

# the VOICE



Volume 8, Issue 4

It's time for some straight talk!

We are all aware of what has happened to our industry in Alberta and other provinces. Practitioners can no longer use the title "nutritionist" and there is rumour that more restrictions may be on the way. The wave of this punitive action, is potentially heading east — even though there is no imminent action — let's be prepared.

As you may have heard, CANNP has spearheaded CAN, Canadian Action for Nutrition. Initially, we brought together a room of like-minded professionals in the field to hash out what role CAN might play, outlining a number of action items. Firstly, define who we are and what we do. CAN produced a document (under the CAN logo on the [cannp.ca](http://cannp.ca) homepage), in consult with many of the attendees, encouraging everyone to share it on social media avenues, with clients and contacts. The goal is to raise public awareness because we need public support of what we do.

As it turned out, that was just step one.

Secondly, we have asked our collective contacts to submit any or all of the following:

- letters of testimonial from pleased clients
- letters on letterhead from regulated health professionals who can attest to the good work that nutritionists do
- case studies outlining some of the work we have accomplished on an individual basis, indicating how we work and illustrating the

notion that we cause no harm to the public.

This step is on-going and we encourage you to send us what you have. Thirdly, we have created a short 8-question survey. It centers on the "hidden" expertise of nutritionists — the degrees, credentials, certifications in other modalities — all adding to our credibility.

Finally (at least for now), there is a CAN petition which encompasses our designation and which requires original signatures, as specified by the Ontario Government. Please print it from the [cannp.ca](http://cannp.ca) website (under the CAN logo) sign and mail to us ASAP. We have been to Queens Park before and now plan to take our efforts further.

So — in case you missed it — we at CANNP are working in cooperation with CAN to help build positive relationships with those who influence the nutrition industry.

Now it is time to do your part!

Please keep an eye on the CAN logo on our home page and participate! We can't make effective change without your assistance. Together, in number, we will be much stronger. Together we CAN!

Wendy Gibson, BA, RHN, NNCP  
Executive Director, CANNP

## Latest and Greatest

### Get Involved - Save Nutrition

CAN — the Canadian Action for Nutrition — is underway. You need to participate if we are going to make any headway.

To learn more about CAN there is a 2-minute video which explains how the group was formed and the current status.

You can find this video and more under the CAN logo on the [cannp.ca](http://cannp.ca) home page.  
<http://sho.co/19CTC>



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## Time Limited Offerings

CANNP has quite the line up — past and present!

June - CORE Begin - valuable hints and techniques for new grads and those new to CANNP.

July - Logo Critique - by a graphic artist at no cost to you.

August - Brochure/Flyer Critique - by a graphic artist at no cost to you AND the Grocery List Educational Tool to all those who joined Ready, Set, Chat face-book group.

September - CORE Continue - the next in the 3-part series which focuses on steps to continue building your business momentum — Collaborate; Organize; Refer; Evaluate.

October - is of course, *The Voice*.

November - the Upgrading Supplement.

...and thrown in for fun, in celebration of Canada's 150th birthday, we are offering 150 quotes about business success.

All these offers are **time-limited** and will not be fulfilled after the deadline.

Watch your eblasts for details!

## Power in an Hour

CANNP and Client Coaching Expert, Sandra Power, offers Members an exclusive, interactive hour of client management assistance, online.

Sandra hosted one all about money — how to handle it in your practice and thought patterns around it. It was a great session! See page 8 for a recap.

Then lawyer Glenn Rumbell joined us to answer your practice questions live! What a great opportunity for Members! We have a brief synopsis of some of what was discussed on page 5.

Watch your eblast for the next Power Hour Oct. 17 and set your alarm so that you don't miss out!!

## CAN Can

Now more than ever, CAN needs your support. The requested effort is not too great, nor time consuming.

CAN is gathering all the information about who we are, what we do and our successes so that we can continue to lobby on your behalf.

