

Ventures

Enterprising News & Ideas for Nutrition Entrepreneurs

*Breaking Through Barriers -
Tips and Tricks for Common
Business Roadblocks*

Slow & Steady



Elana Natker, MS, RD
Chair

It seems I'm always running against the clock. I can't seem to get all my work done, my to-do list resembles a massacre

with everything in red (overdue), and I feel like a failure. Often I thrive against pushing deadlines, but when it gets out of control I have a hard time digging out. When I know I'm in real trouble is when I notice my work output suffers. The memos and emails I'm writing have typos, or I make dumb mistakes. It's at that point that I adhere to a mantra that my husband taught me:

Slow down to speed up.

If you ever get to a point where you feel like you're spinning your wheels, making careless errors or feeling generally overwhelmed, the best thing to do is take a break. For me, that can mean literally stepping away from my computer - and that blood-red to-do list - and taking the dog for a walk around the block. Sometimes, when I'm grappling with a dilemma, my husband tells me to sleep on it and then "run on it" in the morning. It's amazing how stepping away, getting some fresh air, and consciously NOT thinking about something make solutions just bubble

to the surface. It's why we do our best thinking in the shower or in the car.

The key to "slowing down to speed up" is to make the break meaningful. Stepping away from work to browse your Instagram feed isn't helpful, as you really need to separate completely. I find that being in nature makes a big difference, but sometimes just sitting and meditating for 10 minutes can help. That's also why you shouldn't check your emails when on vacation, or outside of normal working hours. You need that complete break, that separation.

But don't let the break go for too long, and let that to-do list get too crimson. If you find yourself constantly needing a break, there could be something fundamentally wrong with your system. That's when maybe your break needs to be an hour organizing your files or drafting an ad for an intern or accountant - something or someone to help you streamline and get out of your own way. When you come back to that to-do list, you should be ready to slay it like a dragon. And with few, if any, typos in the process.

Elana Natker, MS, RD, is the owner of Sage Leaf Communications, a nutrition communications agency, which is still going strong from her home office in Muscat, Oman. There, she is able to slow down quite a bit and has been known to take laps around the house when she needs a break.

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Getting Out of Your Own Way



Julie Harrington, RD
Newsletter Editor

I get in my own way.

I get these great ideas for my business, but then there is this window of hesitation before I dive in.

For the past year, I kept thinking about creating an interactive YouTube channel, where I would be speaking and instructing about all things culinary nutrition. I have list upon list of recipes, cooking techniques and nutrition topics to create plenty of content for this YouTube series. The problem was, I never started it. Why? Not enough time, didn't have all the videography lighting and equipment, fear that this series wouldn't be successful, not super comfortable in front of a camera yet, etc.

Maybe it was the excitement of New Year's resolutions, but in early January, I told myself enough is enough; let's get this YouTube series started.

These barriers I create for myself are self-sabotaging for my moving forward to exploring new ideas for my business. Instead of fearing the unknown, I'm diving right in and navigating along the way.

Are you worried that you are getting in your own way too? Try these few steps to get out of your own way.

1. PULL THE TRIGGER.

Just go for it! When I committed to the idea of this YouTube channel, I took out my planner and found a spot that week when I could make time and began planning. Write it down and show up. I would never not show up to an appointment I have scheduled, so don't be a no-show on yourself. That week, I filmed an intro and the first episode.

2. DO ONE THING AT A TIME.

If you are like me, you want to tackle everything at once. But if we are being honest, we can't; and, if we tried, we'd get burned out. It isn't faster to juggle more; it's faster to fully focus on one thing and then move on to the next. I filmed, now it's time to edit. I slowly chipped away at this little by little each day until it was completed.

3. SYSTEMATIZE EVERYTHING.

Did you know on average an adult makes over 35,000 decisions a day? No wonder we stall on a new project or business venture. I bet that decision number would double. Systematizing helps take decision-making out of the process, leaving more mental room for bigger and better thinking. For me, this was creating a schedule and flowchart to get my ideas down on paper of what and when I would film, making the next session more seamless and taking less time.

4. REFLECT.

That new business venture, project or client you are working with now - are you enjoying it? Does it bring you joy? Is it helping you meet your goals? If the answer is yes - great, keep up with what you are doing. If the answer is no - consider a new direction.

It's all out there now! When this article is published, you can tune in on YouTube. I am not getting in the way of myself anymore. Now it's your turn! What business venture have you been holding yourself back from?

Julie Harrington, RD, is the owner of Julie Harrington Consulting, LLC and just went through a full rebrand and redesign for her new website julieharringtonrd.com. Cooking has always given her joy because of its powerful ability to connect people together. As a chef and dietitian, her passion is to educate others about nutrition through food and give them the tools they need to build confidence in the kitchen.

Roadblocks? Hire a Coach



Amanda Saucedo,
MS, RDN, CLT
Secretary

I am now in my third year of private practice and have come across numerous

roadblocks in my business. Some roadblocks I anticipated and a lot I didn't. Such is the life of an entrepreneur!

Regardless of what the roadblock is, there are two tips that can help anyone. First is having the right mindset. The second is surrounding yourself with like-minded people. I have found mindset to be the real game changer to help me to overcome many roadblocks. If I truly don't believe I can do XYZ or I can achieve XYZ goal then it, for sure, won't happen.

Second, it helps to believe things can happen when you are surrounded by people who are achieving the goals you want. A good group of people can provide a sounding board to push you to achieve your own goals and show you that awesome things are possible!

Probably the biggest thing to push the needle in my business has been hiring coaches. I have hired a couple of different coaches and each one has provided

something new to the game. Because these coaches have been instrumental for me to navigate my business roadblocks, I created some questions to help you when looking for a coach.

1. What types of business professionals do they work best with?

There are quite a few business coaches who specialize in working with dietitians and others who work with a broad base of wellness professionals. Keep in mind that some coaches can help more with the ins-and-outs with business, and some help with mindset. I've hired both!

2. Does it matter where you are in your career?

Asking them if they work best with newbies or those who are well established in their practice is another good question to ask. If you need help and you are starting from the ground up, you will want a business coach who can you give some more hand-holding.

3. Do they understand your niche, or can they help you develop a niche?

Niches are everything and it can be difficult to make the decision on what yours is. If you don't have one, will they help you develop one? Or if you have a niche, you will want a coach that understands the needs of your audience.

4. What is their approach?

Are they more of a coach to help you along with the process, or are they more end-goal oriented and will help you identify specific aspects of your business - such as determining your niche? Often I see a blend of both and I think that is most helpful. Make sure the coach's approach matches with your goals and learning style.

5. What kind of access do you have with them?

Some business coaches have more direct access than others. Monthly calls, weekly office hours, membership portals to pre-recorded content are some of the methods that business coaches use to help get you to your goals.

6. Would you be able to connect with other people in the program?

This is a must for me. Why? This goes back to surrounding yourself with people who have similar goals to yours.

Amanda loves pizza. She has a running list of places that are her favorites and places that she wants to try. Her number-one pizza place used to be a luggage room in the golden days of Hollywood and has a fermented sourdough crust that is to die for.



The Pursuit and Pivot



Erin Hendrickson,
RD, LD
Director of
Communications

I live in Nashville, the mecca for anyone pursuing a career in country music. It's impossible to walk down a city street, go to a karaoke bar, attend a church service or catch a flight without encountering an extraordinary artist, famous or not. Seriously. If you've ever flown into Nashville's international airport, you undoubtedly heard the incredible live entertainment coming from Tootsie's at Concourse C.

One of my favorite business success stories comes from a recent Ted Talk I attended. A woman moved to Nashville with dreams of becoming a country music artist. She was a server at restaurants and cleaned homes during the day, while performing at Broadway honky-tonks at night.

She mentioned that her turning point at age 32, after years of trying to break into the music scene, happened as she was cleaning the bathroom of a local family. She overheard the 13-year-old daughter

playing a self-written song on the guitar. She KNEW this young girl had talent and would be a star, yet it caused her to tearfully admit her own time was up. She'd never become a country music legend.

That 13-year-old girl was Taylor Swift, and the woman cleaning the Swift family bathroom was Gina Butler. Gina is the founder of Gigi's Cupcakes - one of the largest cupcake franchises in America, with more than 100 locations across the nation.

Gina pivoted from her fading country music dreams to pursue another passion after her brother waited in line for more than two hours at a New York cupcake bakery. He encouraged her to take a leap of faith, knowing how much she loved to bake and how much more delicious her cupcakes were.

I see myself and many of my nutrition entrepreneur colleagues in Gina's story. The next time you're faced with a business roadblock, no matter how significant, borrow a page out of the Gina Butler handbook.

Take a risk.

We're not only dreamers, but we're also doers. Whether that means moving

across the country in hopes of landing a dream job, hiking the Pacific Crest Trail and taking your business on the road (I'm looking at you, Aaron Mayhew), or stepping outside of a comfort zone for a media segment, DO THE THING!

Be consistent.

We know it sometimes takes YEARS to establish a business and brand. We occasionally end up in places we never planned to be. My career path never included writing or developing content for others, but earlier this year I launched a new website offering exactly that.

