

How to Succeed With Your Business by *Really Trying*

Nancy Clark MS RD CSSD

**“Success rarely happens
by itself. It comes from a
conscious effort to turn your
dreams into a reality.”**

“Setting Goals for Achievement”
in *Dance Teacher News*, 1998

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“Success” depends on how *you* define it

- Do you have enough money?
- Do you have enough time with your family?
- Is your life balanced? (spiritually, emotionally, financially)

How happy are you?

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Is it time to turn your dreams into reality?

*Steve Jobs
Apple, Inc.*

“For the past 33 years, I have looked in the mirror every morning and asked myself: *“If today were the last day of my life, would I want to do what I am about to do today?”*”

And whenever the answer has been “no” too many days in a row, I know I need to change something.”

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My goals with this presentation

- #1. To share my knowledge and experiences so that I might inspire you to turn *your* dreams into reality and enjoy the career you envision.
- #2. Encourage you to seek opportunities that might lead to creating a viable sports nutrition career.

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For “Nuts & Bolts” Business Information

The Entrepreneurial Nutritionist by Kathy King

Making Nutrition Your Business by Faye Berger-Mitchell

Nutrition Entrepreneurs Dietary Practice Group (www.NEdpg.org)

Start Your Own Personal Training Business by Jacqueline Lynn

How to Start a Home-Based Personal Trainer Business Book

by Laura Augenti

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Questions

- Where to find office space?
- How to make yourself known & get clients?
- What to charge?
- How to get clients to return?

*What else do **you** want to talk about...?*

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Options for potential office space

- Sports medicine clinic, family MD
- Therapists' office, chiropractor
- Health club, Y, gyms
- Church

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Potential office space

- Your own home-office
- Virtual office - phone, skype
- Your clients' homes
- Starbucks.....

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Consulting suggestions

- Colleges, (private) high schools
- Pro, semi-pro & elite youth teams
- Corporate wellness programs
- Companies with "industrial athletes"
- Cancer centers, gastric bypass clinics
- Plastic surgeons, concierge doctors

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QUESTION: What is *your* niche...?

- | | |
|--------------------|------------------|
| • Pregnant women | • Vegetarians |
| • Cancer patients | • Ballet dancers |
| • Obese adults | • Obese children |
| • College athletes | • Seniors |
| • Pro golfers | • Triathletes |

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No niche? — Market to age groups



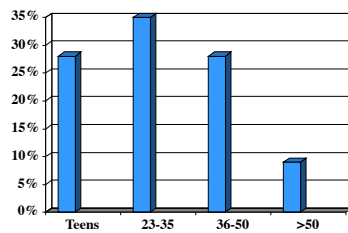
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My niche: the individual exerciser

- 40% Health club/gym members
- 15% Student athletes
- 25% Runners, cyclists, triathletes
- 15% Skaters, dancers, gymnasts
- 5% Non-exercisers

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Age distribution - my clients



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What my clients want

- 50% Weight reduction
- 30% Eating disorders
- 10% Nutrition check-up
- 5% High calorie diets
- 5% Medical concerns (Db., Chol, HBP)

Clients want benefits: more energy, less body fat

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What can *you* do for your potential clients? What's in it for them ... ?

When marketing, be sure to focus on the benefits they will receive from meeting with you:

- Less body fat
- More energy
- Better workouts

YOU are the solution to their fitness, health or weight problems.

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What can *you* do for your clients? What's in it for them?

Ask the client:

"What do we want to talk about today?"

Clients commonly want to learn how to...

- Perform better
- Eat less sugar
- Look better

Explain how *YOU* can help them get the results they want.

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What makes you & your services stand out?

People want a professional who is—

- Knowledgeable, educated, credentialed
- Can teach them helpful information
- Caring, gives personalized attention
- Located conveniently

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Learn from successful competitors...

- Weight loss programs
- Commercial diet foods
- Vitamins, supplements
- Health clubs and spas
- Self-improvement books
- Other dietitians, exercise leaders...

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Use testimonials from satisfied clients...

"Nancy—

My wife wanted me to come see you and I was convinced it would be a waste of my time. I doubted you could be a miracle-worker. Well, I was wrong!

I am so glad you were able to help me resolve my daytime fatigue and nighttime gorging. Thank you!

*John
Business manager*

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KNOW • LIKE • TRUST

Focus on ways that potential clients can get to:

- Know you
- Like you
- Trust you

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- **How to make yourself known?**
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Where do your clients hang-out? What do they read? Where do they go?

- Distribute brochures/business cards—
 - bike shop, running stores
 - health clubs, gyms
 - health food stores
 - hair dressers; manicure and pedicure salons
 - *Mommy & Me* swim classes

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How can you make yourself known?

“If you don’ t exist in the media, for all practical purposes, you don’ t exist.”

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Daniel Schorr, NPR

How will you make yourself known?

- Internet: Blog, Tweet, Facebook, Linked-In...
- Write articles for newspapers, sports publications
- Give presentations to local groups, sports teams
- Create events *and* promote them (grand opening, classes)
- TV, talk radio

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How will you make yourself known?

- Email/visit and follow-up with phone calls to–
Physicians Physical therapists
Dentists Personal trainers
Chiropractors Exercise leaders
- Emails/phone calls to college athletic directors
- Participate in sports events
- Exhibit at sports expos and health fairs
- Attend & network at meetings

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How will you make yourself known?

- Paid advertisements (with caution)

-weight control groups

-cooking classes

Word of mouth is more powerful than ads.

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**“Coca-Cola
never stops advertising”**



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"You don't get paid for the hour. You get paid for the *value* you bring to the hour."

-Jim Rohn

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Price-setting: What is your value?

- Fees vary, depending on where you live
- You are selling **health** (not *exercise*, *nutrition*)

Formula for determining your fees: Desired salary + 50% more*
*rent, insurance, overhead, taxes

Example: Income goal = \$50,000 per year

You need to earn \$75,000 = \$1,530/week (with 3 weeks vacation)

If you want to work 20 billable hours per week = \$ 77/hour

If you want to work 10 billable hours per week = \$153/hour

If you charge \$50/hour = need to work 31 billable hours/week

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Health Insurance...???

- Clients really don't want to pay for consults
- Many health insurance plans cover preventive nutrition services
- Source of referrals for new RDs
- A.N.D. has an excellent guide to reimbursement
- Office Ally makes claims easy to submit

(...But private-pay is easier.)

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Packages!

- Health insurance coverage helps!
- Initial consult plus 2 follow-ups
- 6-visit package
- Mention topics to be covered in the next visit
- Schedule 6-month check up
- Confirm appointments

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Yes, you too can succeed by really trying...

- Office space*Be creative*
- Get clients*Be visible*
- Fees*Be competitive*
- Clients return*Be effective*

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Be patient...
... and have fun!

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