

Whole30[®] Certified Envoy



Track 1 Test Study Guide and Envoy Certification Process Overview

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About the Whole30® Certified Envoy Program

Thank you for your interest in becoming a Whole30® Certified Envoy!

Previously, the Whole30® Certified Coach program - developed in 2017 by co-founder Melissa Urban and the team at Whole30® Headquarters as a way to recognize and empower exceptional “veteran” Whole30® participants - was the only way to establish a formal relationship with us.

We introduced the Whole30® Certified Envoy designation in 2022 as an extension of our Whole30® Certified Coaching program, and it was designed to elevate the voices and work of those who serve our community without actively coaching clients.

If you're among the folks who have gone above and beyond to share your talents, creations, and energy with the Whole30® community - those who have become or want to be trusted voices, role models, and integral parts of what we are building - this program is for YOU.

We accept applications during a limited number of time windows each year. This gives you time to complete your testing process and get “onboarded” with us before the September and January group rounds of Whole30, which tend to offer the most media opportunities.

If your application is accepted, you'll be invited to pay the \$199 certification fee and begin Track 1. The entire Envoy testing process (2 Tracks) will take approximately 6 weeks.

The benefits of being a Whole30® Certified Envoy are extensive and include:

- A Whole30® Certified Envoy badge. Everyone in your community (and people and brands outside) will be able to see that you are a trusted and esteemed representative of the Whole30® program! With this badge, see your opportunities grow! Work with new brands, form new partnerships with other creatives, and focus your resources to grow your community, all with the full weight and endorsement of Whole30® behind you.
- Advanced notice of partnerships and Whole30® HQ initiatives. You'll be in our "inner circle," which will prepare you to take advantage of our new offerings quickly and effectively for your own brands and businesses.
- Special opportunities to work with Whole30 HQ for social media and email content. Our Whole30 Content Team is constantly at work generating amazing recipes, Reels, educational posts, email features, and more. Like our Whole30 Coaches, Envoys are often invited to participate.
- Access to a private Slack channel with other Envoys and Whole30® HQ representatives. This is a direct line for networking, brand-building, resources, and camaraderie!
- A monthly newsletter just for Envoys. This email will come straight from Whole30® HQ, to ensure you stay on top of trends, news, offers, and more.
- Admission to our Annual Coach Summit. For the first time ever, we'll be inviting folks outside of our Certified Coach group (YOU!) to participate in this annual conference with presentations, small group work, events, and social gatherings with Whole30® HQ.
- Attendance at our monthly Meet the Brand presentations. These live video presentations help you gain insider access to the brands you love. Hear their stories, upcoming plans, and best practices for working with them.

- Access to a variety of professional and personal development sessions and workshops, both live and virtual, presented by Whole30® HQ.
- A fast-track to becoming a Certified Coach and generating revenue by working with clients, if you choose to pursue that path.

As a Whole30® Certified Envoy, you'll be part of a larger community that already includes more than 200 active Whole30® Coaches across 40 of the United States and 15 countries. *If you are deeply passionate about Whole30® and want to share that with others, you belong here.*

Each of our Envoys begins their journey with us by passing a multiple-choice test, which demonstrates their understanding of the program and their commitment to our community. The Track 1 test is the first of 2 Tracks you'll need to successfully complete before you are a Whole30® Certified Envoy. The application and testing process takes approximately 8 weeks.

Track 1 Test Overview

Each of the 2 Tracks of the Envoy testing process will be open for 1 week (7 days) during a specific window. You may repeat Track 1 as needed during that window, but you must complete each attempt in a single sitting. We expect the test to take you **approximately 60 minutes to complete**.

The Whole30® Certified Envoy Track 1 test was designed to accurately reflect the breadth of the full Whole30® program (including Reintroduction, as well as the Whole30® mission and ethos).

It contains **40 questions** divided into the following topic sections:

- Whole30® History and Philosophy (8 questions)
- Rules and Recommendations (25 questions)
- Reintroduction (4 questions)
- Diversity, Equity, and Inclusion at Whole30® (3 questions)

A passing grade is 80%. (You must answer 32 of the 40 questions correctly.)

Both Tracks (including the Track 1 test) are administered through a Dashboard on *coach.whole30.com*, so a **reliable internet connection** will be required for completing the test.

The test is untimed, meaning you may take as long as you need to complete it, but you may not save your answers and come back later. **You must complete each attempt in one sitting.**

Track 1 Test Study Resources

We utilized the following resources in developing the test, and we strongly encourage you to review them all in detail before you begin your testing process.

If you are unable to buy or borrow the Whole30® books listed in this study guide, please contact Autumn Michaelis, Whole30® Certified Coaching Program Manager (autumn@whole30.com), to be considered

for a resource scholarship. It is central to the Whole30® mission that our resources be equitably available to everyone.

