

CAREERS IN NUTRITION TRAINING #1

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I'm so excited to have you here for the Careers in Nutrition webinar! Before I get ahead of myself, I want to start by introducing myself in case you're new around here. I'm Cassie, better known as Dietitian Cassie, and I'm a Registered, Licensed Dietitian as well as lead health coach and founder of Healthy Simple Life, a team of dietitians and personal trainers. We provide nutrition and fitness coaching and help people find freedom from diets and chronic health conditions. I'm the co-host of the weekly podcast Low-Carb Conversations with Jimmy Moore, Dietitian Cassie and Friends, and the featured dietitian for the TV program, Twin Cities Live.

I know most of you are here—because I read through all of your pre-submitted questions—and you know that I'm not just a Registered Dietitian, but also a business owner. I want you to know a little bit about where I've been before I get to where I am now, so I'm going to just kick off the webinar by sharing my story and background with you. How we're going to spend our time together is we're going to go into all of your awesome pre-submitted questions and I'll open it up to live Q&A and you're able to actually submit questions throughout the entire webinar. I'll hopefully have time to answer all of those at the end!

My goal today is to leave you with a new sense of inspiration and answer the questions you have about a career in nutrition while giving you some new ideas, action steps, and starting points for getting to a place where you want to be with your career in nutrition. If you've listened to my podcast, or watched any TV segments, you might know that I love to talk fast and I don't plan on changing that because I want to make sure I can get as much information out there to you as possible in our time today. If you need me to repeat something, you can definitely type that out as a question and then I'll repeat myself just to make sure you can catch everything today.

Let me start out by filling you in a little bit more on my background, my story. My story as a health care professional goes way back. As far as I can remember I've been interested in nutrition...I bet a lot of you kind of feel the same way. I was interested in how the body works, and I've always been a little nerdy because I love dissecting research and figuring out how we can apply findings to improve our lives. Along with that, I was an avid athlete. I was a gymnast. Not too long ago I was a marathon runner. I've run four marathons. I was one of those people who said I'd do one and be done and it turned into four and now I'm really done.

I've always been interested in how what I ate affected my performance level from when I was a gymnast, running, and just kind of what types of activities support our bodies the most. I took both

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my passions and studied the combination of nutrition and fitness. With the ever changing, confusing field of nutrition, I started getting questions all the time about what's healthy and what's not as many of you, I'm sure, probably have had when you were in school, or maybe even after you became a dietitian. I really started digging in, researching on my own after I was done, but I guess I'll back up a second.

I obtained my 4-year undergraduate degree at Minnesota State University and then I was thankful to get accepted to a competitive paid internship through the VA Hospital in Chicago. After a lot of tears and sweat and blood, as you probably already know, I completed that and I passed the RD exam and then went on to become a Registered Dietitian, and Licensed Dietitian, in the state of Minnesota. From there, actually, throughout all of that, the conventional nutrition approaches it didn't really make sense to me, and I went on to dig deeper from there. I dug deeper into the research and really started to change my own life and nutrition choices based on what I was finding and I came up with the approach to nutrition that my team and I teach today.

For some people, it wasn't for me, but for some people maybe it might've been a certain book or a podcast that changed their life. For me, it was a combination of my whole experience when I was in school to be a dietitian. Even in my internship, seeing patients who were doing the things that we were telling them to do over and over again and weren't seeing the results that they were looking for... It was so frustrating. Then in my own life, following the teachings that I was being taught in school to be a dietitian. You know, drinking soy milk, embracing a vegetarian lifestyle and consuming a lot of soy. I didn't feel the best that I felt in my whole life and I don't think I really realized that until changing my lifestyle later on how much better I could have felt back then.

All of this, along with being in awe at how intrinsically designed our bodies are, there comes a point when you just kind of have to step back and look at what makes sense and evaluate what you believe in your heart. It never made sense to me that when you're on a quest for being healthier, you should eat low-fat or restrict foods or eat a lot of sugar. It never made sense to me to put chemicals in our body that were made in a lab, like we were taught in school...that margarine was healthier than butter, or artificial sweeteners instead of a little bit of plain old sugar. I tried all these common healthy eating recommendations myself and was never satisfied, as I'm sure some of you on the call are really resonating with. I know a lot of us in the real food nutrition realm feel that same way.

That's when I kind of started my venture of spreading life changing nutrition information that helps people feel amazing and supports how their bodies work instead of working against them. To really help people cut through all the confusing, mixed information. I guess it wasn't that easy. If only it were, right? I didn't just start a business. I spent time in several areas of nutrition. I worked as a clinical dietitian at the VA hospital in Chicago where I worked with the unique population of veterans, which was an experience in and of itself. Then from there, I moved back to my home state, Minnesota, and I worked at a hospital up North where I was covering the intensive care unit and the mental health ward which was another unique experience in and of itself. Then my next career

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change was as a pediatric dietitian in the twin cities, and I worked in the ICU and outpatient setting. That was my last final job in the clinical part in my career in nutrition.

Some of you, you might be familiar with friends and family members asking for nutrition advice, wanting to take you out to coffee or dinner. I did that here and there. Something in me just didn't feel right about it because I spent so much time and money on my degree and education. It was nice to do that for a short time but it fueled the entrepreneurial spirit in me. I started a blog and eventually a [Twitter account](#), which is also kind of a funny story in itself that I'll probably share with you in a little bit, and my company started as Dietitian Cassie. Pretty clever name, right? It was just me and it didn't take long for it to grow into an entire team, which is where [Healthy Simple Life](#), my team of dietitians and trainers, was born.

Dietitian Cassie was just me seeing clients, and I hit a point where I realized that I couldn't continue to reach the amount of people that needed the information that I had to give and share unless my team grew. Believe it or not, my dream starting out was to see clients. I loved the one-on-one appointments. Nowadays, I actually don't see clients anymore. I personally train everyone on my team and they're the ones that are doing the work one-on-one with the clients. I'm continually updating our program and our protocols.

Recently, we created a new storefront for Real Food Vitamins, which is our vitamin store at www.rfvitamins.com. I'm doing a lot of what you can call "the marketing", which is mostly speaking events, summits, podcasts, TV, and then along with managing a team and a business, something I was not educated on at all in school. Without a choice, I've kind of been forced to become an expert in that. Of course what I've learned throughout the whole process is what I'm really excited to share with you today.

That's my story summed up in a nutshell. You'll learn more about pieces of it as I answer your questions today. I know that was supposed to be the first half hour of this event, but I tried to shorten it up a little bit because there's so many good questions. I want to make sure we get to all of your questions today. I'm going to get started answering the pre-submitted questions, and I might go over a half hour with these. We have so many, and I want to make sure to leave time for answering on-the-spot ones, too. The top priority is getting through the ones that you took your precious time to submit ahead of time.

