



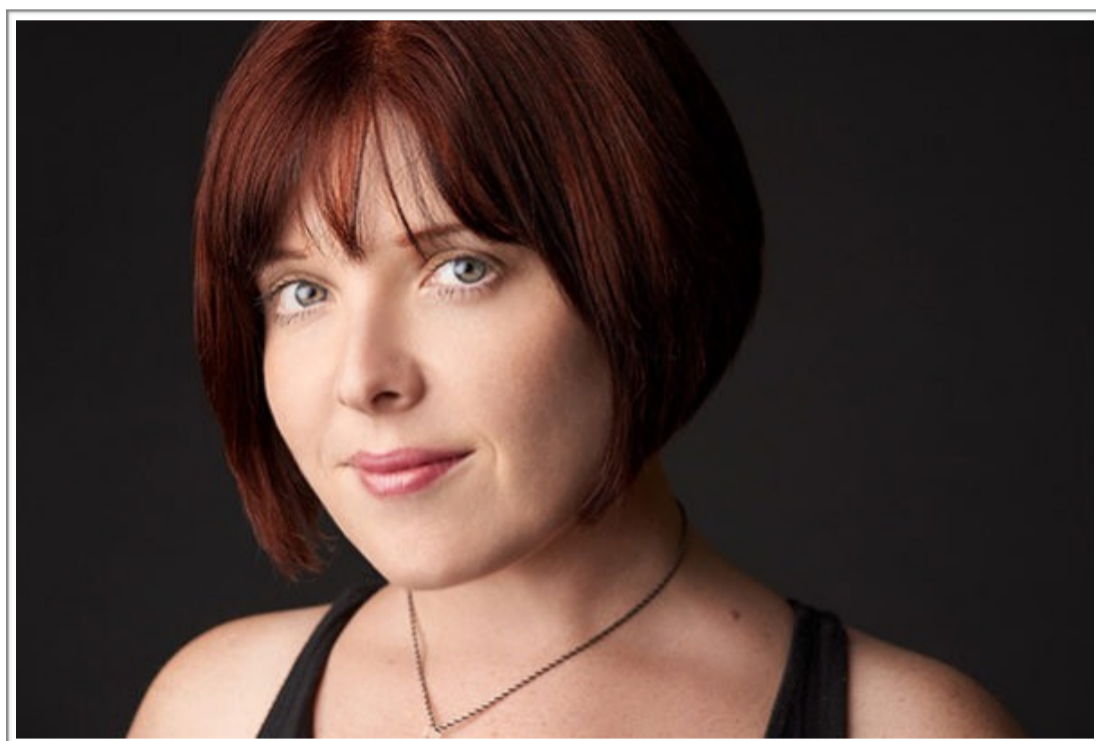
Karen J. Ellis-Ritter
Vegan Transition Coach™
VeganTransitionCoach.com

| GETTING STARTED |



| WELCOME |

Thank you for your interest in VTC! My name is Karen Ellis-Ritter,
your Vegan Transition Coach.



What is a Vegan Transition Coach, exactly?

Well, it's a bit different from a standard health coach, nutritionist, or life coach...I am here as an immersive lifestyle coach that will guide you through all aspects of going vegan and positively enhancing your life.

I will teach you how to seamlessly make the transition to a vegan lifestyle, with full accessibility to all the tools and food options you need. With my guidance, you will be able to hit the ground running and go vegan quickly, healthfully and without an overwhelming learning curve. I will show you how to grocery shop for all the

vegan essentials, so you never have to experience a dull meal! You will learn about shopping on a budget, the magic of spices, cooking with bulk preparation, eating on the road - and fitting it all into your busy life! With my guidance, you will be able to "veganize" your home, your pantry, your closet, your cosmetics, your business - every aspect of your life - in a manageable and affordable way.

You will learn how to navigate the dynamics and potential challenges of family, romantic and social relationships during this life change - and learn gentle and effective ways to garner the support needed from your loved ones. I will also help you to build an outside support system through community learning and socializing.

I will walk you through all aspects of veganism, including animal rights, environmental protection, health/wellness, and vegan spirituality.

As a life and career coach, I can also offer support on how to access your hidden passions and talents and transform them into fulfilling projects - or even a career! I can provide tools on how to recover from emotional burnout and daily stressors, learn effective self-healing and transformative mindset tools, and create a life that resonates and aligns with your deepest self and core beliefs.