Don't be afraid to pivot.

There will always be change - especially within the field of nutrition. We have to be flexible. When one business venture fails, we figure it out. The best news is we've chosen a career with endless opportunities and unparalleled colleague support.

Erin is a freelance writer and content creator for eco-conscious brands and other busy entrepreneurs. You'll likely find her hiking, thrifting and eating her way around Nashville, as well as planning her next travel adventure.

No Time? Time to Invest and Delegate!



Kelly Jones, MS,
RD, CSSD, LDN
Director of
Sponsorship

When I first started taking the idea of entrepreneurship seriously, it was entirely a side hustle. Back then, I maxed myself out when it came not only to time, but the emotional energy and effort it took to "do it all." I was a "yes" person as well as a perfectionist, so something had to give. For me, that something was my mental health and even a bit of strain on my relationships. I decided I didn't have time for it all and started backing off from some projects and teaching fewer college courses to find more balance.

Fast forward a few years to 2018. As a new mom, trying to run a business while still teaching college courses, the time and emotional energy I needed to accomplish what I wanted in my career just wasn't possible on my own anymore. In the past, I had interns help out with small projects here and there, but still had trouble

trusting that they'd be able to do the job exactly like I would, so I hesitated to take someone on for long enough to have her/him accomplish anything substantial. When it came to my website, I was also afraid to invest in a web developer just in case everything wasn't perfect in the end.

Luckily, becoming a mom helped in my journey as a recovering perfectionist. I finally realized in order for my business to continue to grow - both in terms of empowering others to improve health or performance, and in terms of revenue - I'd have to let go and delegate. I started to have people assist me at in-person events, which in itself took off a lot of stress leading up to the day and made me more at ease the day of. This reaffirmed that there are other people in this world capable of helping so that I can do a better job with my job!

By the time you read this edition of Ventures, I'll have hired an assistant to aid me in tasks related to my work in sports nutrition, nutrition communications consulting and media work. I'll also be getting close to a new website launch. As much as it's a scary process to trust someone else

with the work we're so passionate about, it's so freeing to finally hand over tasks, too! I'm already less stressed thinking about the to-do list items I will be passing on and excited to know those tasks will help a future dietitian learn, too.

Even if you don't feel you have the monetary resources, there are countless capable students and dietetic interns itching to fulfill their mandated hours completing meaningful work for you. I'm sure many of them are members of this fantastic DPG. Entrepreneurs: ask each other whom they recommend when you need help. Students and interns: let us know that you want the experience. We can accomplish so much more as a team.

Kelly is a new mom learning to balance a love for her family and her career. She works as a nutrition communications consultant, media spokesperson, and professor with a little bit of virtual course work and blogging, too. She is a self-proclaimed foodie and travel addict, always looking for the best plant-forward dining in a new city. Kelly loves to compete in road races and triathlons with her family and friends, but also spends time at yoga and group fitness classes.

The 3 R's to Reroute



Amy Goodson, MS, RD, CSSD, LD
*Specialty Group Chair,
Authors and Writers*

In the world of speaking and media, you often hear more “no” than “yes,” or at

least a lot of “no” before a “yes.” It can feel defeating and as if you may never reach your goal, but the key is to keep pursuing. It might take longer than you anticipated, and that is okay!

If you feel like you have hit a dead end, try these three R's to reroute around the roadblock:

1. Re-think: Start with evaluating what you have done to this point. What outlets have you pitched, where have you submitted proposals, where have you gotten responses, etc.? If one of them has been successful in the past, go back and look at what strategies you used and what topics you presented. Conduct some self-evaluation and ask yourself what worked in the pitch or proposal, and what is different from what you are doing now. Is there a common theme you can determine?

On the reverse, if you have pitched a topic over and over and it is not getting picked up, is there a reason for it? Maybe

that outlet doesn't want an evergreen topic or maybe you are submitting speaking proposals that don't match the conference. Think through where the barriers are and how you can reroute to get around the current roadblock.

2. Re-direct: Once you think through what has worked and what has not, start to re-direct. Maybe you need a new topic or maybe you need to present your topic in a new light. If it's not working, it might need some tweaking. In media, is there a new twist or spin you can put on your message?

Painful as it might be, let a few colleagues you trust take a look at what you are presenting or pitching and see what might need a redirection or a refresh. Oftentimes we cannot see what needs to be changed because we have put blood, sweat and tears into the project and think it is great, BUT others might see through a different lens and be able to help you redirect your message, angle or message.

3. Re-start: You might just need to start fresh and new! Find a new contact at the TV or radio station, or find a new station. If one state's spring conference has turned you down over and over, try submitting a proposal to a state you have never been to or presented at. Or better yet, look at non-dietitian conferences and see where your topic might fit. Is there a fitness

conference, medical association or similar that might love to hear your information? Look for markets that are less saturated with the information you are providing.

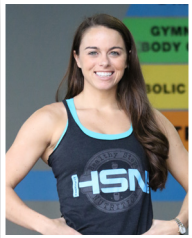
Also, think through how much money you have to make. Might it be worth speaking at a conference for a lesser (or no) fee just to get your name out there and add to your speaking resume? If you have done lots of radio and not a lot of TV, maybe you do a few non-branded (AKA non-paid) segments for the experience. Or if you are a younger dietitian, try speaking at smaller events or doing smaller media gigs to get some experience under your belt that you can later use for bigger outlets in the future.

Roadblocks happen to every person in every career. Successful people treat them like a detour, not a dead end. It doesn't mean you have lost your zing; it likely means you need a little time to re-think, re-direct and re-start. Consider it an opportunity to refresh and get going in a new direction!

Amy Goodson, MS, RD, CSSD, LD, owns her own consulting business and is a Certified Sports Specialist in Sports Dietetics. With a bachelor's degree in communications and a master's degree in exercise and sports nutrition, she is passionate about marrying the two to provide quality, science-based nutrition information through speaking, media, writing and consulting.



5 Ways to Overcome Challenges in Private Practice



Nicole Aucoin, MS, RD, LDN
Specialty Group
Chair: Authors
and Writers

Being a business owner comes with many

challenges. Early mornings, late nights and tough decisions. However, nothing can be more challenging to a business owner than self-doubt.

Not knowing where to start or what to do next can be paralyzing to anyone. Because there is no exact blueprint to being an entrepreneur, here are some tips to help you handle situations and continue moving forward.

After all, any action or small actions is better than no actions.

1. Don't reinvent the wheel. While there may not be an exact blueprint, chances are you are not the first one to start your particular business. Do your research and find resources that you can use to get started. Tailor them to your personality and your goals.

2. Find a mentor in your field. Being on the inside, you may not see the long-term or big picture of your own business. You may attach a lot of emotion to

what you build and it can be tough to get perspective. By finding and talking to a mentor who has been successful in your field, you can get an outside of view of where you are going.

Mentors can be very helpful in emotional decisions, as well as helping guide you in a long-term vision and how to get there.

3. Take risks. When we are questioning ourselves and our own value, it can be easy to convince ourselves that we shouldn't contact someone, take a risk or move to the next step. Taking small risks, such as talking to a potential partner or introducing yourself to a leader in your field, has a lot of upside and minimal downside.

Don't assume that you aren't bringing anything to the table. Allow yourself to make connections and be confident in what you have to offer.

4. Surround yourself with people who are smarter than you. We have all heard that saying, but maybe we have not thought about it thoroughly. There are limitations on what you can do and what you know. By hiring people who are smarter in different areas of the business, you are growing yourself.

Let them bring their ideas to the table to help you improve your services.

5. Do less. We have been trained to believe that we must have a long to-do list in order to be successful. When we have too much on our plate, we cannot do everything well. Instead, focus on two to three actions/accomplishments each day. This will ensure we do each one well.

It is normal to question yourself and why you are doing this. Following these tips and seeking out resources online or among your NE peers, you can give yourself some direction and a strong starting point.

Nicole Aucoin, MS, RD, is the founder of Healthy Steps Nutrition, CrossFit HSN and HSN Mentoring. Nicole left the corporate setting to start her own business helping others achieve optimal health through proper nutrition and exercise. She mentors hundreds of gym owners and dietitians to build successful nutrition businesses. HSN Mentoring provides a turn-key solution to launching and building a successful private practice. Nicole is the author of Nourish: Grow Your Nutrition Business From The Ground Up which is available on Amazon, and is an active contributor to the CrossFit Journal and Box Pro Magazine. She offers free help on her website, growyournutritionbusiness.com. She can be reached at Nicole@healthystepsnutrition.com.

Authentic Success Overcomes Barriers



Maria McConville, MS, RDN, CPT
Specialty Group Chair: Coaching

Exploring the barriers in our businesses may not be a pleasant task but we can learn how to overcome those barriers, and pass that sage advice on to other entrepreneurs.

I gleaned insight interviewing an experienced and respected NE member **Teresa Pangan, PhD, RDN**, Owner of Power Packed Eating. Her nutrition consulting business helps people get to the core of why they are not making lifestyle changes.