I'm going to kind of go one by one through this list and answer your questions. The first one here:

"If someone wants to create a business like yours, where would they start?" Well, if you're already credentialed, like I think everyone is on our call today, and you're licensed, I would recommend getting credentialed, then I would start gaining some credibility with a blog. Blogs can be a great stepping stone because it helps you in your thought process by forcing you to critically think about a subject and also putting it into terms that people can understand. That's really where I started,

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was with [my blog](#). Then I would recommend asking for feedback. Share your blogs on social media, even on your personal Facebook page with your family and friends.

Get people to trust you. Then, if you can, maybe start seeing clients after you receive your credentials while still holding onto your day job if you have one. I know some people will recommend quitting your job, living off your savings and chasing your dream. I'm all about being crazy. I've had some crazy things I've done in my life, too. Backpacking across Europe, going skydiving, and getting a tattoo and all sorts of piercings and things like that, but when it comes to my job, I'm all about being realistic. I think it makes more sense to gradually build your practice while also having something to sustain you that you can fall back on. And that's the approach I took.

Part of when I was sharing my story what I didn't share is that while I started, I worked full-time in the hospital setting for so long. I think one of the great things about being a dietitian is we have the opportunity to work part-time. I was blessed with the opportunity to reduce my hours at the hospital as my business grew. I went from working full-time to part-time, and actually, eventually I was pretty much working casual and was able to finally just let go of my job at the hospital completely when it made more sense for me. I actually didn't quit my job at the hospital until I was making more money in my private practice. That might not be the right decision for you, but for me, it's just what made most sense and it's what I felt most comfortable with.

That's where I would start if you want to create a business kind of like what I've created. Just putting your thoughts and your opinions and your approach to nutrition out there, and your findings if you're working with clients. For me, starting my blog was a pretty big deal. I'd actually started a Twitter account before that. This is kind of a funny story. I remember sitting down with my friend Sarah, and I was talking about Twitter. Somebody had recommended that I start a Twitter account and to start tweeting little bits of nutrition information. I don't even remember who recommended that, but it was great advice. At the time though, I just didn't like the idea of it. I wasn't really into social media. Facebook for instance, back when I was in college, you had to have a college email address in order to get Facebook so everyone was all excited to get their college email address so they could sign up for Facebook. All of the social media stuff was kind of new. I just didn't like the idea of Twitter.

I remember telling my friend Sarah, sitting at a Dunn Brother's coffee shop in Minnesota and just saying, "I don't want to do it," and she really encouraged me to step out and just give it a shot. That was one of my very first steps. I ended up loving it because Twitter is so short and sweet and you can put out these little tidbits of information. Every time someone would re-tweet me it was like affirmation that the information I was putting out there was good! You don't always get that on your blog. Comments are fantastic, but you don't always get that immediate gratification or that immediate reward for your hard work right after so that's what I liked about Twitter.

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As I started gaining Twitter followers, I think I just thought, “Gosh, I should be writing about my approach instead of just putting these little bits of information out there,” so I started my blog and I started with, it’s really funny, I had like a picture of me rock-climbing... I think it was overlooking a mountain. Didn’t make sense. Didn’t really relate to nutrition much at all. I guess now I could say it related to my approach because I’m all about balance in every area of life. Basically, what I’m trying to say is my website was really bad! I created it myself and I didn’t have any business experience. I also didn’t have any website experience. I also didn’t have a heck of a lot of money when I was starting a brand new business. I just kind of worked with what I had and I think that’s a really good starting point if you want to create a successful business is just taking it one step at a time.

That’s kind of a long answer to that first question. The second question here:

“What kind of rates can a dietitian just starting a private practice expect to charge?” This one really varies. There’s not really a scientific equation to figure this out. Our rate of \$299 an hour took a lot of tweaking and experimenting to find. It’s kind of like trying to find a sweet spot, and it’s not set in stone at that rate forever for us. I never could charge that much at first. I wish I remembered what I charged at first, so I could tell you. I guess I suggest doing some of your own research. Googling, seeing what others charge, and just picking a price and sticking with it and starting with that.

When I first started out, I actually created a survey that I sent to like 50, maybe even more, people. My parents’ friends, and friends of mine, pretty much anyone I knew I actually snail-mailed this survey out and asked people to send it back. The questions that I asked in the survey were what they would pay for a nutrition appointment, if they ever considered seeing a dietitian before, why or why not, what was most important to them, if they could see a dietitian for free what they’d want to talk about, what they’d want to work on. This really helped me determine a starting point for a lot of different things, kind of how to structure my appointments right away, and what I would charge, and then you kind of just pick somewhere to start and you just go from there, tweaking and finding out what works best for you. Really, that’s what you kind of do in every single part of your business. You’re just kind of tweaking as you go and seeing how things work.

I’m going to tie Deborah and Katie’s questions together:

“Where did you find your first clients for private practice, and how did you initially market your private practice?” Definitely friends, family, and Twitter is how I got my first clients. I don’t really remember what came first. I think it was friends and family, just kind of doing that whole coffee shop, can I take you out for coffee, can I take you out for dinner, and pick your brain on nutrition advice. If you’re passionate about nutrition, it’s kind of exciting, especially when you get those

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credentials right away. You're just on fire and you want to share this information with everybody.

I'm still on fire now. I still am super excited about sharing this information with everyone. It's just that meeting for coffee or dinner with family and friends would be a full-time job if I still did that now, but I still think it's beneficial at first to do that. You've got to start somewhere. I was doing that, and then Twitter I think people started asking me if they could meet with me for nutrition advice. And a lot of my followers, as I started to build my Twitter account, I think a lot of the Tweeters, I guess, were from all over. They weren't just in Minnesota, so I started to kind of think in terms of, "What if I offered appointments for anyone and didn't just meet at the local coffee shop or local dinner spot with family and friends? What would I charge?" All those kinds of questions kind of came together in my mind. Like I said in the response to the last question, I kind of just started somewhere, but that's where I found my first clients was really friends, family, and Twitter.

Then to answer the question, how did I initially market my private practice other than Twitter, I started offering small classes at a local coffee shop, one of my favorite coffee shops, Caribou Coffee in Minnesota. I posted flyers at coffee shops and I rented out their conference room, which I don't think I ended up making money off of that since I had to rent their conference room, I think it was just more of a strategy to build my business, which brings me to the next question...