This program will be 100% catered to you and your needs, so please be sure to let me know how I can best assist you in taking your life and goals to the next level!



| VTC PACKAGES - TIER 1 |

THE BUDGET

- 1-hour personalized virtual coaching session
- Vegan "Swaps" best products shopping list
- "Vegan Kickstart 101" comprehensive resources list
- Lifetime access to Facebook support group

\$200

THE KICKSTART

- 1 introductory virtual intake (between 60-90 minutes)
- 3 weekly 1-hour personalized virtual coaching sessions
- Vegan "Swaps" best products shopping list
- "Vegan Kickstart 101" comprehensive resources list
- Lifetime access to Facebook support group

\$500

Additional virtual coaching sessions - \$100



| VTC PACKAGES - TIER 2 |

THE FOUNDATION

- 1 introductory virtual intake (between 60-90 minutes)
- 7 weekly 1-hour personalized virtual coaching sessions
- Vegan "Swaps" best products shopping list
- "Vegan Kickstart 101" comprehensive resources list
- Lifetime access to Facebook support group

\$950

THE IMMERSION

- On-location introductory intake (between 60-90 minutes)
- 1 personal shopping session
- 8 weekly 1-hour personalized virtual coaching sessions
- Vegan "Swaps" best products shopping list
- "Vegan Kickstart 101" comprehensive resources list
- Lifetime access to Facebook support group

\$1500



| VTC PACKAGES - TIER 3 |

THE CLEAN-OUT

- On-location introductory intake (between 60-90 minutes)
- 1 on-location pantry and refrigerator clean out (approximately 90 minutes)
- 1 on-location cosmetic and toiletry clean out (approximately 60 minutes)
- 1 personal shopping session
- 1 personal cooking session
- 1-hour personalized virtual coaching follow-up session
- Vegan "Swaps" best products shopping list
- "Vegan Kickstart 101" comprehensive resources list
- Lifetime access to Facebook support group

\$1800

THE FULL-BLOWN

- On-location introductory intake (between 60-90 minutes)
- 8 weekly 1-hour personalized virtual coaching sessions
- 1 on-location pantry and refrigerator clean out (approximately 90 minutes)
- 1 on-location cosmetic and toiletry clean out (approximately 60 minutes)
- 1 personal shopping session
- 2 personal cooking sessions
- Vegan "Swaps" best products shopping list
- "Vegan Kickstart 101" comprehensive resources list
- Lifetime access to Facebook support group

\$2800



| À LA CARTE |

- On-location introductory intake (between 60-90 minutes) - \$300
 - 1-hour personalized virtual coaching session - \$125
 - 1-hour in-person coaching session (after intake) - \$200
 - On-location pantry and refrigerator clean out - \$250
 - On-location cosmetic and toiletry clean out - \$200
- On-location pantry, refrigerator, cosmetic, and toiletry clean-out combo - \$400
 - 1 personal shopping session - \$200
 - 2 personal shopping sessions - \$350
 - 1 personal cooking session - \$200
 - 2 personal cooking sessions - \$350
- Group Virtual Coaching Session - 3-5 people (90 minutes) - \$100 each person



| OTHER COACHING SERVICES |

ANIMAL ACTIVISM COACHING

1-60 min Virtual Coaching Session - **sliding scale**

CAREER COACHING

On-location introductory intake (between 60-90 minutes) - **\$300**

Online introductory intake (between 60-90 minutes) - **\$200**

1-hour personalized virtual career coaching session (post intake) - **\$125**

4 pack 1-hour personalized virtual career coaching sessions (post intake) - **\$450**

RELATIONSHIP COACHING

On-location couples introductory intake (between 60-90 minutes) - **\$300**

Online introductory couples intake (between 60-90 minutes) - **\$225**

1-hour couples virtual relationship coaching session - **\$150**

4 pack 1-hour couples virtual relationship coaching session - **\$500**

GOAL & LIFE COACHING

On-location introductory intake (between 60-90 minutes) - **\$300**

Online introductory intake (between 60-90 minutes) - **\$200**

1-hour personalized virtual life coaching session - **\$125**

4 pack 1-hour personalized virtual life coaching sessions - **\$450**



| CORPORATE & GROUP |

PRIVATE HOSTING

On-location Private-Hosted Workshop - [Call for estimate](#)

Private-Hosted Group Webinar - [Call for estimate](#)

Private-Hosted Retreat - [Call for estimate](#)

CORPORATE HOSTING

On-location Business-Hosted Workshop- [Call for estimate](#)

Business-Hosted Group Webinar - [Call for estimate](#)

Business-Hosted Retreat - [Call for estimate](#)

RESTAURANT MENU CONSULTING

On-location introductory intake (between 60-90 minutes) - [Call for estimate](#)

Supplier ingredients audit and report - [Call for estimate](#)

Vegan menu additions (based on suppliers and budget) - [Call for estimate](#)

Full vegan menu creation (based on suppliers and budget) - [Call for estimate](#)