Prior to launching this business, Teresa was a sought-after social media expert and assisted many RDNs (like me) navigate social media platforms through her Social Media More with Less business.

MM: What was the impetus behind the change in your business?

TP: Working primarily in social media became isolating. It was no longer energizing, and it stopped feeling authentic to who I was and what I wanted to give. I realized that success does not equal income

or number of people impacted. Success to me is doing something that makes me excited to get out of bed in the morning; being out in the community felt more right. I craved more of the human interaction. My business encompasses the belief that nutrition is the vehicle for being in front of people and taking time in that interaction to make the person feel better about herself/himself. When you do this, a person builds confidence to move forward toward achieving nutrition- or non-nutrition-related goals. This leads to self-motivated change and ultimately better self-care.

MM: What were one or two barriers that hindered your transition and how did you overcome them?

TP: Uncertainty is always a roadblock. Such as not knowing if I could attract paying customers and how I would have access to them. In other words, whom could I serve, where would I find them, and would they be willing to pay me?

I enlisted the help of friends, family and colleagues to be my cheerleaders or evangelists. These trusted connections helped me spread the word about my business, garnering various referral channels.

Another barrier was finding the right formulas and techniques for my new

venture. When I was ready to abandon a technique, I stuck it out long enough to understand the right direction. I also discovered the aspects of my business in which I needed to recruit outside help. For example, I hired a small-business marketer as marketing became an obstacle. That proved to be a good decision.

MM: What resources could you recommend to fellow NE members?

TP: Surround yourself with people who help to keep you in check. I suggest joining a Mastermind group. And, as I said earlier, use family, friends and colleagues as your evangelists. Utilizing the NE website and hub are also great tools.

Just when you think you've got your business figured out, you start contemplating new business ventures. I'm currently working on a new business called Saluswell - a telehealth portal for dietitians, physicians and clients to collaborate. Stay tuned!

Maria is the owner of Balanced Body Nourishment, LLC. In addition to guiding clients to find better health, Maria is passionate about helping them change their thought processes to become victors over life's circumstances and manage stress. She finds her inspiration and enlightenment at her seaside home and you can find her each evening walking on the beach collecting sunsets.

Stuck in Transition?



Chere Bork, MS, RDN
Abundance Ambassador

"I don't know what I am supposed to be doing today." "I'm not happy." "I feel like I am in a free fall."

As dietitians, we feel like we need to know constantly what to do, and have a plan. We are not like normal people needing a plan - we need a super-duper plan. But, what if sometimes we don't even have a simple plan? What if you are transitioning to private practice, have just changed jobs, lost your job, moved your office, moved your house or experienced other major life changes outside of your job such as got married, got divorced, had a baby, or experienced a miscarriage. Whatever your circumstance may be, this article is for you.

I coach many dietitians who are in "transition" and feel bad about their productivity until I share with them the concept of liminal

space. Liminal space is talked about as a "threshold," probably because the etymology of liminal comes from the Latin root word "limer" which means "threshold." Liminal spaces are transitional spaces. They are the waiting areas between one point in time and space and the next. Liminal spaces are literal space but there are also spaces of liminality in our mental state too.

Physical spaces include stairwells and elevators that get you from one space to another. Perhaps when you are traveling, you notice the liminal space of your hotel hallway. Unfamiliar spaces have more liminal qualities than those that we see on a regular basis like the hallways in your own home. Liminal spaces are places that leave you in between your usual activities.

The following mental spaces leave people in liminal space.

- For many of us, our job is our identity - and losing a job or leaving a job leaves us hanging. I sat on my husband Gary's navy blue recliner for three months after I was fired asking myself, "Who is Chere now?"

- When you move to a new town you were in charge of the physical move; however, the bigger transition is your mental space. "Who am I in this new city?"

Transitions are especially hard for dietitians because as nutrition experts we often feel like we need to be in the know.

If you are in a transition now or feel like you are free-falling, give yourself compassion and acknowledge that you are in liminal space. Remember happiness is a choice. Even in liminal space you can choose happy - and I bet your productivity will soar!

Chere Bork, aka "The Dietitian Energy Igniter," is the happy owner of cherebork.com and a Law of Attraction coach. She gives RDNs a confidence boost to live the lives they have always wanted. She helps them find clarity so that they can be the best they can be. She thought she was a failure many times in her career but finally realized she was in liminal space. And every time the challenge and adversity created a more beautiful meaningful life. She wants that for you - a beautiful meaningful life!



Can You Create Time?



Nicole Goodrich,
MS, RDN
Private Practice

Seriously, how great would it be if time could be purchased? A significant barrier in most

jobs is that there just is not enough time. A private practice is no exception.

Since time cannot be purchased, maybe there are some shortcuts to do things more efficiently, automatically and in a more organized way. One single system can do all this.

Go electronic!

It may be called an Electronic Health Record (EHR), practice manager and/or a financial manager. There are many different names for private-practice software, but the software all has a similar result. These programs save a private practice owner precious TIME. Some key time-saving features to look for:

1. Sends out forms and collects signatures. When a client is getting ready to come in for a visit, how great is that with one click all the forms are

sent? Data and signatures are collected in one place and ahead of time. This naturally creates organization. And is a huge time-saver since the collected data can be automatically added into the client's chart. For example, labs, medical history, weights and more can be seamlessly migrated into the chart which equals efficient charting.

2. Collects faxes and manages referrals.

Faxes to a machine or, more popularly, to an email address, consist of several steps. That referral must be matched and added to the chart, even possibly scanned in. Most referrals have time limits, causing more time spent in managing them. By using software that accepts faxes, several steps can be eliminated, and the process almost goes on auto-pilot. Reminders can be set up and referrals can be put straight into the claim data.

3. Automatically sends out appointment reminders. Automation at its best.

Some software companies have a built-in feature to change the scheduling calendar to a different color when the client has confirmed his/her appointment. There are flexible options from text to email, days before, and how many times a reminder goes out. Also, the verbiage can be customized.

4. Provides financial control. Billing insurance can be a nightmare. Reducing the data entry to different insurance companies or clearing houses will save you HOURS. Going with a software company that has built-in billing (clearinghouse) or an easy export is a game changer. Using the data forms that were sent out, that same information is already in the system, so no more having to put that info in again. Also, most systems have an invoice and payment system built in for quick and organized self-paying clients.

While going electronic takes some set-up time and typically there is a recurring fee for the software subscription (at \$25+/month), it may be the next best thing to purchasing time.

Nicole Goodrich, MS, RDN, LDN, CHWC, is the president of Anderson's Nutrition, and the founder of Nutrition Business Consultants & Services. This Arizona native just moved back to the Philadelphia area and is excited to explore the restaurants and history that surrounds her. She left her full-time job after a decade in the nutrition business world to embrace her passion of assisting others achieve their goals. She currently coaches clients in one of her Pennsylvania locations and works virtually with nutrition entrepreneurs on their business developments.

The Toughest Barrier of All: The C Suite

How to Get Wellness Buy-In From Top Senior Executives



Caroline Susie,
RDN, LD
Corporate Wellness

If there is one thing I have learned over the past decade in the corporate wellness space,

it's that you must obtain leadership buy-in, both for program support and financial support. Whether your target business opportunity has five or 50,000 employees, one thing is certain. You must breakdown the C-suite wall.

What is the C suite? C suite is a term that includes all top leadership, usually the ones starting with the letter "C": CEO (chief executive officer), CFO (chief financial officer), COO (chief operation officer), CIO (chief information officer), and most important to all things wellness, CHRO (chief human resources officer). These are the decision makers. It's imperative that you can sell your services and demonstrate value to each. As dietitians, it can be a bit of challenge for us to think "Who could ever be against wellness?" But you must attack your proposal in the eyes of your toughest critic.

And to convert critics to supporters, change attitudes and win business:
LEARN TO SPEAK THE LANGUAGE.

CFO: These folks tend to be all about the bottom line. If their motivation is financially driven, you must prove your return on investment (ROI). If that proves to be too difficult, could you perhaps insert performance guarantees (PGs) into your proposal? Some examples of PGs include:

- You will engage with "x" percent of the population
- You will improve the blood pressure by "x" percent
- You will guarantee "x" referrals to in-network primary care physician

If ROI is not measurable, how can you demonstrate your value on investment (VOI)? Can you contribute to morale? Or employee engagement? To win this "C" over, you must think with your financial hat.

CEO – What is the mission statement of this company? What are the company's values? How can you insert your services into both? I recently witnessed a passing of the guard from one CEO retiring and the new CEO stepping into her new position. The new CEO set the tone very clearly right from the start. Her top three rules were 1) family first, 2) customers second, and 3) always do the right thing! Knowing this information could benefit any potential wellness solution as any initiative MUST support these themes. Your goal is stay in line with the company's mission and values.

CHRO – In most companies, wellness usually falls under HR (or at least there is a dotted line), so the CHRO is the most important person in the room to a corporate wellness dietitian. You must learn to speak the language of benefits. Before ever approaching a company, do your homework.