"What was the hardest part in gathering willing clientele to support your business?" None of it really. Thankfully it just wasn't an issue. My issue, probably in the last couple years, has probably been more of growing pretty quickly. I think it's because I did a lot of things differently than other dietitians and other health care professionals do, so I kind of suggest finding out what sets you aside, what makes you unique and go with that. At first I guess it might have been tricky, that's probably why I was posting flyers at the local coffee shops. I don't think that worked very well though.

I guess that ties into the next question of...

"What were the most successful and least successful marketing strategies? Putting flyers up at coffee shops? It just doesn't work. I thought it was the best idea because people were going in there anyway and I was holding the classes at that very coffee shop, and who doesn't want to learn about nutrition, especially from someone called Dietitian Cassie? It really was a waste of ink and a waste of time. I'd go into the coffee shop several times a week to make sure the flyers were still up, and I'd be at Kinko's every other day printing more and more flyers because I couldn't afford a printer at the time. It really just didn't work. I think the family, friends, and Twitter thing worked way better for me.

My most successful marketing strategy, to answer the second part of that question, is making any current clients or customers you have happy, even your blog followers, social media followers, these potential customers and clients, because then they'll do the marketing for you. When you think about if you love something, say you love a brand or a certain coffee shop, or I don't know,

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your favorite brand of jeans, you're going to tell people about it and you're going to do the marketing for that company without them having really try to do that. I never really invested in marketing or set aside money for a marketing budget. My opportunities have really thankfully just come to me based on putting quality information out there that really resonates with people.

Jennifer, you asked:

"What was been your most successful way of getting new clients?" I kind of answered that. Word of mouth. Make your current customers happy and they'll refer. Let them be your marketing tool.

"How are you able to keep clients coming back?" Okay, these are kind of tying together. Be amazing. Our clients want to continue with our services because they had such a great experience with us in the first place. I worked in customer service for a long time, and maybe that's what kind of maybe formed my mindset on this. I worked as a server and actually, ironically, my first job was at Dairy Queen. Everywhere that I worked we're always told the customer is always right. Even those really crabby, cranky people who you just wanted to not give them the best customer service: they're always right. A customer is always right. You want to make them happy.

That's marketing 101. It's easier and way, way, way more cost effective to keep a current customer happy, and to keep a current customer, than it is to get a new one. That's what we try to do every single day. We have clients come back to us a few years later because they loved working with us or they loved working with me and they wouldn't want to go anywhere else. Then they refer their friends and family. In this field, especially when they see results, when they've been trying to lose weight their whole life and they finally found something that works for them, and they're seeing results, that makes all the difference in the world.

From Deborah:

"Are there any mistakes you made when getting your private practice started?" That's a good question. I was kind of racking my brain on this when I was looking at your questions ahead of time. I really can't think of any. I'm sure there's things I would have done differently because I took a lot of it in baby steps. I had no money. No one was supporting me in this venture. It kind of seemed crazy. I just had to take it one step, one day at a time. I guess I don't think I'd do anything differently. Anything I didn't do right I viewed as a lesson and I learned from it. Since I want to actually answer this question, I think I'll just pick one thing. That would be I wish I'd had better contracts. At the same time, I wouldn't have been able to afford a lawyer, so it's a little bit of a catch 22. Contracts are something I would recommend having in place for clients, employees, independent contractors, really anything money-related. This is something that I think would have been really beneficial for me, saved me a lot of headaches if I would have found this upfront.

"How do you leverage social media to promote your business and attract clients?" Gosh, you know,

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I think I just kind of became good at social media through trial and error. I've never taken any classes on it. Like I said, social media was kind of new, so I think a lot of us were just kind of experimenting with it. I think it was kind of one of those right time, right place things for me. I used to work really hard at social media. I probably still work harder at it than a lot of people do because I've learned the tricks of the trade. Which really, the tricks and the trade for social media are just, again, putting good information out there that people want to share, and they like it. They want to like it. They want to re-tweet it. I think lately we've almost been kind of bombarded with clients. I've almost tried to pull back on the social media, kind of an attempt to balance out our client load and our work flow and just because it does take a lot of time. I was spending a lot of time coming up with good content.

Social media is changing. Facebook wants you to pay. They make you pay to get people to see your posts. I can have a great post that I spent a lot of time writing, I edited a really good picture, and it hardly gets any views. I actually don't really want to give in to any of that, paying for them to show people my stuff. Lately I haven't been focused on social media, but I really was at one point, especially Twitter, like I mentioned. I thought I'd never get it and it's really one of the ways I've really been able to connect with people all over because tweets are short and simple. And I never really got into the whole hashtag thing, but it can help you reach people who are looking for something. Like using the hashtag #glutenfree or hashtag #weightloss to reach the people that you want to reach.

"Where do you get your research?" The gold standard is peer reviewed journals, specifically JAMA and BMJ. Then a lot of the reading I do in my free time is about nutrition. What I'll do is I'll go to the resources at the back of the book and check out the research that way, too. More so through clinical experience. We figure out what works and what doesn't. I think research is really important, and I also think results are important. That tells you a lot.

"What has been the biggest game changer for you in your business so far?" I love that question. I love the term game changer, too. When I was on TV a couple months ago, I had to do a TV segment on my favorite, or what options I would pick if I was forced to eat at fast food restaurants, and the only way I would let them do the segment was if they made it very clear that I was locked in the car and I wasn't able to eat anything else. They had either guacamole or avocado at one of the fast food restaurants I went to. I said, "This is a total game changer!" I love that term.

Anyway, I think my game changer is having a team. I didn't tell you this in my story, but all of my employees were hired within a year, and I have a team of six. This is a game changer, as you can kind of imagine. Positively, not negatively, but it just forced tons of growth in me. Maybe it's like getting married. I've never been married, but people say it's like you're forced to look into a mirror. Having it go from being just me, my team was me, to a team of other people with different personalities, different ways of working, different ideas, maybe different visions. They're all amazing. I only hire amazing people, but all of these differences kind of threw me for a little bit of a loop. It's been a huge blessing and I wouldn't change it for the world because like I've mentioned I

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would have never been able to grow so fast without having my team on board.

Another thing I said is that I didn't really know anything about managing a business, let alone managing a team of other people, so this is kind of what forced the growth in me. I spent a lot of time attending conferences and reading books on how to best manage a team, how to motivate other people, productivity, teamwork, and all of these things which obviously I never really had to care about when it was just me. I'm going to say that hiring employees and having a team has been the biggest game changer for me in terms of growing the business. We were really limited as far as growing when it was just me seeing clients, overworking all the time. When I was spending my time, everyday, with visiting client appointments, I wasn't able to focus on the business and focus on the vision and brainstorm and write, which are some of my favorite things to do. Now I feel like the opportunities are endless because I have my business model in place.