We have asked our Membership to:

1. Sign the CAN petition and get as many signatures as possible. Due to specifics from the Ont. government, print, sign and mail it the good old fashioned way. We will hand deliver.
2. Share the definition which is available **on our home page under the CAN logo**. (We need the public's support!) Share it on your social media networks; give it to clients and contacts.
3. Take the survey. We can still hone our statistics for our lobbying efforts. It is only a few short questions defining what an educated, well-versed bunch we are.
4. Ask any professional in a regulated industry (medical doctor, nurse, chiropractor, homeopath, naturopath etc.) to write a letter on letterhead about the great experiences they have had with nutritionists. Let's tap into our resources.
5. Testimonials from clients who love nutritionists will be helpful. These will remain anonymous for both the client and practitioner.

We need to get ahead of any restrictive legislation that may be heading our way!

## CHFA East

This is one of our favourite shows. It is where we learn about new products and find all the goodies that come in your Welcome and Renewal packages. It is also, when we are really lucky, where we run into friends in the industry and some of our Members. It is always nice to put a face to a name.

If you do not take advantage of the free access passes to this Tradeshow you don't know what you are missing.

Maybe we will see you there next time!

## 150th Birthday

To celebrate Canada's 150th birthday, CANNP has compiled 150 inspirational quotes about business success.

We have divided them, as best we can, under the headings: Start, Market Share, Time Management, Organize, Feedback, Persevere, Personal Growth, Business Growth, Setbacks and Social Media.

Thanks to all who participated by sending us their best pieces of advice. The final document is pretty impressive.

You can retrieve your very own copy by logging into the Members Only area of the site. Go to the Members area, Business Tools and scroll to the bottom.

Hope you love it!

Happy 150th Canada!

### Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

Content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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### Insurance Challenge Update

Everyday we get insurance companies checking on the status of our Members — mostly from those companies from which we have written confirmation of NNCP coverage, but also from other companies who, for one reason or another, will cover our designation. This means that by always having clients send in claims, other companies are becoming aware of our services.

We urge you not to share your NNCP number and personal details with non-clients. It seems that some insurers are experiencing fraudulent claims. It is imperative that we stay on the good side of these folks, so your compliance is greatly appreciated.

If you have a client attempting to claim through GreenShield, please use this link <https://www.providerconnect.ca> to register with them. CANNP is under “social worker/counselor.” It will take approximately 7 days to update the GreenShield system.

Also, in order to better ensure coverage, always use the CANNP logoed document you have been provided with and be sure to use the words “Nutrition Counselling” as well as your complete NNCP identifier — letters and numbers. This is key!

We continue to pursue other insurers but could make much more headway if you have contacts to share. These are massive corporations and half the battle is getting to the correct people. Please let us know if you can help out by sharing a name or number.

### We Need Everyone On Board

Here is what you can do:

1. If you are due to renew, doing so on a timely basis will help us keep the insurance companies' lists of qualifying Members current.
2. Instruct your clients to submit claims every single time — even if they are confident that they do not have coverage.
3. Suggest that your client speak with their employers directly about adding “nutritional counselling” to the company policy. We offer a letter on the website that clients can use for this purpose.
4. When you or your client do have contact with an insurer, please be sure to indicate CANNP and/or our logo so that it is clear that you are a part of the Association. Many of these companies are massive and connecting all the dots can be challenging.
5. Approach the decision makers of any corporation you are in contact with and determine what insurance company offers their coverage. If you can secure a contact name please email it to us.

We welcome your input and creative suggestions regarding this ongoing process. Let us know about your successes also so that we can continue to build upon those.

### Chat Forum - Connect!

Ready Set Chat is the CANNP vehicle for Members to connect with one another. It is the place to ask questions, offer advice and explore products and services offered by one another.

Ready Set Chat originally was a facebook group; then it became a link on our website. This avenue proved to be difficult for Members to access and post.

To remedy that situation, we have relaunched a closed Facebook group. Time for you to get on board!!

1. Search for CANNP on facebook.
2. Pick Ready Set Chat and locate the request to join.
3. We accept you and you can start posting! Tada!

For those who joined the group for the month of August, we extended a bonus giveaway. Each Member received the Grocery List Educational Tool, meant to be used to assist clients with making good choices in the grocery aisles.

You can join the Ready Set ChatFB group any time! Let's get posting!

### CSNN Grads

A special thanks to the administration of the CSNN. We appreciate being formally recognized as a Professional Association and a valuable asset to the community.