- Get familiar with the benefits plan. Most companies now have plans online.. This can help you better position yourself.
- Know what partnerships are currently in place. Does the employer have a telemedicine solution in place? Great! Let them know how you can support this by referring employees and/or answering basic questions. Position yourself as an extension of HR.
- Know the company's wellness program backwards and forwards. Never, ever criticize an employer's wellness initiatives. You'd be surprised how we as dietitians can sometimes come across as accusatory. Let the employer know how you will enhance what is already in place.

By positioning yourself as an extension of HR and a team player, you will be seen as someone who can help instead of someone who is adding more work to an already exhausted HR team.

Caroline Susie, RDN, "Have passport, will travel." I have a passion to see the world! Not counting any country twice, I have visited 25 countries and counting. I love experiencing local food speciality cuisine when I travel and will NEVER pass up on a cooking or cocktail-making class. My tagline says it all, "Dietitian by day, foodie by night."



Creating Systems To Take Your Business To The Next Level



Alissa Rumsey, MS, RD, CDN, CSCS
Specialty Group
Chair: Mentor
Programs/Services

As an entrepreneur, I'm guessing that you didn't start a

business in order to work in it 24/7. For me, one of the biggest draws to becoming an entrepreneur was the freedom that it can bring. But if you're a small business owner, there's a good chance that you're still handling most of the operational tasks yourself. Writing blog posts, creating social media content, invoicing clients, following up with leads, optimizing your website SEO .. without you, the business probably doesn't do much business.

This is where systems come in. A system is a series of processes that dictate how certain parts of your business operate. It's creating a method of doing something the same way, over and over, as efficiently as possible. For example, it's a system that automatically invoices clients each month, or an email marketing sequence that prospective clients go through when they sign up to your mailing list.

Systems can dramatically increase your business productivity and profits. Most important, systems allow your business to work without you. Creating systems allows you to take some of the day-to-day business operations off your to-do list, allowing you to work "on" your business instead of "in" your business. With the right tools, you can set up a system for almost any aspect of your business.

How to Create Business Systems

STEP 1: Take inventory of your business. Make a list of all the different types of tasks that you do regularly. For example, writing social media posts, emailing with clients, responding to prospective clients, writing email newsletters, blogging, invoicing, etc.

STEP 2: Create a process for each of those tasks. What needs to happen from beginning to end for each action to occur successfully? Write it down and map it out - what does this process look like? Include preparing for any follow-up actions or any alternate reactions that might occur down the line. For example, the process of my client onboarding includes the initial discovery call, purchasing a package, sending the client a receipt, scheduling an appointment, providing my registration forms, reminding the person to send the forms back, reminding the client about the appointment, and then carrying out the appointment. It can also include monthly invoicing for those clients who utilize my monthly payment plan.

STEP 3: Brainstorm ways you can automate or streamline each process. What types of tools, resources or help do you need in order to make the process you've just created become either fully automated or more efficient? Is there any software you can use in order to automate part of the process? Or any steps that you can delegate to another person?

STEP 4: Implement the process. After you've brainstormed, implement and test. Sticking with my client onboarding process, here is how I automated using Acuity Scheduling and Hello Sign:

When a client decides to start work with me, I have a canned email response set up in Gmail. This sends the person directly to my "storefront" on Acuity Scheduling, with options to pay in full or utilize a monthly payment plan.

Once the person purchases, Acuity sends an email receipt, which includes a link to schedule an appointment. The client clicks the link, sees my availability and selects a time. At that point, the client also signs off on my cancellation policy from within Acuity.

Once the person schedules an appointment, another automated email is sent to her/him that includes my registration forms and instructions on how to fill out and sign. When the person clicks on the form, it takes the client to Hello Sign where he/she can sign it right within that window.

For clients who select the monthly payment plan option, Acuity Scheduling automatically bills their credit cards each month and sends a receipt.

STEP 5: Improve the process. Don't worry about having the process "perfect" right from the get-go - nothing is ever going to be perfect! What's important is that you try and implement something, then continue to learn and improve over time.

Alissa lives in New York City and is the founder of Alissa Rumsey Nutrition and Wellness and the creator of the Dietitian Entrepreneur Mastermind Retreat. Through her writing, speaking and one-on-one coaching, she helps people who are frustrated with dieting improve their relationships with food and their bodies. She has a passion for food and travel and more often than not can be found traveling around the world, laptop in tow.



Low Employee Morale?

Four Ways to Boost Productivity with Happy Employees



Jessica Beardsley, MS, RD, LDN
Second Career Dietitians

Want to keep your business running smoothly with continued success?

Retaining strong employees and a positive work culture are essential for a successful business. I have learned the hard way that a rigid work environment and seemingly small complaints can fester and turn into large problems and employee exodus. We all know that the hiring and training process costs time and money; therefore, it is more efficient to keep your reliable employees than hire new ones. Good employee morale can increase productivity, reduce healthcare costs and make it a happier place to work. Here's how to keep your employees happy:

BE FLEXIBLE WITH SCHEDULES.

When people feel stuck in a rigid schedule, morale suffers. Show that you care for what your employees value, and they are more likely to remain loyal to you and the company. One study showed that 25% of employees who felt they had no support for work-life balance had plans to quit. Another study showed that businesses who implemented a more flexible work plan had almost a 90% increase in retention.

Some ways you can be flexible with your employees:

- Work with them to help make it to their kids' recitals, or to manage school drop-off and pick-up.
- Prioritize their mental health, showing sensitivity to extra stress and time needed for counseling appointments.

TELL THEM SPECIFICALLY.

Tell your employees that you appreciate them, either verbally or in writing. Public appreciation or one-on-one quick mentions are valuable. (Do both!).

When your employees do something well, don't wait until their annual reviews to tell them.

A small note of thanks, stating in detail what you appreciated, can go a long way to keep up morale.

GIVE A BONUS.

You may not be able to give large monetary bonuses or raises, but your employees may still need a tangible way to know that you value them, no matter how modest. Some examples include:

- Giving a gift card along with a note saying thanks.
- Taking them to lunch.
- Giving them extra paid-time-off (PTO), since time can be something your employees value highly.

LISTEN AND COMMUNICATE.

When making decisions about protocol changes, ask for input ... and don't forget to listen! Show all your employees that you value their input and take the time to listen and reflect what you've heard. When employees feel in the dark regarding any changes, they may feel unimportant and expendable, and they may also misinterpret the reasons for the changes as signs of crisis for the company. Employees might abandon a ship they feel to be sinking and that does not rely on their unique contributions. Here are some ways to engage and communicate:

- Have an open-door policy; sometimes your employees just need to feel heard.
- Conduct occasional short surveys and share some of the results so your employees know you have heard them.
- Communicate well about how and why you're making changes.
- Give your employees as much ownership as possible. Your company will be better for it!

Jessica Beardsley, MS, RD, LDN, is a nutrition and lifestyle counselor in Chapel Hill, North Carolina. She loves to read cookbooks but hardly ever follows a recipe as she prefers to use them as "inspiration." She loves coaching her clients to make real-life changes for improving their health. When Jessica is not cooking food or talking about it, she enjoys running, dancing and reading with her two daughters.



How to Use NEdpg.org to Break Down Barriers Between You and Potential Clients



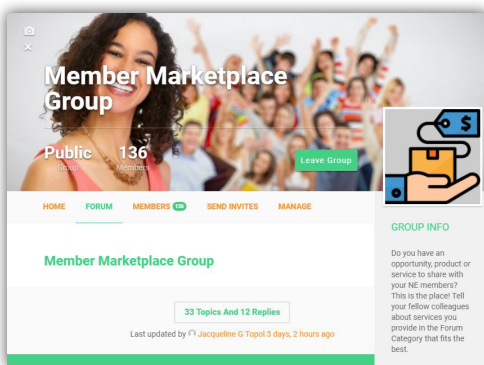
Jennifer Watson,
MS, RD
Website Coordinator

One barrier all entrepreneurs face is marketing - how best to promote

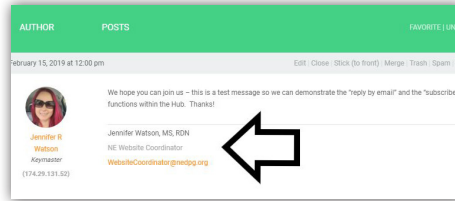
my business and get the word out about my expertise. One of the many benefits of joining Nutrition Entrepreneurs (NE) is the ability to connect with other dietitians to promote your nutrition business and gain new clients. In the past, NE has used the email list as a means to advertise our members' businesses within the group. With the launch of our new website, advertising has changed a bit, but it's gotten even better.

There are now four different ways to advertise your business on NEdpg.org!

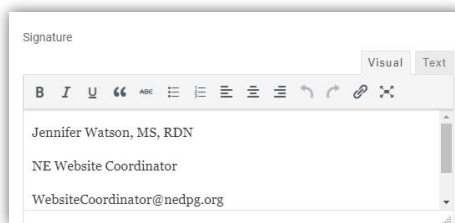
1. First is to post your advertisement to the Member Marketplace Group, which is accessible to the public. At any time (not limited to certain months) you can post YOUR business on the website in the forum where it fits best. Your posting will be available at all times on NEdpg.org, and can even be found using the search bar at the top of the page.



