and client management needs. He also obtained his Precision Nutrition Level 1 Certification in order to provide scientifically proven nutrition advice to his clients and drive behavior-change.

With **TrueCoach**,  
Creveling could:

- **Seamlessly create personalized workouts** for his clients without having to recreate the same program every time.
- **Quickly deliver the workouts to his clientele**, along with a video exercise library to help them understand the workout moves.  
**He was also able to include his own videos.**
- **Manage clients and track their progress** with an intuitive dashboard interface.

With **Precision Nutrition**,  
Creveling was able to:

- **Easily offer both training and nutrition services**, all in one place.
- **Provide intelligent nutrition guidance** with a scientifically proven system that has been tested with over 100,000 clients and validated in 3 separate peer-reviewed scientific publications.
- **Apply an elite nutrition coaching methodology** to his clients' nutrition needs to help them achieve their desired results.

**"I think more and more personal trainers are going to start offering both services because clients are beginning to want an all-in-one offering to meet both their training and nutrition goals."**

**-John Creveling, Remote Coaching**





## THE RESULTS

With the help of TrueCoach and Precision Nutrition, Creveling's business was able to succeed.

With TrueCoach, Creveling discovered:

- **An organized way to plan client workouts** with a structure that was easy to replicate.
- **The ability to personalize workouts** for his clients based on the equipment they had in their homes.
- A helpful solution for **building content and creating a community virtually**.

With Precision Nutrition, Creveling found:

- His clients **loved the combination of nutrition and movement** during their sessions.
- **Support on his nutritional education journey**, with incredible instructors who were with him every step of the way.
- **Clear client results**, thanks to Precision Nutrition's focus on behavior-change coaching which combines nutrition science with behavior-change coaching skills.







## THE CONCLUSION

This case study is an example of how the combination of TrueCoach and Precision Nutrition can give businesses the tools they need to succeed. Creveling's client management, workout creation, and nutrition coaching needs were all met and he was able to launch his new business during the pandemic. Contact TrueCoach and Precision Nutrition to find out how they can help your business today.