This is a good one:

"How do you manage calls with clients who could talk forever? In other words, how to keep the check-ins and follow up calls to the allotted time frame." I love this question because it's something that is definitely not easy to do, and I've had to teach myself how to do it. Then I've had to train my own employees on this right here because it takes skill to do this gracefully so that you don't offend your client. I think the first most important point answering this question is that you can't ever, ever, ever go over time with a client because once you do that, you set this expectation that that's okay and they're going to want that every single time, so you need to set that expectation right up front and tell the clients within the first minute or two of the appointment how long the appointment will be, even if you already said that on your website or if you sent them an email or if they already know how long your appointments are, it's still important to voice that. Just make it really clear upfront.

Maybe even tell them, say something like, "We're going to be wrapping up a few minutes early to make sure we have time to answer any last-minute questions," that you're in a tight time schedule, you can't go overtime, but you're super excited that they're there and you're going to use the time that they're there to benefit them the most. Or, if you don't have a tight schedule, and you don't have anyone after that client, I think you can still say that you have a tight schedule. We're all busy, right? You don't necessarily have to lie and say that you have a client right after them, but we all have other things that we should be working on whether it's in our personal life or building the business, and just goes back to the fact that you don't want to set that expectation that it's okay to go overtime.

One thing that I did with one of my dietitians was I had my assistant book her appointments back-to-back, so that no matter what, she couldn't go overtime because if she did she'd be doing a disservice to her next client and it would just throw her entire day off. Maybe it sounds mean, but it was a really good learning experience for her. She had issues with keeping her client's appointments on time. I would highly suggest doing the same thing if there's someone who maybe

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feels bad, if you know you don't have another appointment right after and you don't want to say that you do, or if you just need to force yourself to make sure to stick time restraints. Really important. For myself, once I started setting some boundaries, for exactly how long appointment times were, it was so cool what happened next. All of my clients started kind of respecting and honoring that time frame for me, and they would say, "Okay, I know I've only got 5 minutes left, so I want to make sure I get my questions answered." Which was, like the last question, it was another game changer for me because when you set the expectation that they need to honor your time, then they kind of go about doing that for you, as well.

I highly recommend making that very clear. If you've already messed up, if you've already done this, I've had this conversation with my dietitians before, they need to tell the client at the next appointment that they're sorry, that they went overtime last time, that they can't do that again. That way you're just saying, "I loved our appointment last time. I apologize, but I went overtime. It really important for me to stick to our 60 minute appointments. I just wanted to mention that upfront because I'm on a little tighter of a time schedule today, I'm going to have to make sure I wrap things up in time today." People are pretty understanding. They know that you're on a tight schedule. We all are. All right, Katie, I think those are all your questions. Really great questions there.

Let's move on to meal plans.

"Do you develop meal plans? If so, do you use a program?" Yes, we do develop meal plans for all of our clients and we do not use a program. I know it'd be amazing, and I know there are probably a lot of really good programs out there. I've been approached by a lot of these companies, so I know there are some great programs out there. We actually just do them all by hand. Pretty old school. I think my original hesitation was because that's kind of the core of my approach, is individualization, and I'm kind of stubborn and I kind of just don't want to give in to any of those programs.

I do realize that a lot of those programs out there probably do allow you to customize still. I don't know. Sometimes I just think the grass is greener on the other side, and when you find something that works, stick with it. I think that can apply to nutrition too, right? Some people find something that works for them and they're like, "Should I change it? Should I eat more of this or more of that?" To some extent, I think you just kind of find what works for you and stick with it. That's my approach to meal plans. We do all of them by hand. They take hours, so it definitely is probably not the most cost-effective strategy of all. I still think it's worth it just because of my whole individualization thing. Maybe I'd be open to changing in the future. I'm not sure about that.

"What do you cover in first meetings with patients?" On a first appointment, my coaches will go over the client's goals, their health history, kind of the basics of our approach, our foundation, even if the client thinks they already know it all. If you're seeing clients, you know what I'm talking about. You've got those clients that think they know it all, there's just something wrong with them,

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they know everything there is to know about nutrition. A lot of times, it's not true, or they know all of the wrong information, it's just not working for them. We kind of have to make sure we're on the same page, also, and just see if it's a good fit moving forward. We don't force our clients to decide how much coaching they want to do ahead of time. We don't make them pay upfront and commit to a certain amount of months or anything like that before they see us. That's kind of what the first appointment is for.

All of that said, we still give them actionable steps for them to walk away with. It's not like just a consultation where you're just talking about their goals and seeing if it would be a good fit. It's actually a full appointment where they're paying for it and we want to make sure we let them walk away with some action steps of how to change their life right away. In order to do that, you kind of have to go through their goals and their health history and if they have any labs, we ask that they bring those with. Then the foundation of our approach, even if we put that information out there, we just want to make sure that they're on the same page as us.

I'm just going to mention too, since I mentioned that it's not a free consultation, we don't do any free consultation ever. I never have and I never will. It's fine if it works for you, I know a lot of people will do kind of a mini consultation just to see if it's a good fit. That's not really the approach that we have, I think we have enough clients that are interested in working with us that are committed right away and we'd rather work with people who are committed. I'm going to talk about that with the next question right here:

"Do you bill any type of insurance program?" Kind of the same reasoning, no, we do not. I have the mindset that not everyone is our ideal client and that's okay. We want people who are motivated and willing to invest in their health, and I just haven't wanted to mess with insurance to be perfectly honest.

Maybe occasionally we lose a potential client, but I just don't view it as a loss because I actually view it as more of a benefit. Our clients tend to be more serious when they're paying out of pocket, or because they're paying out of pocket. That might just be a personal belief of mine, maybe it's not true, but I believe that most people are more committed when they have a financial investment in something. That's just my personal belief. Even if we were to offer...we launched this boot camp last summer, and I thought about doing a free trial class for everybody, so instead we charged like 5 bucks. I think just having a little bit of a financial investment makes it so when people sign up they actually come. That's just my belief, and that's why we don't offer free consults and we also don't bill insurance.

"What have you found as being a practical first step for clients to get healthy and reach their goals?" It depends on their goals, right? Kind of a general answer is that would be baby steps. Generally, we start with teaching them about the importance of real food and making small

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changes. For somebody who's going through the drive-through every single meal, it might be spending more time cooking in their kitchen. Or for the marathoner who eats a bunch of junk and tries to work it all off, it might be giving up some of the exercise and spending time in the kitchen. Maybe it's not the food. Maybe they need to calm down and de-stress a little bit, maybe not talk as fast like I'm doing right now. Maybe they need to sleep more. I don't really like the answer, "it depends," but I'm kind of answering this question that way because it really does. It depends on their goals and just kind of where they are in the journey to health.