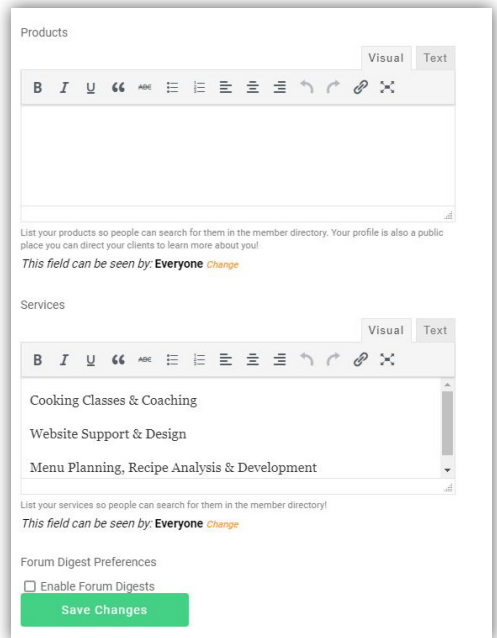
2. The second way to advertise is in your signature on NEdpg.org. Anytime you post something in one of the forums, your post has a signature file attached automatically. This is your chance to connect your thoughts and expertise in the forums with your business.



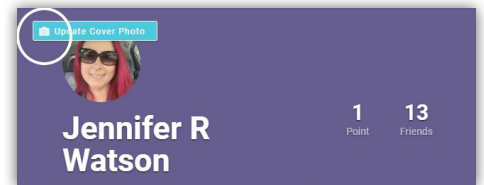
To edit your signature, click on Profile->Edit->About Me. Scroll down until you see the signature box, and then enter your business name and contact information. Anyone reading the forums will see your business description attached to your profile picture. This way you can reach RDNs who may not have noticed your profile or searched the Member Marketplace for your business type.



3. Third, make sure to include a description of your business within your profile on NEdpg.org. To do this, click on your profile photo, then go to Profile>Edit>Product or Service. You will see text boxes where you can enter the products and services you provide in your business. These will be visible whenever a visitor to the website clicks on your profile.

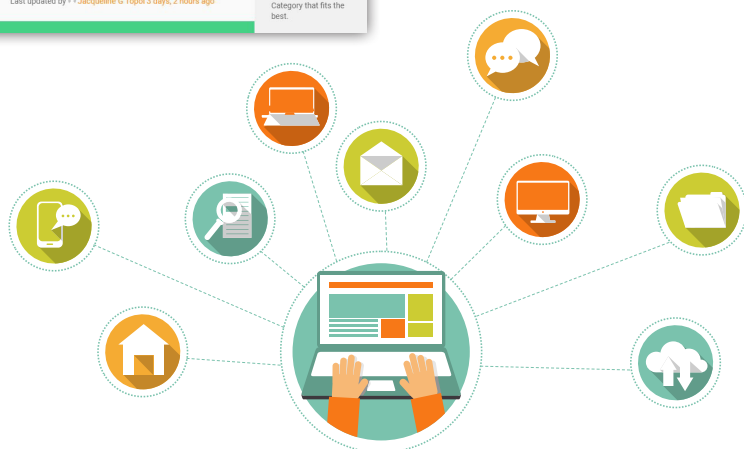


4. The fourth way to advertise on NEdpg.org is to change the banner in your profile to an image or graphic from your business.



When visitors to NEdpg.org click on your profile, you can catch their attention with a graphic front and center. Make sure the rest of your profile is up-to-date, too, with your professional photo, bio and contact information. Your profile is available to the public without a membership or login, so break down those barriers to potential clients and present your best self on NEdpg.org!

I'm only here for the food - at least that's what Jennifer would say! Jennifer has traveled the world trying exotic and delicious foods including roasted guinea pig in Ecuador and a donut-wrapped hot dog in Korea. Jennifer is an adventurous eater and can't wait to tell you about (and share her pictures from) latest trip to an ethnic market, food truck, or farm-to-table cafe.



Conquering the Challenges of Being A Business Owner



Jess DeGore
Guest Article

Being an entrepreneur is never easy, as there are many barriers to overcome to help make your

business successful. Similar challenges can occur for Registered Dietitian business owners, with some of the more common roadblocks being confidence, money and time. Here are some tips and tricks to help conquer these issues.

1. Confidence is key, as personal mindset can often be the biggest obstacle in being an entrepreneur. Many dietitian business owners feel imposter syndrome at some point, doubting their accomplishments, knowledge and skills, while also fearing being exposed as a “fraud.” Networking and Mastermind groups, where ideas are shared and like-minded individuals can fortify each other, are great for coping with this feeling. Using positive affirmations and being proactive instead of reactive are more ways to combat a negative mindset.

Remember that making mistakes is part of the process; consider them lessons learned. The NE Hub is a great place to ask questions and share experiences, both good and bad, and also receive feedback.

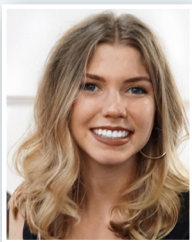
2. Finances are often an issue in most small businesses. Sometimes you have to get creative with limited funds, and there is usually a learning curve. A little research can go a long way in regards to saving money. For example, when it comes to necessities, such as an office space, website or headshots, always make sure you are getting at least three quotes. Many banks will also offer small business loans if you are starting without much to invest up front. Don't forget to make a budget; keeping track of your finances is always the best way to make sure you are managing your money well.
3. Money is often related to another big roadblock - time, which can be difficult to manage, as many nutrition entrepreneurs are operating a one-woman (or -man) show. The hours in a day are obviously limited, and therefore it is crucial to figure out how to best utilize them. It can become very tedious to try to do it

all yourself, and while business owners wear many hats, they cannot become experts in everything. So, assuming the aforementioned money is managed well, it is important to outsource the work that is not efficient for you to do yourself, such as billing, accounting, website-building and more. Delegate the difficult and time-consuming duties to another professional. Dietetic students or interns can be great resources to help behind-the-scenes and/or assist in small projects. Prioritize the main business tasks that you are passionate about and be pragmatic about the other tasks.

There will always be challenges when it comes to running your own business; it's all a learning experience. Know your strengths and weaknesses and don't be afraid to ask for help. Community and support are going to be a huge key to breaking through the barriers of becoming a successful business.

Jessica DeGore, RD, LDN, CHWC is the owner of Dietitian Jess Nutrition, a nutrition counseling and communications business. She resides in Pittsburgh and enjoys traveling with her husband (especially checking out the local restaurant and craft beer scene), competing in triathlons, and cooking.

How to Network as a Student



Illia Jones
Student Article

Breaking barriers in business can be especially difficult for students. However, a great skill to starting building as a student

that can help you break into business is networking. I feel as if my teachers and internship directors would always kind of mention how important networking is when you're just starting out. But I don't remember anyone ever really talking about how to actually do it, much less trying to just figure it out on my own as an awkward student who doesn't really know anyone in the field yet. Once I starting applying for internships, I realized what everyone meant by needing to network, because connecting with the directors or preceptors is vital for landing a DI. Then, when I started my internships and began looking for my dream job, I realized that I was going to have to network my way to the top. So I did a little research, read some books, practiced in real life and this is what I have learned about how to network as a student:

1. **Say “Yes!”** To events, meetings, socials and clubs. While you're in school or your DI, you need to start building your connections. It may feel awkward to go to these events not knowing anyone, but that feeling will go away after going a couple of times. You never know whom you will meet when you join a nutrition club or go to your local AND meeting who could help you get to where you want to be.
2. **Find connections** to the people who have the job you want. You have now been given permission to do a little “creeping.” Do you want to work for a food company? Find an RD who has that job and find something in common with her/him to talk about. Is the RD an alumnus of your program? Are you from the same state? Are you part of the same DPG? Message the RD on LinkedIn or send an email telling the person that you're interested in his/her career and add in the connection that you both have!
3. **Ask questions and listen** when you're at networking events. This takes a lot of pressure off you to come up with things to say. Instead approach the person whom

you want to network with and ask her/him about her/his job. Ask the person what he/she likes about it and how she/he got there and if the person has any advice for you. People love to talk about themselves and they will like you for listening to them. Isn't that so simple?!

4. **Maintain the connection.** Okay, great, so now you've made a connection with the person whom you want to eventually be an employer or even just a mentor. What now? You need to keep that connection alive by continuing to contact him or her in some way. Even something as simple as a thank-you note sent after the event, asking the person another question over email, offering an article on something that would help him or her in his/her life or career, or even just sending a funny meme that reminds you of him or her - anything that keeps a little contact between you and that person.

Illia Jones is a Sodexo Dietetic Intern with a concentration in corporate wellness and based in the Carolinas. With interests in marketing and communication, she hopes to pursue a career in either nutrition support sales or corporate wellness.

