

Nutrition Business: How to Succeed in Private Practice

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Today's Objectives

- i. Identify personal weaknesses in current strategies for obtaining work in nutrition field or identify the pros and cons of current or desired work
- ii. Determine areas for collaboration with other industry professionals with the ability to advance career trajectory - *networking*
- iii. Discuss marketing strategies and building confidence to create a new career opportunity in the field and/or develop new revenue streams for your business

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What services can you provide in private practice?



What I thought I would be doing:


- 1-1 Consultations
- Team Talks/Presentations

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What services can you provide in private practice?

What I actually do:

- 1-1 Consultations
- Media and brand spokesperson
- Recipe developer and content creator
- Nutrition expert for fitness/nutrition apps
- Nutrition expert on R&D team/product innovation
- Cookbook author



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Pros and Cons of Starting a Business

<p>Pros</p> <ul style="list-style-type: none"> - No ceiling for pay - Opportunity for passive income - Growth not limited by others - Ability to connect with wider range of athletic professionals - In control of services - Set your own hours / vacation time - Ability to focus on tasks you enjoy - Eventually work less and make more 	<p>Cons</p> <ul style="list-style-type: none"> -No guaranteed salary, benefits, insurance -Lack of in-person interaction with other health professionals/co-workers -Building client base from scratch -Full cost of facility and tools or revenue split if sharing facility space -1-1 counseling may be emotionally draining -Can feel like you're always working/on the clock
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Brainstorm Session: Questions to Ask Yourself

- **Niche**
 - Who are you most passionate about working with? What clients excite you the most? *This can change!*
 - How specific/broad would you like to be, wider range of clients? The expert in one very specific area?
 - If no interest in consulting 1-1, rephrase these questions to ask what other areas you're most interested in - ex: writing, photography, video, recipe creation
- **Confidence/Strengths**
 - How confident are you currently in this area to work for yourself?
 - What will improve this level of confidence (i.e. mentorship/internship with PP RD, online courses)
 - Create a list of top priorities - least priorities for launching your practice based on strengths/weaknesses (experience, evidence-based knowledge, marketing, website, etc.)
- **Weaknesses**
 - What are your biggest concerns about working for yourself?
 - What will help to eliminate these concerns (i.e. hiring out/delegating, business courses)
 - Refer to the pros/cons

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Gaining Experience and Confidence with Clients

The best way to gain experience with consulting is to **start**

- Offer free/discounted sessions for practice with friends and family
- Ask a mentor to review your current consulting strategies, mock interviews
- Get experience in smaller settings
 - Ex: local gyms, running clubs, outpatient clinics, PT clinics, etc.

Consider expanding knowledge/certifications (i.e. CPT, CEP, CSCS)

- Being a 'generalist' is not always a bad thing (think: one-stop shop for nutrition and training guidance).
- Accept a wider range of clients to start, to help narrow down on your niche (you may be surprised who you find you enjoy working with most!)

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What is Imposter Syndrome?

- The impostor phenomenon (IP) (also known as impostor syndrome) describes high-achieving individuals who, despite their objective successes, fail to internalize their accomplishments and have persistent self-doubt and fear of being exposed as a fraud or impostor.
- A 2022 study surveyed students, interns, RDs, and DTR and found frequent or intense IP reported by **64%**
- Greater social media use was associated with higher IP scores
- **40%** compared themselves to other dietitians/students on social media at least 50% of the time, and 44% reported a persistent feeling of being a fraud compared to other dietitians, nutrition professionals, or influencers on social media

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Building Confidence with Clients

Identify your strengths and personality traits

- Ex: perfectionism, disciplined, polite, assertive, boldness, aggressiveness

Person First, Athlete Second

- Ex: build rapport, ask questions

Listen More, Talk Less

- Ex: 80/20 rule (especially in the first few interactions), if you feel like your sessions are 100% you educating, stop talking. Listen more. Ask questions to help direct the conversation.

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Building Confidence with Clients

Remember you are the expert, but it's okay not to know every detail about everything

- Accept the fact they may ask you about a diet, product, or a thing that you have never heard of. Be confident in your response that you'll be following up with them after you complete your research on the topic.

Keep track of the clientele / sessions you feel most confident in, look forward to most

- Will help identify your **niche**. May not be what you had initially anticipated.
 - Ex: you may think you'll love working with HS athletes, but realize you love working with older adults & weight loss

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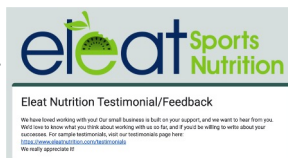
Building Confidence with Clients

Ask for feedback

- Learn to accept constructive criticism. Ask previous clients for feedback on your services, what did they enjoy? What did they wish you did differently?