I also think that when people come in just kind of gung-ho and ready to change everything, because we definitely get those clients and that's super exciting, they're so motivated, and it also makes me a little nervous because I want to make sure they're making lifestyle changes that are actually going to stick, so we kind of try to make sure that they're willing to, I guess, just actually make the changes instead of saying they're going to do it. We've had those clients that we set these big goals and they come back at the next appointment and they haven't done anything. They were so overwhelmed even though they were so pumped up, and now maybe they've lost their motivation because they feel shameful and guilty and frustrated. So, it kind of depends.

For somebody who's been eating this way for awhile is actually my favorite type of client. They've been following my blog for three years, and they've followed, no, implemented every single piece of advice I put out there and it works and that's why they kept following it. That's what built trust. That's kind of how blogs can build trust. People try your recommendations and they work, then you're building that trust without ever even talking to that person. This client comes to us because they're stuck now. They've either lost this much weight, and now they're trying to lose this much more and they're stuck, or they got diagnosed with a health condition and they're not sure how this works into that or now they're just bored and they're looking for new meal and snack ideas or just more accountability. Whatever the reason is, that's kind of my favorite client, who's already tried it all and then they come to us just looking for that extra piece of the puzzle.

I like doing that sort of investigating. That's how I spend some of my time still is helping my dietitians troubleshoot when clients have different issues that are maybe a little more complex. We do a lot of like...not a lot... but we do heavy metal detox, and different hormonal things. Stuff with food sensitivities. Things that are beyond the information that we put out on the blog, which is just general information anyway, and it can definitely work. A lot of times you have to dig deeper than that.

I'm just going to check and see if we have any questions from you guys. I'm definitely going to get to these after the section on pre-submitted questions, I just wanted to see if there were any following up to what I just was talking about right now.

Katie just asked, "what year did you start Twitter and your blog?" Let me go to Twitter right now

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and see if it tells me. I want to say 2011, which is only a few years ago, right? I think it might tell me. Yeah. I joined Twitter in July 2011. It's kind of crazy how fast things can happen, how quickly things can escalate when you're really working hard at it. That's something that I'll say, if you know anything about strength-finders, I think there's 34 strengths and we all have like a top 3 to 5. My number 1 strength is Achiever. When I put my heart into something, I put my whole heart into something. I kind of struggle continually with finding balance in my life because I'm also kind of a perfectionist. When it comes to building a business, you can't be a perfectionist, but being an achiever can help. I sort of just poured everything into this and didn't have really much life balance at all, especially the first couple years of building my practice. Not that I would recommend that. I'm sharing a lot of my experiences, but I don't really have any insider secrets to tell you because it's really just been a process and just kind of a learning adventure. Hard work does pay off.

"What tools might you use for patient assessment?" We create some of our questionnaires to assess how our clients are doing and we check in with them periodically. People like to see numbers. They're used to seeing numbers on a scale, or they're used to counting points or calories which we don't tell them to do. I like lab data. I think it's my favorite along with the tools that we've created, questionnaires and forms and such. Lab data, I like to kind of use it as a foundation. We certainly don't require our clients to get their labs done, but if they have labs when they first come in it can be just a really great way to measure their progress. Really though, we don't use a lot of tools. We really work on getting the body to function better and pay attention to how it responds to the adjustments that we make and how they feel because so many of our clients are out of touch with their bodies and our approach is just getting them centered again.

"What types of medical records or patient tracking do you use?" Again, nothing impressive. We're pretty old school around here. I've looked at all sorts of medical records. For a long time, I was on a mission to find a CRM, I just haven't found one to meet our needs. They're pretty expensive, and I'm pretty conservative when it comes to buying all sorts of stuff that we don't need. I don't know if this'll come up at all, so I'll say this right now. I keep our expenses very low. Our overhead is very minimal. My biggest expense is definitely my team. We don't really have a lot of other expenses other than our office space. It's just everyone that I hire. My IT team, my lawyer and other contractors, graphic design, trademarking, things like that.

I'm sorry, back to the question, "what types of medical records, patient tracking?" In our office, we have an old school locked file cabinet with manila folders, I'm serious. We're working on taking everything online. For Skype and phone appointments, we have our online password protected drive, which is a place where we keep our client records, but nothing really fancy. I would love to find a system that organizes everything, that we can all be logged into at once, kind of like the programs that I used at the hospital, but a lot of those are just so big and there's so much to them and they're so expensive. We just haven't really needed that yet. We kind of do everything piece by piece, it's a little bit old school.

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"What apps do you recommend for clients?" I'm guessing this question is like for tracking purposes maybe, or I guess it doesn't really matter what your clients do. I don't really recommend any. There probably are some good ones out there nowadays, but I'm not really aware of any. If anybody has any, feel free to type some right now and I'll read them off. I kind of just go off my foundational approach of listening to your body. I love food journals, just writing with pen and paper, or typing it into your phone if that works better, too. I love having people make connections using food journals, or even just journaling, about how you feel and your emotions with eating. I love that kind of thing. I think it really help make connections.

The problem is I think a lot of the apps out there just aren't really in line with my approach, they still track calories and grams of fat which sometimes is the last thing that I want people to see. Although, that said, now that I just said that I also want to mention that sometimes those can be kind of helpful when someone is losing weight and they're eating more calories and more grams of fat and they're amazed and they say, "I can't believe it. I taken in three times the calories and I'm losing weight." That can kind of be neat for people to see that it's really not just about calories, it's about the quality of calories.

"I want to start a business, but find the thought of starting my own business to be a little overwhelming especially with my family life?" Yeah, I totally hear you. Like I mentioned, I'm not going to lie and say I didn't have to pretty much give up everything in my life for a few years while I focused on growing my business. I think there's more to business than I would have ever thought. Way more details and things that I never would have thought of. For me, it really has been a step by step journey. If I'd known everything that went into it, I never could have done that up front anyway because of cost and time. You kind of just have to start step-by-step. I think private practice is kind of neat because you can build it at your own pace. You don't have to do everything all at once. If you're in the business like I am and you're kind of an achiever, type A, a lot of us dietitians are, that's why I'm saying things like that, because I know that a lot of you can resonate with me. You don't have to do it all at once, so just remind yourself of that. Every single day, my to-do list is still way too long.