We look forward to working closely with the school and to continuing to welcome their graduates.

CSNN is one of our long standing approved institutions.

### Looking for a Job?

Ready, Set, Chat is the place for you to find the best jobs suited to your nutritional skills. It is the place for our Members to speak freely and relate to one another.

## TrueView - Important Tips and Hints

Every time there is an update to Excel, TrueView seems to be affected. We do our best to keep on top of it all and so we want to share these important tips for TrueView users:

1. Read the entire overview before you begin. The OverView is the very first (far left, bottom) sheet in every TrueView Excel worksheet.
2. Once you get the word document back from your client, take a quick glance to ensure that all the spots are filled in appropriately — with numbers 0-5. If an inappropriate number or blank is included, it can throw off the values.
3. Before pasting the client numbers, place the cursor in the column cell under "0 to 5" and next to the first symptom described, ensure that you are pasting in the correct areas.
4. When pasting, use the "paste special" option and click on "value" or "text" depending on your operating system, this will allow you to continue to use the form properly. If you simply use the paste function, peripheral, hidden items also get pasted and this may affect how you can use the form in the future.

## CANNP E & O Insurance Plus!

The following enhancements to the Lackner McLennan policy have been added for your consideration\*:

1. Culinary Extension: Includes up to \$10,000 in annual receipts for catering and/or food sales; cooking classes including where participants are preparing the meals; cooking demonstrations and catering for small groups or private parties.
2. International Web-Based Consulting/Teaching: Includes coverage for those who consult with clients via the internet (website, social media) international telephone calls, Skype or FaceTime; or if you post tips or consulting materials on a website or social media avenue.
3. Live Blood Cell Microscopy: Applicable if you are certified to perform Life blood cell microscopy.
4. Cancer Coach: Applicable if you have been certified from the Canadian Cancer Association and are offering the services of a Cancer coach.
5. Publisher's Liability: For those who produce incidental publishing, such as writing articles or books, print online or books in print or ebooks you should consider Publisher's liability extension. Whether your e-book is free on your website or you sell them, exposure is much higher and the regular individual policy will not adequately cover you.

\* additional fee is applicable

## Food Intolerance Testing

CANNP has secured a 10% discount for Members who take advantage of the Loris Food Intolerance Testing. Offer clients a brand new route to optimum health. Log into Members Only for details. Contact [info@lorisan.com](mailto:info@lorisan.com) or call 1-866-476-5540.

## That Clean Life

**That Clean Life** is a better way to meal plan and eat healthfully. This app helps you plan meals, discover delicious healthy recipes and automate a grocery list. The service is good for you but also presents opportunity for an "add-on" service to offer to clients. Healthy eating made ridiculously simple and fun!

<https://thatcleanlife.com/?afmc=21>

By signing up with That Clean Life you will be helping the CANNP also.

## New Extended Health Coverage Association Plan

We have been on the hunt for a new optional health benefits plan for our Members — a daunting task.

We have found one that has a great deal of flexibility with a reasonable paramedical offering as well as travel insurance and more.

There are options for individuals, couples and families with one or more dependants.

The best part is we have a great contact person who seems to be most responsive and helpful. She makes the complex world of insurance understandable.

Log into the Members Only area, Members, Insurance to explore this offering.

Rossana Rocci [rrocci@benecaid.com](mailto:rrocci@benecaid.com)

T: 416.626.8786 x 7214 | TF: 1.877.797.7448 x 7214 |

## New on the Web

**CANNP Site:** The CAN section on the home page is now up dated with the information you need to be an active participant in the future of the industry. Send in your petition signature, share the definition of our profession, answer the short survey and chase down the requested information. We need to pull together to produce an effective lobbying effort.

We've updated our home page with a brand new video on Picking an Association, a new Compare Association Chart and a new Prezi presentation, providing an overview of offerings.

Facebook: Ready Set Chat closed group is open for business!



## Glenn Rumbell Speaks Directly to CANNP Members

CANNP invited Members to join Glenn Rumbell to tackle some legal questions about nutritional practice. Here are some of the questions and answers from that evening.