Selling Online: Essential Elements for Digital Products



Megan Boitano, MS, RD,
LDN, CNSC
CEU article

Digital commerce is creating new opportunities for Registered Dietitians to both

connect with clients and create new income streams. From downloadable items such as ebooks to online courses, and webinars, there is an abundance of opportunity to leverage the business-building power of digital products. However, to sell online, a new set of tools and expertise is needed.

It can feel daunting to navigate setting up an online store and to establish payment and product delivery processes. This article breaks down the essential elements required for selling online including shopping carts, payment gateways, security considerations, file hosting and more.

The good news is that due to the popularity and growth of digital products, there are many options designed to be user-friendly and affordable.

KEY CONSIDERATIONS FOR SELLING DIGITAL PRODUCTS:

1. CONSIDER YOUR PRODUCT TYPE AND AUDIENCE

- **What is your goal?** Creating a digital product is a significant investment of time. Before diving into creating and developing one, take time to clarify your business goals and vision. Determine how your digital product will amplify your current practice or business activities. Update your business plan to create clarity around your purpose. Also, take time to identify your target audience, key solution your product offers as well as evaluate existing products in your market niche. Leverage your established audience and market position.

If selling digital products is a small side element of your business vs. your primary business goal, you will have a much different approach to the process of setting up your online store. Your goals will determine if you should seek out the help of a web developer or use a convenient, hosted solution.

- **What type(s) of products do you plan to sell?** Your needs will vary depending on if you are selling an e-book, online course or membership site. Some options are better suited to specific product types. For downloadable products such as handouts, workbooks or toolkits, the customer will expect to be able to download immediately, and save or print her/his purchased product. For online courses or webinars, details about how to login and access materials are expected. For other online products such as member-only access to groups or content, specific information needs to be immediately sent to the purchaser.

- **What is your skill level with technology?** If you are a novice website builder or plan to set up the technology elements yourself, you will most likely not choose a highly customizable, open-source shopping cart option. There are a number of “software as a service” (SaaS) shopping cart solutions that offer comprehensive functionality and are easy to configure and set up on your own. It isn’t necessary to hire a web developer or create a new website to sell digital products.

- **What features are essential?** The options available for your online store can feel dizzying. Spend some time creating a list of features that are “must-haves.” This might include the ability to create discount codes or product reviews, integrate email marketing, automate sales tax or offer an affiliate program.

2. CHOOSE BETWEEN A SHOPPING CART SOFTWARE SERVICE OR SELF-HOSTED OPEN SOURCE PLATFORM.

To sell digital products, a shopping cart or online checkout process is needed. A shopping cart allows the customer to provide payment and, after confirmation, be provided access to the purchased product. A shopping cart is often referred to as an ecommerce platform.

Typically, a shopping cart solution is incorporated into your website. Depending on your needs, this may mean having a SHOP tab added to your site navigation or incorporating product listings into your pages or posts. Some shopping cart solutions are designed for a wide range of ecommerce including physical products such as books or T-shirts, as well as digital products. Others are exclusively for digital products.

There are two basic options for shopping carts: software as a service (SaaS) solutions and self-hosted, open source solutions. There are pros and cons to each and your specific needs will determine which is the best fit for your digital products.

- **SaaS solutions** offer convenience and are typically built to be user-friendly and don’t require advanced knowledge of website design or coding. You pay a monthly fee and often a percentage of each transaction for access to the software as well as security and hosting of files associated with your products. Typically, SaaS solutions offer comprehensive support and have detailed tutorials and user guides to assist you with the setup process. SaaS solutions can be used with a wide variety of popular website builders.

Examples: Gumroad, E-Junkie, SendOwl, Shopify, DPD Digital Product Delivery, Sellz, SamCart, ThriveCart, Lemonstand

- **Self-hosted, open source solutions** are typically free to download and use, but you must have the skills necessary to configure the software, customize it, and integrate with other tools you use. You will pay separately for hosting of files, website security, SSL certificate and any add-ons such as discount codes or integration with email marketing. Because these tools are completely customizable, they are often best suited when you plan to work with a web developer, have complex specifications, or need the ability to create a completely custom online store experience. Self-hosted, open source solutions are typically limited to websites built with WordPress or completely custom sites.

Examples: WooCommerce, Easy Digital Downloads, Magento

- **Website Builder Specifics:** Many website builders such as Squarespace, Wix and Weebly offer an ecommerce pricing tier. This gives you the capability to create products within your website builder and conveniently add to pages and posts. If you use one of these builders, you can also utilize SaaS solutions and may find that the monthly cost is favorable. If you are considering the ecommerce pricing plan available from your website builder, be aware that the types of products you can sell may be limited. Products such as courses and membership sites can be difficult to set up.

3. CONSIDER PAYMENT GATEWAYS

Payment gateways fulfill a vital role in the ecommerce transaction process, authorizing the payment between merchant (you!) and customer. Popular payment gateways include PayPal/Braintree, Stripe, and Square.

Some SaaS shopping cart solutions require you to have accounts with payment gateways and connect these during the setup process. Each time a transaction occurs, the funds from the sale are deposited into your payment gateway account minus any fees charged.

There are also SaaS solutions that include a built-in payment gateway as part of the fee paid to access a provider's software. This means that you do not need to create or connect accounts with payment gateways to sell products. A schedule for payout of your sales earnings is often weekly or biweekly. Usually these solutions have a higher fee charged but offer added convenience.

For self-hosted shopping cart solutions, you will need to set up and configure your payment gateways. You will likely need to create a test payment environment to validate functionality. Because these shopping cart solutions are typically open-source and highly customizable, you may find that support and documentation are less available to assist you in the setup process. A web developer skilled in ecommerce site configuration can be invaluable if you opt for a self-hosted option.

4. UNDERSTAND SECURITY REQUIREMENTS

To sell digital products, sensitive information such as credit card details is required. There are several rules that you must follow to be compliant. These include having a secure sockets layer (SSL) certificate to ensure sensitive information is encrypted as well as maintaining PCI compliance. An SSL certificate decreases the risk that sensitive

information such as credit card numbers can be stolen by hackers. Most ecommerce sites also utilize a firewall and have precautions in place to minimize fraudulent activity.

One of the major benefits of using a SaaS shopping cart solution is that the transaction does not occur on your website. While many of the SaaS options allow you to create an overlay checkout screen that appears over the top of your website, the credit card details and payment are occurring on the SaaS solution website. This means that the responsibility for security of payment details falls on the SaaS solution website, not yours.

If you choose a self-hosted shopping cart option, it will be necessary for you to ensure that you are compliant with security requirements. This often means spending additional money on website security solutions and possibly hiring a consultant or expert to ensure that you have necessary safeguards in place.

5. EVALUATE PRICING

There is a wide range of price points for shopping carts, depending on how much storage and bandwidth you need. SaaS solutions typically offer several options ranging from \$10 to \$200 per month, and open-source platforms are available for free (though you will have to purchase a handful of add-ons).

To compare pricing, you will benefit from using real-world numbers or hypothetical projections. First, estimate the number of products you plan to sell, the size of files associated with those products, the price you plan to sell each for and estimated number of sales. Next, determine the pricing level for each SaaS solution to meet your specifications as well as have access to any specific features you desire. For self-hosted, calculate the costs to install and configure (if you are hiring a professional) any add-ons, security and other costs related to website design.

6. TEST EASE OF USE

Once you have identified the top shopping cart solution contenders based on price and type of products you plan to sell, it is essential that you test each for ease of use. Most offer a trial period. This is the time where you can "try before buy" and verify that the tool is a good fit for your needs. During this period, you should create product listings, add products to your website and complete a purchase. In addition, it is recommended that you review documentation and FAQs, and test out the support tools such as live chat, email and submitting a support ticket. While testing each option is time-consuming, it can save you a great deal of time in the future, by preventing the need to switch from one shopping cart solution to another.

FINAL THOUGHTS:

Selling digital products requires new skills and some additional technology considerations. This overview of the essential elements in the process gives you a roadmap for taking the next step.

Consumers and colleagues are purchasing nutrition-related digital content every day. Registered Dietitians with an understanding of the essential elements for selling online are poised to leverage digital products to generate additional income and credibility in their areas of expertise.

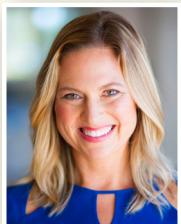
Megan Boitano, MS, RD, LDN, helps dietitians leverage their expertise and generate passive income with digital products. She is the founder of RD2RD, digital marketplace for RDNs to purchase and sell original, digital goods such as nutrition handouts, presentations, webinars, books and more. Megan is also a private practice owner specializing in pediatric nutrition and sensory-based feeding issues.

CEU quiz at [NEdpg.org](https://www.nedpg.org).

Login and go to Get Informed > CEU Library. Scroll down to the Newsletter Courses. Passing the quiz with 80% will grant you immediate access to your CEU certificate.