What I've been doing for the last two months that's been really beneficial is I've been handwriting, because I have all of these to-do lists all over the place, most of them are on my computer. I've been handwriting my must-do's. Like, what are the things I have to do today? Today was the webinar, and I had a pretty important phone call right before this, and I have a meeting after this, so there's certain things everyday that I have to do no matter what. Then there's like a few things that would be really nice to get done. What I write down is, I write down how much time I'm spending on each of these things. At the end of the day, even if I feel like I've got nothing done after working for 12 hours, I can look and say that I got these really important things done and that's productive and I don't have to do it all every single day, because when I used to do it all, which I still get caught up in this sometimes, I don't have a balanced life at all and it wasn't very much fun.

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I do think there's a time for that, and there's seasons for that where you kind of just have to push things out and put a lot of hard work in, but I also don't want to live my life like that forever so I kind of have to remind myself what my priorities are and I think if you have a family, your family's probably a pretty big priority for you and it can be tough because when you're doing work you can see the results of that hard work, and when you're maybe parenting your kids you don't always see those immediate results. I think that's something that can be kind of tricky. We kind of live in a results-oriented society. Just keeping in mind that you don't have to do it all. One step at a time. Focus on the things that you need to do and if you get some extra stuff done, that's beneficial, too. On that note, also make sure you're focusing on the right things. Setting a vision for your company, writing out your game-plan, your five year plan, your ten year plan, or even just your one month plan. What do you want to be working on? What do you want to have accomplished by the end of that week or the end of that day or the end of that month, the end of that year?

It can be way too easy to get caught up in email. That's one thing that I've learned to do, is just to check my email a couple times a day. You know how many of us log in every 5 minutes and we read the emails and we don't respond and we forget to respond and we end up reading the same email ten times. One of my tricks is I have a, I can't remember what it's called, but it's an app that lets you...I think it's called SendLater. It lets you send your mail later. My goal is to never read the same email twice. If I read it, I respond, but I don't always like to respond immediately because then it looks like I'm available right away and what if the person writes back immediately, then my inbox really hasn't gotten much smaller, right? I can have it sent later. Maybe four hours later, maybe it's the next day. It kind of depends on who I'm sending it to. That's one of my insider tricks, is I send my mail later because I never want to have all these emails in my inbox and read them 10 times before I write them back. That way I can just reply, and then that email goes into the archive. That was a long answer to the whole balance in your life.

"How did you grow your business and how did you get clients?" Well, I kind of already answered. Word of mouth, determination, hard work. It's really no huge secret. If some people find benefit in what you're doing, they'll tell others, they spread the word. You've got to be consistent and working hard at it. We've never really done advertising, although one could argue that our social media accounts and the blog and the podcasts and the TV segments, they're definitely forms of advertising. I just kind of focus on those things and put out quality free information, expecting nothing in return, and in return we continue to get clients because it works and they like our approach.

"How did you know you were big enough to go full-time with your business?" I think I kind of answered this, too. I was in a place where it made total sense. I needed a life change. I was burnt out and exhausted from overworking, not sleeping, not following my own advice. I don't really like being hypocritical. For awhile, I was waking up at 4 in the morning or earlier just so I could get to the hospital and be clocked in by 5AM. I actually couldn't go in earlier than that because I couldn't get through security at a time earlier than that. I'd clock in at 5 and I'd have to get everything done

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and leave by 1:00, work through lunch, and then I could spend the next 8 hours with back-to-back client appointments in this freezing cold coffee shop that I had to drink coffee at all afternoon and then I'd have trouble sleeping because I drank so much coffee. This went on for maybe a year until I hit a breaking point. Not to sound too dramatic, but I just really wasn't satisfied with my life, just working 16 plus hour days. Thankfully, financially, I was doing better with my private practice, too. Everything was pointing me in the direction of going full-time with my business. When I took the plunge, things took off even more, which propelled me into the direction of hiring my whole team.

Why didn't I get out of that funk earlier? I think it was just comfort. You kind of get used to do something. It was guilt. I felt bad. I loved my job at the hospital. It was the first time where I had so much leeway. I was working outpatient, and the doctors loved me, they all referred their patients to me because what I was teaching was different than what other dietitians were teaching so I was seeing a lot more results. I could create my own schedule. I could go in at 5 and be done by 1, or I could go in later. No one was overseeing me. I was working in a different building than my boss most the time. I loved everything about the hospital I worked at and it was really hard to give that up. I loved my coworkers. I just felt bad. We do things out of guilt for so long and finally I thought, "This is my life, and I'm so passionate about my private practice," and financially it made sense, so that was kind of my breaking point. How did I know I was big enough to go full time with my business? It depends what you're going for. If it's the finances or the life balance. I'd look at all the things that are important to you that need to kind of be lined up in order to happen and then you just make it happen.

"Can you explain your diet recommendations for clients with diabetes and/or insulin resistance, given the literature is full of evidence that high-fat diets cause or worsen insulin resistance and insulin resistance in the muscle can be detected within 160 minutes of eating high fat? How are you able to get around this and achieve weight loss for people with diabetes or insulin resistance? Are you requiring lots of exercise in these cases? It seems that the extra fat ... do recommend 20 less grams of added fat alone at meals and snacks to drive up insulin resistance can only cause more weight gain. What are you advising and most importantly, do you have any evidence to support this high fat dietary approach to achieve weight loss for diabetes and insulin resistance?" Well, first of all, regarding exercise, we don't require exercise at all. I love exercise and I think it can be beneficial, but we find focusing on the food is most beneficial, especially for balancing blood sugar levels.

We have not found it to be true that extra fat, 20 grams plus, drives up insulin resistance and causes weight gain. That's just not what we've found. Carbs increase blood sugar levels, not fat. In fact, one of the diabetes doctors that we work really closely with recommends 60 to 70% fat, 20 to 25% protein, and like 10 to 15% carbohydrates for diabetics, and those people gain better blood sugar control, adding more carbs in and checking their tolerance using pre-imposed meal glucose testing. Lately, I've really been feeling like the higher fat, the better for diabetics, and we continue to see blood sugar balancing results with this. As far as research goes, absolutely, there's definitely a ton of evidence to support this, which I can send you. Feel free to just email my team afterwards,

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info@healthysimplelife.com, after the webinar. More and more research is being done on this high-fat diabetes connection, making this even easier to support.

As far as our recommendations for clients with diabetes or insulin resistance, if you're familiar with our PFC approach, including protein, fat and carbohydrates, we still use that approach, we just really customize it based on their tolerance. The doctors that we work with, we start with less carbs and then add more back in to gain better blood sugar control, just kind of seeing how they tolerate them. It also depends, like any client at their first appointment, where they're starting from or where they're coming from, if they're eating pasta and bread and cereal all day long then we're probably not going to totally cut their carbs back to 10% because that would probably be really, really difficult and maybe even dangerous. It really depends on the client case. We've just found type 1 or 2 have amazing results when they're adding in a lot more fat and consuming a high fat diet and I do not agree that that worsens insulin resistance. I think all the research that I've seen, especially the stuff lately, is just showing that high fat is so effective for diabetics.

