

Module One – Define Yourself

Congratulations on receiving your nutrition diploma! Now, we are going to start to think about the kind of business you want to build.

Many people start a new business without evaluating their strengths and weaknesses or their areas of interest. Before you can establish what differentiates you from a competitor, you must establish who you are and what you have to offer. Perhaps more importantly, you need to have a clear picture about the kind of business you want to build. This clear vision will help you to establish clear goals and a solid business plan around those goals. You must be passionate about the service you provide and the clients you are servicing if your business is to survive the natural ebb and flow all new businesses experience.

Even though you may be new to the field of nutrition, you already have a unique skill set that may make you the perfect candidate to help a specific type of client. For example, if you are a mother of three children, you may choose pediatric nutrition, or if you are a personal trainer, you may specialize in sports nutrition. You may have a business and marketing background and choose to create ‘nutrition at work’ programs for corporations.

Let’s begin to assess who you are, what you are passionate about, and what you have to offer potential clients.

Personal Assessment

Personal History

1. What are your likes and dislikes?
2. What are your hobbies?
3. What are you interested in learning more about?
4. What are you passionate about?
5. Why did you decide to become a nutritional consultant?
6. Define your ideal business. Where do you work? How many hours per week are you working? How many clients are you seeing each day? Be specific about the vision for your business.
7. What personal experiences have you had that you feel will make you a better nutritional consultant?
8. Briefly outline your professional experience and how previous positions may have helped to prepare you for your career as a nutritional consultant.
9. Describe your personality type. Name at least five adjectives often used by friends and family members to describe you.

10. List your strengths.
11. List your weaknesses, as you see them.
12. Based on the weaknesses outlined, which weaknesses may impact your business?
13. Develop an action plan to address weaknesses, based on the following example:

Weakness – Disorganized

Action Plan – Spend one hour each day organizing your office before launching your daily business. Put systems in place to deal with mail, correspondence, emails, client files, appointments, billing, government, insurance, memberships, educations, program materials, product, etc. Organization is the foundation of a successful business. If you are not organized, you will feel overwhelmed and will not accomplish all you are capable of in a given day.

Weakness – Introvert, fear of public speaking

Action Plan – Join a networking group or local Toastmasters chapter to overcome the fear of public speaking and polish your business presentation. You have to be confident and comfortable sharing your business with others and the more time you spend polishing your presentation, the more confident you will be.

Define your own weaknesses and outline action plan to address weaknesses.

Action Challenge One

1. Identify the areas of nutrition that appeal to you and research the market potential in your local community.
2. Determine whether you will need any additional or ongoing training or education to prepare you to work as a specialist in this field. If so, research and compare your course and / or program options.

3. If you have decided to seek additional training, outline your action plan and time line for completing this training.
4. Decide on the launch date for your business.
5. List the actions you will have to take before launching your business, i.e. registering the business, applying for GST, setting up a bank account, etc.