
Date _____

Name (Last, First) _____

Street Address _____

City, Province _____ State, Country _____

E-mail Address _____ Phone (day) _____ Phone (evening) _____

Height _____ Current Weight _____ Target Weight _____

Waist Size _____ Waist Goal _____ Pant Size Goal _____

Have you tried other diet programs before? If so, which ones?

- | | |
|--|--------------------------------------|
| ☐ Weight Watchers | ☐ Herbalife |
| ☐ Jenny Craig | ☐ South Beach |
| ☐ Atkins / Low-carb | ☐ Zone |

Others: _____

Why do you think your previous attempts at dieting didn't work?

- | | |
|--|---|
| ☐ Lack of coaching or support | ☐ Exercise requirements were too hard |
| ☐ Too tempted to cheat | ☐ No encouragement or motivational support |
| ☐ Always hungry / intense food cravings | ☐ Plan was too complicated |
| ☐ Hated counting points / calories | ☐ Too expensive / I couldn't afford it |
| ☐ Didn't like the foods / products | ☐ It didn't work / I didn't lose weight |

Other Comments:

What is your primary reason for wanting to lose weight at this time?

- ☐ My energy level is low - I need more energy
- ☐ Being overweight is having a negative effect on my career
- ☐ Being overweight is affecting my relationships with friends, family, spouse, or children
- ☐ I am trying to lose weight for an upcoming special event (wedding, reunion, etc...)
- ☐ I am concerned about the health risks of being overweight
- ☐ My doctor told me to lose weight
- ☐ My weight makes it difficult for me to participate in activities which I enjoy

Other Comments:

NOTE: This following section will allow you to gather some information about how much someone is currently spending on food, so you can later show them where they can change their spending to make the program affordable.

What do you normally eat for breakfast?

What is a typical dinner for you?

Do you snack? What kind of snacks do you typically eat? NOTE: 5.5 oz bag of Lays Wavy Potato Chips typically costs \$2.05. 20 oz bottle of Coca-Cola or Pepsi typically costs \$1.55.

How many times a week do you eat out? How much do you typically spend? NOTE: MacDonald's Big Mac Meal (Big Mac, medium fries, medium diet soda) typically costs \$5.11. Typical lunch at Togo's or Subway costs about \$6.00.

How often do you stop at Starbucks or other coffee shops? What do you usually spend? NOTE: Starbuck's Breakfast (Mocha Grande and Lemon Scone) typically costs \$5.15.