"How are you able to reach out to companies, the news, etc?" I kind of answered this already, too. I don't, actually. They've all approached me. Every opportunity has come my way. I'm not saying you shouldn't. I think it would be great if you had to reach out. Some things for the future for me might be hiring someone to do more marketing. When we're in a place when we're really ready to take our growth to the next level, I think that would be a good idea. For now, we've just grown organically. With that, opportunities have present themselves on their own. I think it's a great idea to reach out, we just haven't really spent a ton of time doing that.

"How do you address misinformation presented to clients or patients by other medical professionals without defaming them?" I think it's important to respect the viewpoints of others, especially other healthcare professionals. I think I would just try to say something nice about the other professional and talk about why we believe differently. Showing people the research can be really beneficial, especially if they want to take it back to their medical professional, and I don't always think that's the best idea. Not everyone responds well by just throwing a research study in their face. I think the changes and the results that we see in our own lives, our own personal experiences, can be the most powerful. If we have a type 2 diabetic, and we're just doing a really good job controlling their blood sugar levels by adding in lots of extra fat, they can take that back to their doctor and talk about that experience. Or if we have someone who's added in butter and bacon and reduced their carb intake and they're losing a ton of weight, I think that speaks wonders and probably is a lot more powerful than just bringing back a research study.

I try not to really get down on other healthcare professionals because there's just been a lot of misinformation out there, and it has to do with big food and money and all of you dietitians on the line know what I'm talking about. All the funding behind it. A lot of doctors don't have much nutrition education, so I try not to tear them apart and instead just turn it back to why we teach

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what we teach and the results that we see. Like I said, experience is just so important. If we're dealing with a client who feels awful all day and they've been following a low-fat diet that their doctor put them on, I might just ask if they're willing to experiment, and most the time they are. If they end up having an appointment with us they're ready to change something that they're doing. If they feel awesome eating the way that they recommend, maybe they go back and tell their doctor. No one can be offended when you're offering your own story. There's really nothing more powerful than a testimony. Research is important, too, don't get me wrong, that's not what I'm saying. I've been just ecstatic about a lot of the new research out lately. Lots of great talking points, conversation starters. I just think bringing it back to your own testimony can be a safer way to start.

"How are you able to implement your non-conventional approach to nutrition?" You have a lot more leeway in private practice than in a clinical setting and results are powerful, too. Like I mentioned in my last clinical position, when I was working in outpatient, I spent a lot of my time educating patients and caregivers on nutrition for weight loss, kind of like the two main things that I did. A lot of the other dietitians were pretty set in their old ways. When I started at this position, these poor patients would come in on 600 calorie a day diets, and they were gaining weight. They were doing what they were supposed to, we actually knew they were doing what they were supposed to because they couldn't control what they were eating since they had special needs. Their caregivers were feeding them. To their surprise, and the surprise of the doctors that I worked closely with, I would actually increase their calories believe it or not, while also adjusting and improving their food quality.

I'd be adding in a lot of fat and ta-da, they'd almost always lose weight. Keep in mind, most of these patients were sedentary. If something works, they just might buy into it. It didn't take long for the doctors to be telling me that they were just amazed that this was happening. I'd kind of start to explain what was going on and they were busy and didn't always have a lot of time to listen to the why's...they just knew that it was working, so they'd request their patients to be with me. That really helped to gain a lot of respect. I think that it just kind of goes back to experience being really powerful and the great thing about being in private practice is that you do have a lot of leeway with that.

"What percentage of your clients are from your area versus how many you found through the internet and may live in another part of the country or world?" I actually don't know the stats on this. The more TV segments that I do locally and the more classes that we teach, we teach classes at corporations and also at our own office setting, kind of the bigger we get in our own area. That said, we're continually gaining followers on social media which brings in more phone and Skype appointments, too. It probably kind of grows at the same rate. I'd probably say we're about 50/50, we were kind of at 50/50 for awhile but now I think we're doing more Skype and phone appointments. We should probably figure that out.

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We have less than a half hour left so I want to take time now for on-the-spot Q&A, so if you want to start submitting your questions. I'm just going to go through and answer anything that's come up as I've been talking or if I missed any of your questions. My assistant, I think she tried to gather all of them and put them all in a nice document for me but I certainly could have missed other questions so feel free to be submitting those right now. All right.

I love this one:

"Any recommendations for introverts?" You know, I think I've been surprised that a lot of the most successful business owners actually aren't extroverted. Some that I've met are maybe even a little awkward in person. I think the cool thing with technology is you don't really have to put yourself out there. You can kind of stay behind a screen to do a lot of your work. I don't know if that's necessarily a good thing or a bad thing. For me, I love being around people, even though I'm behind a screen right now. I think you can be successful regardless of your personality type. I don't think you have to be an extrovert to succeed, even in the nutrition world, working with clients. You don't have to get TV spots or radio gigs right off the bat.

Actually, I had a business meeting yesterday and we were talking about how those aren't even the best ways to drive your traffic, getting featured in a big publication online might even be better because there's so many people in the online space these days. I think starting out, just putting yourself out there like I said with the blog, doing some one-on-one coaching appointments, maybe even phone or Skype, if phone makes you feel more comfortable, but also just kind of being willing to challenge yourself and grow in that way because it's going to make you, the more comfortable you can be in your own skin, even as an introvert if you're nervous about appointments one-on-one with people, I think that can make you grow a lot by doing that. Just be confident. Even starting out as a dietitian, I remember sometimes I wouldn't know, I still don't always know the answers to things. That's okay. You're not expected to know it all. We always tell our clients that. If we don't know the answer to something, it's okay for us to say that, too. We're not expected to know it all.

I know sometimes when I started out seeing clients I would think, "You know, they're not going to trust me. I'm just this young dietitian. What do I know? They've got 10 or 20 years of life on me. They might think they're smarter than me." The truth is that I'm the expert. I'm the one who went to school for this and I'm the one who spends every single day researching this and working with clients. Just remind yourself that even if you're newer at this or you haven't seen a lot of clients, you're still the expert here. That should give you confidence. I guess about being an introvert, those are kind of my recommendations for introverts. I think people skills are so important for every area of life, so I'd still encourage you to put yourself out there. That's just how we grow and become better.