### **Q. Will there be more restrictive activity for nutritionists?**

A. It is important to understand that in Canada each province is regulated independently. In Ontario, BC, and Quebec there is a full list of restrictive practices and actions that are not permitted; they include anything that is considered to be potentially dangerous, such as inserting a feeding tube or breaking the derma, as well as other actions which are reserved for designated professionals.

Will it happen in the future, in other provinces? It may. Right now dieticians in Alberta control the word “nutritionist” and may legally request more restricted activities. As well, some further restrictions are sitting on the books in Nova Scotia. Generally, providing nutritional advice is not considered to be dangerous but dieticians may push for a broader mandate. Therefore, it is something we should keep an eye on and prepare for.

### **Q. How do you suggest that we keep updated on potential changes?**

A. Again, it will happen province by province. I suggest that you do a google search for the relevant act in your province. I am licensed in Ontario so here it is the Regulated Health Professions Act. If there are changes to what is allowed, this is where it is likely to show up. You can request to be notified of alerts or updates. Also keeping tabs on the College of Physicians and Surgeons will highlight substantive changes. You may even want to watch the dieticians regulatory body for changes that are in the works.

### **Q. Is there anything special I should know about working virtually with peo-**

### **ple in other provinces and countries?**

A. It is safe to practice within your jurisdiction but if you want to practice one-on-one in other jurisdictions, you need to adhere to the laws of that jurisdiction. Again, a Google search will tell you what is acceptable outside of Canada. For acceptable practices in other provinces, these are all outlined in my book.

As for offering educational seminars in other provinces or in the US, common sense dictates that this would fall under the umbrella of “freedom of speech.”

### **Q. Can I recommend that clients get blood tests as long as the client is taking the blood him/herself?**

A. In Ontario and Alberta you are allowed to treat an ailment that has already been diagnosed and disclosed. You can certainly suggest that someone go for a blood test and share the results with you. You can even state that you are aware of the condition, or not, but regardless you are working to assist with the overall health of the body — making it stronger etc. It is a question of careful wording.

### **Q. What are the laws around keeping and destroying data?**

A. There is no timeframe for destroying personal data. The acquiring of data is regulated through the privacy act of the province. It is called PIPA in Ontario (Personal Information Protection ACT). The important thing to remember is that when you collect personal information, let your clients know the following: what you are collecting, why you are collecting it, where it is stored, how to correct it if necessary and that it will be kept confidential. Province by province may also have additional parameters for the keeping of personal data. As for general data, like financial materials, in Ontario, for auditing purposes it should be kept for seven years.

### **Q. What should I know about building an online consultation business?**

A. Again, you need to know the rules and regulations in the jurisdiction you are practicing. In my experience, practice within your competency and scope of practice and you should be fine. Do not diagnose and stay within your core expertise with clients who believe in what you can do for them.

### **Q. Are there updates around the anti-spam legislation?**

A. In Ontario, in 2014, it became legislated that you cannot send unsolicited messages without the recipients’ permission. There are a few exceptions, particularly around “implied consent.” For example, if someone gives you a business card, it implies an invitation to contact that person. The legislation was phased in over 3 years. If you had a relationship with the person over that period you could send messages but in July 2017, the final changes to the law came into effect.

If you had a business relationship with someone, you would have had to contact them within the last 2 years. If there was no contact, they should no longer be on your list.

Reaching out to, for example, an HR director about the possibility of offering a health seminar, would be particularly acceptable if the email address was publicized. It is also most probably acceptable if the request is related to the business being contacted.

Thanks to all who participated and we hope to bring Glenn back as a regular Power Hour featured guest.

*Glenn is a lawyer and founding partner of Ross Rumbell Professional Corporation, an Ontario based full service business law firm. Glenn Rumbell is a director of the CANNP. If you have a question you would like Glenn to tackle in The Voice, send it us at [info@cannp.ca](mailto:info@cannp.ca)*

# Picking a Business Name — a Challenging Task

It is a little daunting to think that you are going to have to live with the name of your business for a long time. Where do you start?