We consider Track 1 to be an “open book” test. We don’t expect you to have all of the information memorized. With that said, it’s a good idea to have mastered the Rules and Recommendations before you sit down to take the exam.

As you study for this test, we strongly recommend that you read (or re-read) *It Starts With Food* and the original *The Whole30* book. (It’s also a good idea to have them for reference during the test.) We also recommend perusing the blogs, PDFs, and other resources on Whole30.com; many of the ones we used in developing the test are listed below. Many candidates have found it helpful to use color-coded tabs in their books to help them quickly reference various sections (like “Reintroduction” or “Building your Whole30® Plate”).

A word on specific food products: while there is only one question on this test that references a brand-name product, there are many that reference ingredient names. We recognize that location can affect the availability of (and therefore your familiarity with) certain products, but the goal of product-related questions isn’t to test your recall of specific brands by name. Rather, the goal of those questions is to test the Whole30® Envoy skill of being able to research and verify product compatibility, since people might approach you with questions! Again, please feel free to use your references, including our website, during the exam as needed.

Please also be aware that there is a difference between an item that is Whole30® compatible, meaning its ingredients are all allowed by the Whole30® Rules, and one that is Whole30® Approved, meaning that the brand has gone through the official certification process to partner with us and received our stamp of approval for use on a Whole30®. It’s crucial for a Whole30® Certified Envoy to know the difference!

Books

- [*It Starts With Food*](#)
- [*The Whole30®*](#)
- [*Food Freedom Forever*](#)

Blog Posts

- [The Science Behind Whole30®’s Success](#)
- [Whole30® 101: The Official "Can I Have..." Guide to the Whole30®](#)
- [Reintroduction: The Whole30® Program](#)
- [Whole30® Pre-Workout and Post-Workout Meals, with Renaissance Periodization](#)
- [5 Reasons to Break Up With Your Scale](#)
- [Introducing "The Pancake Rule"](#)
- [NEW Whole30® Rule: Whole30® Compatible Extracts](#)
- [Dear Melissa: Is There Such A Thing as Too Much Fat on Whole30®?](#)
- [What Is Food Freedom?](#)
- [The Food Freedom Forever FAQ](#)
- [The Future of Whole30® Approved](#)

Document Downloads and Webpage Resources

- [Whole30® Starter Kit Downloads](#)
- [Whole30® Resources: Non-Scale Victories](#) (checklist)
- [Whole30® Resources: Common Additives - A Cheat Sheet](#)
- [Whole30® Resources: Sneaky Sugars - Practice Your Label Reading](#)
- [Whole30® Resources: Meal Planning - Making Healthy Meals Easy](#)
- [Whole30® Resources: Shopping List - Egg & Nightshade Free](#)
- [Diversity, Equity, and Inclusion at Whole30®: Our Community Statement and Goals](#)
- [Whole30® Approved Program](#)

Track 1 Section-By-Section Study Guide

Whole30® History and Philosophy

This section contains 8 questions and focuses primarily on 2 areas: the co-creation of Whole30® by Melissa Urban, and the core ideas that underlie why specific foods are eliminated during a Whole30®. Some of these questions indirectly involve knowledge of the Whole30® Rules, but most of them call for knowledge of the “why” behind those requirements. We encourage you to carefully review Parts 1 through 4 of *It Starts With Food* (especially Part 1 and Part 2). The Whole30® Essentials tab on the main website will also be a great resource as you “brush up” on your Whole30® Philosophy.

Whole30® Rules and Recommendations

This section is – you guessed it! – the “meat and vegetables” of the Track 1 test. It contains the highest number of questions (25). Some of them are simple, where we’re just asking you to recall a specific Whole30® Rule. Others are harder; in those, we ask you to apply the Rule or interpret its meaning in context. We created the questions in this section using a variety of sources, all of which are listed above in the [Track 1 Test Study Resources](#) section. *It Starts With Food* is always a good, well, *starting* point; we recommend reviewing Chapters 19 through 21. We also recommend carefully working through articles from the Blog, which you can find on the Whole30® Essentials tab at our website. Don’t forget topics like Additives and Extracts, Meal Planning, and the ever-popular “Can I Have?” page – and don’t forget to do a little research about the difference between Rules and Recommendations. (That’s a common source of mistakes on the test.) The questions in this section aren’t designed to trick you, but they do require more broad knowledge than some of the other sections on the test, so we recommend exploring the website fully!