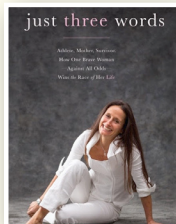


MEMBERS ON THE MOVE



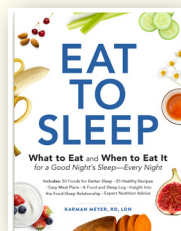
Rebecca Scritchfield's Body Kindness philosophy is growing. Now Rebecca offers a book, e-book, audiobook and full-fledged virtual mentor program. Signed copies and bulk discounts of Body Kindness

for your use with clients and groups are available at BodyKindnessBook.com/order. Her eight-month weight inclusive mentor program accepts applicants on an annual basis at BodyKindnessBook.com/learnandgrow. One-on-one supervision is also available. She can be reached at Rebecca@BodyKindnessBook.com.



Karen Newman, MS, RDN, CD, is an inspirational speaker, author, world-class triathlete and survivor of stage-4 cancer. Miraculously she won the 2018 National age group Aquathlon Championships despite cancer treatments.

Because of her indomitable spirit and gripping story, she's appeared on *NBC's Today* show twice and most recently on *Good Morning America*. Karen believes that trials are opportunities for us to transform and give back to the world in ways we never dreamed. For more on Karen, please visit her website: thekarennewman.com/



Karman Meyer, RDN, has written her first book, *Eat to Sleep*, to be published May 2019. The book explores the food-sleep relationship and factors that could be interfering with peaceful sleep. With information

and tips on how to easily incorporate sleep-promoting foods into the diet, a food and sleep journal, and healthy recipes, *Eat to Sleep* shows you the way to getting optimal shuteye - naturally. Available on Amazon and Barnes & Noble.



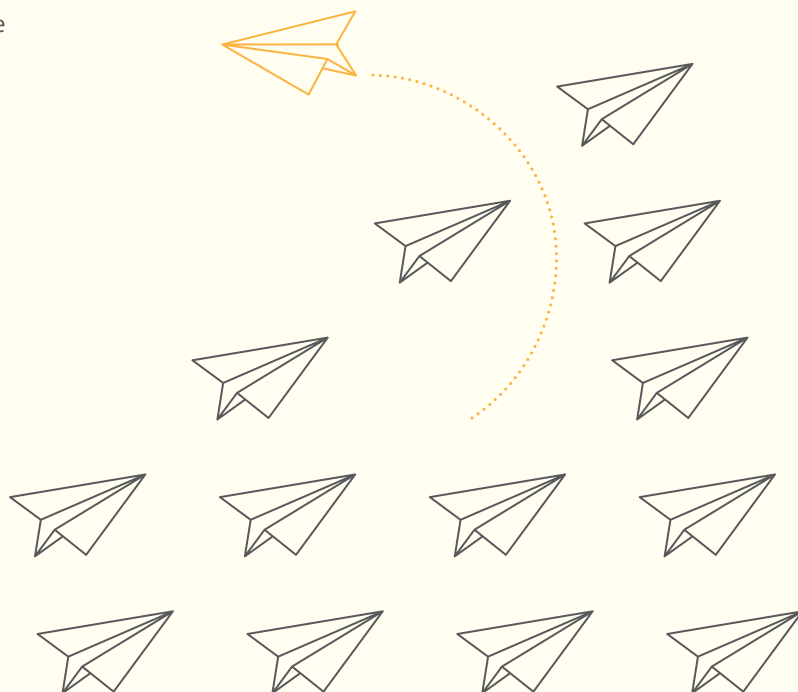
Amy Gorin, MS, RDN, and Erin Palinski-Wade, RD, CDE, who collectively land over 500 top-tier media interviews annually, have launched the "9 Simple Steps to Landing & Mastering the Media Interview" online Masterclass

approved for 1 CPEU (including the ethics credit). If you're looking to launch your career as a media dietitian, become a published writer in favorite magazines, and create multiple revenue streams as a spokesperson and influencer, this masterclass is for you. masterthemediaco/



Heather Caplan founded the Weight-Inclusive Nutrition and Dietetics (WIND) event series in late 2018, which kicks off with the sold-out Inaugural WIND Workshop in New York City in February 2019. WIND aims

to address divisive paradigm shifts in the dietetics profession, while working to unite dietitians in providing more ethical and compassionate care to all clients. Events are designed to encourage connection, discussions, research and continuing education. Find out more about WIND events, and webinars, at weightinclusiveconference.com.



Embrace the Differences, Recognize the Similarities



Nikki Nies
Diversity Article

Diversity gives access to a greater range of talent, not just the talent that belongs to a particular worldview or ethnicity or some other

restricting definition. It helps provide insight into the needs and motivations of others in the field. The NE diversity article is sharing insight from our diverse group members sharing their insights behind the following questions.

Tell us a little about your background?

As a Chinese-American Registered Dietitian, I'm honored to represent an oftentimes underrepresented population. I've moved a bit in the last few years - completing my undergraduate in New Jersey, combined Master's/dietetic internship in Chicago, living in Atlanta for a bit since that's where my parents retired. For the past three years, I've lived in Dallas, Texas.

How has your background enhanced your dietetic practice?

I have become more flexible and adaptable to the change of pace, cultural differences and needs of each city. First "studying" what each place gravitates to, and taking on the student role and asking myself what solution(s) can I bring to the table, have helped me form authentic relationships and partnerships.

What is your definition of diversity and why it is important in the dietetics field?

It's not limited to gender, age, sex, ethnicity, sexual orientation and social status, but we recognize these are some of the initial ways we assess diversity. More than

ever as health professionals, we want to see the benefit of being relatable to our customers. When we can name the elephant in the room and share how we've overcome our struggles, it can build rapport even faster. While we wish it didn't hold as much ground as it does, I know too well how much it matters to be helped by someone who is "like you."

How do you encourage people to honor the uniqueness of each individual?

Embracing the differences, but also recognizing the similarities, helps to honor the uniqueness of each individual. Years ago, I participated in an icebreaker where we had one minute to find three things we had in common with our partner. Initially that sounds daunting to think you could have that many similarities with someone you've just met, yet it was a reminder we're more similar that we could imagine. I challenge you to try this icebreaker.

Being genuinely interested in others' backgrounds, what their favorite foods are and/or method of food preparation may spark deeper conversation. Our family background speaks volumes of our food preferences and can help shed light on current food preferences, needs and values.

How do you challenge and promote sensitivity and inclusion in the dietetics field?

I'm intrigued by what the majority of the minority thinks. Do they feel overlooked? How much of their thoughts, voice and/or needs are being unmet? These types of questions can spark discussion on the diverse needs of people and hopefully promote more sensitivity and inclusion within the field.

I strive to provide a bird's-eye view. Whether we're marketing a program or creating content for a new webinar, I assess what the stated needs are and how we are part of the solution.

How has diversity helped you in your job role?

Diversity recognizes that no two people are the same. I would like to think diversity has helped me develop more compassion for others, to ask questions to better understand and take the time to get to know the person.

What is one tip you have for others to be more culturally sensitive/aware?

Don't be afraid to ask questions. By continuing to take on the role of a student, we can become more culturally sensitive/aware. Everyone is an expert in something and it's always a fun opportunity to better understand others' lenses.

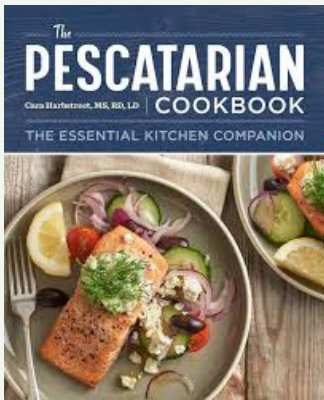
How would having more diversity in dietetics providers improve our field?

More diversity in dietetics providers would improve our ability to meet the needs of the communities we serve. As we strive to connect with others, when our providers reflect the demographic they serve, gaps can be closed faster and services can oftentimes be rendered quicker. To know that someone has walked in similar shoes, that someone is walking with you, not towering over you, makes someone more receptive to advice.

Nikki Nies is a Dallas-based dietitian and part of the Market Street team, a retail grocery store chain. You can oftentimes find her trying to get her 10K steps in before the clock strikes midnight.



Product **REVIEWS**



The Pescatarian Cookbook: The Essential Kitchen Companion

Author: Cara Harbstreet, MS, RD, LD

Date: 2018

Publisher: Rockridge Press

Price: \$14.25

This cookbook is perfect for anyone who wants to enjoy more

seafood and plant-based meals but might not know where to start. Cara addresses the health benefits of a pescatarian meal pattern and answers

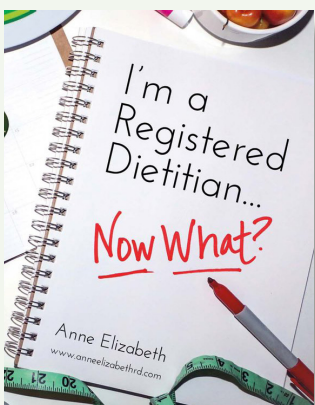
the common questions dietitians often receive about how to add more seafood to the diet, all while maintaining a focus on intuitive eating.