The answer to that is easy: You need to research what the legal requirements of attaining a business name are in your province, and potentially, in the countries you wish to interact with. Except for sole proprietorships that use only the owner's legal name with no additions, all other forms of business ownership, including partnerships, must register their business name. The exception to this are businesses in Newfoundland and Labrador. You are encouraged to check the other legalities about partnerships and sole proprietorships with the proper authorities as these may change from time to time.

We are guessing, however, that this is not the part that is most concerning to you! It's the subjective parts that you are thinking about. So, here are some aspects to consider before you settle on a name:

1. Test your concept out on the Business Registry to be sure that there is no other business that uses the proposed name or one even close to it. Prevent confusion in the industry.
2. Test it out as a domain. Even if you are not in a position to develop a website initially, you will want one at some point. Make sure the domain is available and if so, you may wish to purchase it now for safe keeping once your name decision is made.
3. Test it out on a small focus group. The key here is small, and one that has the best interest of your venture in mind. Asking for four opinions is one thing but if you ask for 10 you are going to get a slew of conflicting, confusing responses. Try to make this target group of people whose opinion you really value and who can be honest.
4. Consider a name which is simple to spell. That means, do not use unusual or funky spellings like substituting a 'c' with a 'k' or an 'f' for a 'ph'. It does not necessarily make the name memorable and more importantly, it can hinder search avenues on the internet and in alphabetical settings.
5. Try not to get too fancy

or cute. Taking two separate words and melding them into one can work but often sounds forced. On the other hand, something that is very plain can go unnoticed altogether. You need a balance that is interesting but not too kitschy.

6. Consider a name that is easy to pronounce. Fancy may be fun but it can also cause confusion. CANNP in the eastern provinces is always pronounced as the letters C-A-N-N-P. In the western provinces for some reason, it is pronounced as a word — sounds like CAN-UP. Who knew?
7. Speaking of which, if you develop a long legal name — Canadian Association of Natural Nutritional Practitioners — that does not necessarily mean you have to use that long name in the everyday workings of your company. We use CANNP all the time making it ideal for a domain name and much easier to remember for daily use.
8. Test the limitations over time. You will not be a new business for long. With time, you may increase your modalities, services or the geographic area you serve. Keep this in mind. If your name is “the downtown food guru” you may be limiting yourself on all fronts if you move to midtown and include a new modality or service.
9. Reflect you, your business and your values. Think about how it may be perceived because that will be how your business is thought of — the Little Shoppe of Horrors comes with a definite connotation. It should at least be somewhat descriptive of what you actually do.
10. Be distinctive. Again, a balancing act to appeal to the common public but to stand out just enough to be memorable. Try on a few to see how they fit.

## Command Thee

*Gretchen Rubin, author of the Happiness Project and Better than Before, thinks in the most remarkable way, producing options that are absolutely achievable in everyday life. Gretchen has given CANNP permission to share some of her extra cool approaches with our Members.*

How about writing some personal commandments to live by? Gretchen says this task is challenging but very rewarding. It can help you stay on track and be true to yourself and who you want to be. It is a constructive way to dig for your core values and hone in on how you really want to live.

Gretchen suggests that you keep the commandments very short — two or three words — so that they are easy to review on a daily basis. Resist the urge to be comprehensive. Simple is better. Though she suggests 12, she admits that fewer may be easier to handle on an on-going basis.

To develop your phrases, consider recurring themes in your life, or something you have heard over and over. Perhaps use something from a song or a quote that resonates with you.

Try them on for size and make certain that you are being true to you — everyone will have a different approach. Think values and strengths as well as areas that you might want to readjust or work on.

You don't have to be married to these phrases forever — they can be changed to suit your various stages of life. A fun task to try.

Finally, the no-fat-low-fat supporters are taking notice that this may not be the way to go for longer-term health. The movement to remove fat from the diet, the one that brought us trans fats more than two decades ago, has probably contributed to the heart health and obesity issue that is so prevalent today. Now, scientists are saying that perhaps it is the simple carbohydrate diet that is the culprit and not the fat intake. A study published this summer in *The Lancet* found that the low-fat diet was linked to death from all causes, and a higher probability of heart attack and disease, while low carb diets carried a significantly lower risk of both of these ailments. Several other studies have shown that people don't actually lose weight on the low-fat plan either, presumably because the lack of fat, AKA taste, meant the addition of fillers and sugar as simple carbohydrates meant to compensate and improve taste.