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“When you’re looking to hire a dietitian on your team, what do you look for?” That’s a good question. It’s a big combination. I look for someone that’s willing to put themselves out there, who definitely has a similar approach to me, it definitely helps if they’ve been following my approach for awhile and if they share a story of how it changed their life, if they live this way. You want to walk the walk, too. Experience is important, personality is important. I guess it just depends what I’m looking for at the time. I hire hard workers because it is a lot of work. Seeing clients is exhausting and it’s also really, really rewarding. I just want someone who has a big heart, the same vision as me and my company and is willing to put the work in.

People skills are really important because as a dietitian, you have classes on counseling, and I remember I always thought, “This is the weirdest thing. I’m not going to school to be a counselor.” Nowadays, I would say the dietitians on my team, and even me managing them, we’re kind of more counselors than we are dietitians. You have to be really good with those sorts of skills to help people make life changes because you want them to feel like they’re making those choices on their own. You can’t make those choices for them. Our approach, we tell our clients, we’re never shameful. We’re never going to make them feel guilty for anything. They get to decide what choices they want to make and we try to empower them and equip them and help them to make these decisions, but ultimately it’s their own decision.

“Not a question, but I love that you shared your top strength was an achiever. Mine too, and I’m right there with you on perfectionism.” It’s an RD thing. I totally agree. That’s why I’ve been sharing some of these things because the more dietitians you meet, we’re kind of all the same in that way. I love that I have a bunch of achievers on the line today.

“Where do you recommend getting more knowledge on supplementation for clients?” That’s a really good question, especially, at least in my schooling, we didn’t really get educated on supplements at all. These days, that drives me nuts, because we were basically told that vitamins and stuff didn’t really work. I remember when our professors were taking vitamins, they would just talk about taking the kind at the drug store which I don’t think work and I think those are scary, especially with the newest research that came out looking at some major retailers showing that only 4 out of 5 of these supplements at the drug stores actually had in them what they said were in them.

There’s a lot of scary things going on with supplements. They’re not FDA regulated, which I don’t know if that’s necessarily a bad thing since I don’t always see eye to eye with the FDA on everything or lots of things. As far as getting more knowledge on supplementation, there’s some out there. I would recommend looking at some of these pharmaceutical grade brands. They have a lot of research. Every one of their supplements that you look at, Designs for Health, Thorne or Orthomolecular, they’re going to have a lot of research studies behind the supplements that they have because they’re pharmaceutical grade, they’re actually testing them. Not all supplements are created equal and I think it’s very important to be actually using ones that have research

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behind them. At rfvitamins.com, that's my newest venture, Real Food Vitamins, we only carry the pharmaceutical grade supplements because we actually see our clients see results with those.

We've had so many clients come in who've taken supplements and said, "Well, they don't work," only to find out that they have been taking ones that don't work. It's amazing when you get them taking supplements that actually work for them, the better results that they can see. I would recommend looking at some of the pharmaceutical grade companies and looking into their research, but of course there's going to be health tips and claims everywhere that are confusing and contradictory at best and simply false at their worst. You just can't believe, as all of you know, I'm kind of preaching to the choir here, you just can't believe all the claims that are on the labels. You definitely want to be going back to the actual research studies. I wouldn't recommend a supplement that I don't have research behind. You can also use me as a resource. I always appreciate helping other dietitians. If there's a certain supplement that you're wondering about, feel free to just [shoot an email](#) to my team and I can help you find research on that supplement, too.

"How successful are your weekly newsletter email campaigns at converting readers to clients?" Wow. That's a good question, Katie. I don't even know the answer to that. I guess that would probably be a good thing for me to track. No, I don't really know the answer to that. It's probably a low percentage. Just looking at how big my list is and our client rate. I know our clients come from all over. I actually didn't even used to track where our clients are coming from and now we have it on our forms, and how they've heard of us. It's so fun. The biggest reason why people find us is word of mouth.

Actually, let me see if I can pull up the spreadsheet that my assistant makes for where our clients find us because I think it's so interesting to see. Let's see. You guys keep posting your questions. We've still got a few minutes left. I want to make sure if you have any other questions on-the-spot, you can send those in. Our spreadsheet has a really cool title, "How clients heard of us." A friend, Facebook, and Google, those are the top 3. Then TV is number 4, my TV segments. Those were much higher than anywhere else. I always think that's really cool when it's still word of mouth. Word of mouth still wins. You can put all the money into marketing, but when something works for someone and they're excited for you and they're excited for the results that they're getting, they're going to tell people about you. Facebook, also, which is also kind of interesting considering that I've been pulling back from spending time and resources on Facebook since they're forcing us to pay for reviews.

"Do you test your food theories on yourself before you bring it up with clients?" I'm not really a fan of the word "theory" because our approach is evidence based. I guess so, that's how I got into all this. My story is about how my low-fat, calorie counting diet didn't do me any good, so I was looking for something that made me feel awesome and supported my personal health goals, and when I found something that did I just wanted to shout it on the rooftops. That's kind of what I'm talking about with making your clients, your current customers, happy is they'll want to shout it from the rooftops, too, and share it with everybody. I guess you could say that we kind of

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use ourselves as lab rats. I suppose I can't test everything on myself because maybe I don't have diabetes or high blood pressure, but that's where continuing education comes into play—finding what's worked for other healthcare practitioners and just really digging into the research.

All right, do we have any other questions here today? I think that is all of them. Well, I just want to thank everyone so much. As we wrap up, I want to let you know that one of my newest projects I'm working on that I mentioned is an affiliate program for our vitamin company, [Real Food Vitamins](#). If you have a website or a blog and if you're referring people, if you're looking for somewhere to refer people for the highest quality supplements, this is a great way to make money doing it with me and my team doing all the work fulfilling your orders and doing the whole customer service aspect of things. I'm working on this program right now. If you're interested at all you can just go to [rfvitamins.com](#) and click on affiliate signup at the bottom and then once we get closer to the launch, I'll be in touch with you. No commitment or anything, just if you're interested you can just sign up there.

I want to thank each and every one of you because the world needs more people who are just passionate about real food and nutrition like all of you. From the bottom of my heart, I just want to thank you so much for your passion in helping people. My life is easier knowing that there are other like-minded folks out there. After you leave today, you'll be sent a short survey asking for your feedback and I would so appreciate it if you could fill that out. I think it's 5 or 6 questions. I want to continually be putting information out there that's most helpful, and I especially want it to be top-notch for my fellow foodies. Thank you so much for joining me today and I hope you found this webinar helpful. Have a great rest of your day and thanks in advance for the feedback, too.

A woman with long brown hair, wearing a beige sweater, is smiling and talking on a blue smartphone. She is in a kitchen setting with a bowl of fruit and a vase of purple flowers in the background.

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