Ask for help

- If you find yourself struggling to make connections with your clients, reach out to a mentor for guidance. Walk them through your session and see what recommendation they may have for improvements.



Send survey such as a Google Form to clients at conclusion of 1-1 programs

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Networking to Expand Services

- **Speaking & Nutrition Education Materials**
 - Fitness stores, gyms, local health professionals, athletic trainers, coaches, strength coaches
- **Consulting** (1-1 or nutrition communications)
 - Physicians, athletic trainers, strength coaches, personal trainers
 - Brands, sports organizations
- **Spokesperson + Media Work**
 - Brands / Commodity Boards at Expos & Conferences, on social media
- **Recipe Development**
 - Fellow dietitians, editors, brands
- **Passive Income**
 - Social media, fellow dietitians and health professionals

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Marketing + Growing Your Clientele

- Website
 - Landing page - how clients find you and connect with you
 - Blog writing, recipes, SEO, Google Analytics
- Social Media
 - Instagram, facebook, twitter, tiktok, linkedin
- Email List
 - Newsletter: provide opt-in link on website/social platforms, promote at in person events
 - Providing educational newsletters is helpful way to get people to sign up for mailing list and learn more about your services. Can offer subscriber-only discounts on products, convert subscribers to clients
- Local businesses
 - Relevant to niche/desired work
- Word of mouth
 - Referrals, share client successes
- Provide a free download, webinar, or virtual event

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Growing Your Audience/Clientele

Advertising + Media Publicity

- Handing out brochures, business cards to local businesses within your niche
- Create a page on Yelp or similar search platforms
- Get your name out by providing quotes to media reporters, writers
 - Reach out to your local news station to see if they're willing to do a nutrition segment on a popular topic
 - Reach out to journalists that write on topics related to your niche, see if they're needing any quotes from registered dietitians / nutrition professionals
- Be a guest on podcasts with your niche audience

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Growing Your Audience with Social Media

Some say you don't need social media for your business. Having a presence is important in order to be discovered by any age group.

Percentage of Americans who say they use at least one social media site, by age

Regular surveys of about 1,500 U.S. adults conducted 2005-2021

Year	18-29	30-49	50-64	65+
2005	~10%	~5%	~2%	~1%
2008	~40%	~20%	~10%	~5%
2012	~80%	~50%	~30%	~15%
2016	~90%	~70%	~50%	~30%
2021	~95%	~80%	~65%	~45%

Reproduced from Pew Research Center; Chart: Alos Visuals

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Creating Relevant Content

How can I create content that speaks to my ideal client?

- Look at your engagement. What posts are reaching more of your audience/are they interacting with the most? Look at saves, shares, comments/questions
- Write down the questions you're receiving in meetings from your current clients, turn this into content!
 - It can be as broad of a question as: can you help me with pre-workout nutrition? To as specific as: what kind of bread should I buy?

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Creating Relevant Content

How can I create relevant content?

- Conduct a Q&A session on your social media platforms, drawing in questions from your audience. Create content that answers the questions you're being asked most
- Stay up to date with current research in your field, what the trends are in nutrition news, fad diets, new products on the market
 - Review, summarize, simplify for your audience

Favorite app for editing video: InShot
 Favorite app for editing graphics: Canva

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Examples: @eleanutrition

Taking a commonly asked question and answering via Reels

Simplifying recent research on a trending topic (caffeine + sleep)

Should I Use a Greens Powder Supplement?

Pros	Cons
● Usually a good source of vital micronutrients	⊗ Remove fiber from supplements to prevent bloating
● May be convenient for athletes on the road	⊗ May be contaminated with undesirable substances
● Other response	⊗ Certain proprietary blends, by their nature, are difficult to audit

Explaining potential pros and cons of a commonly asked about supplement in sports

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Confidence: Key To Success

What to Focus On

- -Know your worth. We help everyone in the industry by promoting our value
- -When it comes to clients, focus on **quality** over **quantity**
- -If you lack confidence in area you are passionate about, get more experience before moving forward
- -Keep a log of small successes (i.e. testimonials)

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What to Avoid:

- -Thinking of other health professionals as **competition** vs. people you can work with.
- -Wasting your time comparing yourself to other RDs or even unqualified health coaches with larger audiences or more clientele than you.
- -Giving large discounts on your services, not charging enough
- -Not shifting gears when something doesn't work
- -Perfectionism

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What questions do you still have about starting your own nutrition business?

Thank you!

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