For those who may be intimidated by shopping for and preparing seafood, Cara makes it easy by including tips on purchasing, cooking and storing, as well as providing sample weekly meal plans. Her recipes are easy to follow and offer options for breakfasts, soups and salads, main entrees, side dishes and even dessert. Plus each recipe is clearly labeled to identify whether it is gluten-free, vegetarian, 30-minutes-or-less or quick-prep. Cara's book makes a great addition to a home chef's cookbook collection or would be a nice gift for clients who want to enjoy more seafood!

Reviewer: Kim Hoban, RDN, CDN, CPT

Title: Nutrition Consultant and Certified Intuitive Eating Counselor

Affiliation: KH Nutrition Services



I'm a Registered Dietitian ... Now What?

Author: Anne Elizabeth

Date: 2016

Publisher: Ortman Production Inc. www.ortmanproduction.com

Price: \$15

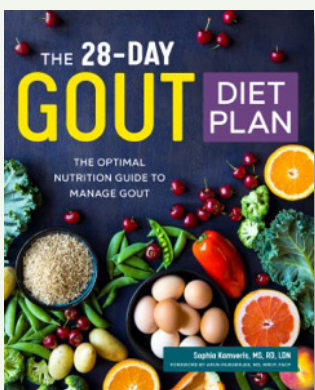
As a dietitian, have you ever felt uninspired? Stuck? Searching for more? Then this book is the boost of motivation, burst of passion

and friendly reminder that you may be looking for. As dietitians, we all share a similar journey, and once we pass our RD exam, we ask ourselves "Now what?" Anne Elizabeth wonderfully shares her story of becoming a dietitian and how she worked toward discovering her own purpose and passions. Through inspirational quotes, thought-provoking questions, personal experiences and written exercises, this book can help new and seasoned dietitians discover their nutrition philosophy and remember why they became dietitians in the first place. This book reminds us to never stop asking "Now what?" and to continue working toward big dreams and following our passions.

Reviewer: Stephanie Dorfman, MS, RD

Title: Corporate Dietitian

Affiliation: CulinArt Group



The 28-Day Gout Diet Plan

Author: Sophia Kamveris, MS, RD, LDN

Date: 2019

Publisher: Rockridge Press

Price: \$18.99

One diet RDNs dread reviewing with patients is one that is a challenge to follow. A low-purine diet is one of those diets. My first thought in skimming

through this book was "There must be a new treatment for gout." Then I read in the foreword that this is a modern approach to an ancient disease. Sophia covers everything a person with gout needs to know in her beautifully illustrated book. The thorough explanation of what gout is, how nutrition is related, and four stages of gout with protocols, can be easily understood by the lay person.

The 28-day meal plan includes snack ideas, weekly shopping lists, appetizing recipes, and tips to make following the plan easy. The recipes sound like offerings found in a gourmet restaurant and may be used for anyone wanting a healthy meal. Lists throughout the book are extremely helpful to guide the reader on what to ask the doctor, how to handle flares, successfully manage gout, foods to keep at home, and dining out. Recipes are easy to follow, include foods found in most grocery stores, provide nutritional information and indicate friendliness for other dietary needs.

I highly recommend this book for dietitians, their patients, and doctors who need to know the role of nutrition and gout to help their patients gain relief from this condition that currently does not have a cure.

Reviewer: Debra A. Indorato, RDN, LDN, CLT

Title: Food & Nutrition Consultant

Affiliation: Approach Nutrition



Mental Health Barriers – Let’s Break Them Down



Elana Natker, MS, RD
Chair

By now you probably have heard about the tragic passing of Tara Condell, an NE member and executive committee member. I knew Tara fairly well, first when I emailed her as NE’s Director of Awards and Networking to let her know that she was chosen as NE’s 2016 Outstanding Dietetic Student member, and then to work with her in the communications area of the NE executive committee for the past year-and-a-half. When I picture her in my mind she’s smiling, as she often was. That’s the harsh truth about mental illness, which I can only assume afflicted Tara in some way. What you see on the outside can be vastly different from what’s going on inside.

Tara took her life for reasons only she will ever know, and which leaves those of us who knew her wondering what we could’ve done. Those thoughts have gone through my mind, too. But the reality is: the person didn’t want you to know, and for most of us, we’re not equipped to help. Mental illness is a disease, one that requires trained professionals. You wouldn’t go to a friend to mend a broken arm, and you shouldn’t feel responsible for mending a friend’s broken brain synapses. Because that’s what mental illness is.

Although I’m not ashamed of this and will volunteer this information if it makes sense in the conversation I’m having, as I’ve never admitted this publicly - I myself am being treated for depression. This is

something that runs in my family, and I’d always been a supporter of talk therapy. When I was pregnant with my first child, my husband and I were on high alert to watch for postpartum depression (PPD). It was in my medical files, this history of mental illness. Eighteen months after my daughter was born, after months of stress over a colicky baby and cross-country moves, I finally called my health provider to seek out a therapist. Getting the courage to admit I needed help, then actually *making* the call to seek help ... then baring it all in that first meeting, to a relative stranger whom I might not click with – it was downright scary, with each step hard in its own way. But it was in that first phone meeting that the therapist said I probably had suffered from PPD, undiagnosed, and I was likely now on the other side of it. We had all been watching for it, too! It’s that sneaky, and hard to detect.

I’ve been on Lexapro now for a number of years and am doing great. Author/blogger Glennon Doyle once wrote, which I love: “Jesus loves me, this I know. Because He gives me Lexapro.” Even funnier since I’m not Christian. I’m lucky because I found a solution pretty quickly. Not everyone is as lucky. And not everyone feels like going through the profound effort to take that first step to seek help. It’s hard to break free of the feeling of being stuck, because that’s really how it feels: stuck and exhausting.

I’m telling you all of this because I want you to know that yes, as friends and colleagues and family members, we can try to do our best to help our friends out. But the responsibility is not ours, and certainly not ours alone. We’re not mental health experts, we’re dietitians. And we’re human.

The way I see it, what we can do to prevent future fates such as Tara’s, or Sarah-Jane Bedwell’s – another award-winning dietitian superstar, NE member and friend/colleague who passed away less than a year ago also by her own hand - is to do this:

Let’s normalize mental health. Bring it out of the shadows. Make it less taboo to talk about.

Get real. Maybe this means stop trying to show only perfection on social media. Maybe this means putting down the phone and meeting people in real life, so we can give them real hugs. Human touch is a powerful thing.

Slow down. Our world is getting so competitive and moving at lightning speed. Moving to the other side of the world has made me keenly aware of this. Keeping up with the latest trends and platforms is exhausting. Once you’ve mastered something, a new thing has popped up. Sometimes the best thing to do is to step off the hamster wheel.

Know where to get help. The National Alliance for Mental Illness is a great resource. Their help line is run during normal business hours, 10 a.m.- 6 p.m. ET, so you have to plan accordingly. The number there is 1-800-950-NAMI (6264). In an emergency, the National Suicide Prevention Hotline is staffed 24/7 and can be reached at 1-800-273-8255.

My hope is that any mental health concern you may have is just a speed bump, not a barrier.

Ventures

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Nutrition Entrepreneurs

a dietetic practice group of the
eat right. Academy of Nutrition and Dietetics

Julie Harrington, RD
15 Joyce Dr.
Succasunna, NJ 07876

Mini Meetings

DALLAS MINI MEETING

It's been a while since the Dallas area had a mini meeting. Just in time for the holidays, a number of us enjoyed networking at a local Thai restaurant. Sharing our successes and challenges for the year inspired us to move into 2019 with renewed energy.



CHARLOTTE, NORTH CAROLINA, MINI MEETING

On January 26th, 12 Charlotte-area RDNs met to hold an NE Mini Meeting at the Whole Foods Market in Huntersville, North Carolina. The engaging Sonja Kassis Stetzler, MA, RDN, CPC, of effectiveconnecting.com facilitated the meeting on the topic of "Give to Get: Networking for Information, Inspiration & Increased Income." The group was able to share resources to help each RDN move toward her/his business and career goals. Business cards were exchanged, and each participant was asked, "What do you need?" People within the group were able to share ideas and inspiration. A good time was had by all, and 1.5 CEU were provided.



NEW YORK CITY MINI MEETING

On January 31st, more than 30 New York City-area RDNs met in the beautiful Epicured demonstration kitchen space in SOHO. Epicured is a prescriptive meal delivery service that partners with clinical institutions and dietitians to provide delicious, heat-and-eat meals for patients managing GI conditions. The evening's topic was "Supporting Patients on a Low FODMAP Journey." A presentation was facilitated by Jeanne Petrucci, MS, RDN, of livingplate.org and the group also got to experience a cooking demonstration for low-FODMAP pancakes with homemade coconut yogurt and minted maple syrup. It was a delicious evening with plenty of networking and conversation around meal planning for low-FODMAP patients. Epicured and Living Plate launched their partner pilot program for registered dietitians that includes meal samples and free meal planning accounts to support our community in creating sustainable solutions for this patient population. One CEU was provided for this event.