Reintroduction

As you know, Reintroduction is the second (very crucial) phase of Whole30®! Knowing, understanding, and emphasizing the importance of this process when you speak about Whole30® is part of being a good Envoy. The test contains 4 questions on this topic. To study for this portion, check out our website and look carefully at the Reintroduction section; it’s right

there under the Whole30® Essentials tab. You can also check out Chapter 19 of *It Starts With Food!*

Diversity, Equity, and Inclusion at Whole30®

If you've been part of the Whole30® community for awhile, you've undoubtedly seen Melissa Urban's statements on the importance of diversity, equity, and inclusion (DEI) to our company culture. As an Envoy representing the Whole30® out in the world, knowledge of our position on those topics – and a commitment to upholding them – is essential. There are only 3 DEI questions on the multiple-choice test, but there will be others in the Track 2 essays, where you will be given an opportunity to address your own thoughts in more depth. As you study, we suggest starting with [Diversity, Equity, and Inclusion at Whole30®: Our Community Statement and Goals](#).

What Happens Next?

Remember, a passing grade on the Track 1 test is 80%. (You must answer 32 of the 40 questions correctly.)

If you don't pass the first time, don't fret; the test will remain open throughout the designated 1 week window, and you may attempt it again. (Although remember that each attempt must be completed in a single sitting.) We encourage you to contact us if you are unable to pass the test after 3 attempts, so we can assist you in identifying a path forward.

When you pass Track 1, you'll receive your results (pass/fail). The following week, the next track (Track 2) will automatically appear on your *coach.whole30.com* dashboard (and we'll send you an email letting you know the Track 2 window has opened). Here is a preview of Track 2:

- **Track 2: 5 short essay questions.** In Track 2, 5 essay questions will be posted to your dashboard at *coach.whole30.com*. We strongly prefer detailed responses of at least 250 words to each question. These prompts allow you to showcase your Whole30® knowledge and experience, giving us insight as to how you would interact with and represent us as a Whole30® Certified Envoy. Completing this track will likely take you about 60 minutes, so please plan accordingly. Like Track 1, it is web-based, so a reliable internet connection is required. For this track, though (unlike Track 1), you can save your answers and come back later to finish them. *Please note that we strongly encourage you to copy and paste into a Word document any answers you've composed but not submitted, just to be safe.* There is no timer.

Frequently Asked Questions (FAQs) About Certification

This document is intended mostly as a Study Guide for Track 1 and a preview of Track 2, although we do address some common testing-related questions here. For more information about the overall certification process and the benefits of being a Whole30® Certified Envoy, please [consult this page](#) (especially the [FAQs at the bottom!](#)).

- **How long do I have to complete the certification process?**

Once your application is accepted, you'll begin a time-specific testing process. It's almost like a school course! Applicants in your cohort will take both Tracks at the same time,

starting with Track 1. So the Track 1 test will be open for 1 week, and you'll be able to repeat it as many times as you need to during that period. At the end of the week, if you pass, Track 2 will open, then you'll have 1 week to complete Track 2.

The entire application and testing process takes approximately 6 weeks.

Each track should take you approximately 60 minutes to complete; each attempt at Track 1 must be completed in one sitting and a computer with a reliable internet connection is required for all tracks.

- **What happens if I don't pass one of the Tracks?**

For most prospective Envoys, the Track 1 multiple choice exam will be the most difficult portion of the certification process. You can attempt Track 1 as many times as you like during the open testing window, but if you are still struggling with Track 1 after 3 attempts, please contact us (autumn@whole30.com or melissa.schmidt@whole30.com) so we can help you identify a path forward.

For Track 2, the most common error is not responding to the essay questions in enough depth. We encourage you to provide as much information and insight as you can. If we feel more information is needed, we'll ask you to re-compose your answers.

- **Can I get a refund?**

Each track of the testing process is open for 1 week, and you can repeat it as many times as needed within that week. If you happen to fail during any of the 4 tracks, you have 2 options: (1) you can wait and test during the next application window, or (2) you can request a refund, minus a 25% administrative fee.

If you do request a refund after failing a track, you will need to wait 6 months before applying to become an Envoy again for time to study, reconnect with the community, and have more practice helping others through the Whole30.

- **What are the benefits of being a Whole30® Certified Envoy?**

Whole30® Certified Envoys are permitted to use the title and Whole30® brand markers on free offerings and partner with our Approved brands (to offer affiliate links and discounts to their community, for example). Additionally, Envoys receive:

- **Ongoing education.** We pride ourselves on educating both our Coaches and our Envoys on both Whole30®-specific topics and other related topics that boost their potential success. As an Envoy, you will have access to educational offerings throughout the year. We also support you through monthly newsletters and an annual meeting of Whole30® Envoys (called Summit).
- **Community building.** To make the Envoy community a living and nourishing entity even in the moments when we're apart, we have a private Slack group for Envoys that also includes Whole30® HQ staff like co-creator Melissa Urban and Registered Dietician Steph Greunke.
- **Marketing exposure.** We offer an online directory of Envoys and opportunities to participate in social media "takeovers" of the Whole30® accounts or write blog posts

on the Whole30® website, all of which increase your brand exposure. We will also share information about the Envoy program regularly in our main Whole30® newsletters and across our social media channels.

[A full list of benefits appears at the beginning of this Study Guide](#), and on our website.