[http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(17\)32252-3/fulltext](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(17)32252-3/fulltext)

In the same vein, a study in *The Journal of the American Medical Association* found that not all fats provide the same healthful benefit. Participants exchanged about 5% of their calories from saturated fat with those from other types of fat — the good kind found in fish, avocados, nuts and olive oil. The conclusion showed numerous benefits in the area of heart health and other degenerative-type diseases. The body needs fat and cholesterol to function properly. The Harvard author learned this, concluding that “not all fats are created equal.”

<http://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2530902>

For more than a half-century, Canadian chicken farmers have not used hormones in the raising of chicks. They have used, and continue to use, antibiotics though; this too is being curtailed according to a recent Toronto Star article. Not surprisingly, the farmers have found that the heavy use of antibiotics was producing resistant bacteria and causing them all kinds of trouble. In response, they have stopped using Category 1 antibiotics as of 2014; Category 2 was stopped in July of this year; and Category 3 is slated to end in the latter part of 2020. A team at the University of Guelph is looking into using a probiotic especially formulated for chickens as an alternative. Those chickens that consume the feed laced with probiotics are benefiting by way of enhanced immune systems and better general health. The poultry probiotics are still several years away from the market, pending government approval. Still, it seems as though public pressure, consumers wanting healthier options, is having a positive effect. Now that is exciting on so many fronts!

*“Chicken Farmers are Rethinking Antibiotics” by Owen Roberts, The Toronto Star, September 18, 2017*

Almonds may hold a key to cholesterol control by boosting HDL and improving the way it gathers the bad cholesterol and removes it from the body. Already armed with evidence that almonds lower LDL, researchers compared the levels and function of HDL in participants in a study published in the *Journal of Nutrition*. By including almonds as a substitute for a high carbohydrate snack in a low saturated fat diet, they were able to identify both higher levels of HDL and better functionality. The researchers also noted other almond benefits such as an increase in good fats, vitamin E and fibre. A win all around.

<http://jn.nutrition.org/content/147/8/1517.full>

## www. Wild, Wacky, Wonderful

### rxlist.com

A fabulous resource centred on everything you need to know about a medication. Granted, it is allopathic in nature, as would be expected, and it is US-based but it is chock full of valuable information, particularly if you have a client taking several medications. You can search a drug name alphabetically and get all the information you need — from how to use it, to side effects to potential reactions. They also have a similar tool for supplements. They have a pill identifier — you put in any identifying info on the pill, its colour and shape and they will attempt to identify it. The site, complete with a symptom and disease checker, also has a handy medical dictionary.

### healthiertalk.com

Healthiertalk boasts that many of their contributors are doctors but that they also have input from ordinary people who share natural family cures and inexpensive home remedies. It seems to be set up to encourage an integrative discussion — but that may not always be the case! It is a place to explore some interesting insights nonetheless, with the universal goal of staying healthy and feeling great.

### www.freerice.com

Brought to you by the United Nations World Food Programs, this is a site that we have visited several times over the last 10 years because it is so unique, fun and worthwhile. Basically, you play by answering vocabulary questions — with the warning that you may be getting smarter! For each correct answer, the organization donates 10 grains of rice to help end hunger. To date they have donated almost 10 billion grains of rice. The site is being updated and improved as of fall 2017. Try it, it's fun!

## Money Article

**From how much to charge to working on your money mindset**

By Sandra Power, R.H.N., NNCP, [www.healthcoachsuccesshub.com](http://www.healthcoachsuccesshub.com)

In case you missed the first of two Power Hours in July, we had a great discussion around all things money. Here's a quick recap of some of the questions we covered...

**Question:** *How much should I charge for my services?*

**Answer:** While most of you probably won't like this answer, the honest to goodness answer remains: There's no right answer for this!

Why? Because there are too many factors involved. Where do you live? Who are your clients? Do you work online? Offline? What is included in your offering?

Of course, you can do some research and find out what others are charging. This is a great starting point. But be aware that some people over-charge but many also under-charge. Please don't sell yourself short!

I also think it's so important to never compete on price. When it comes to their health, people usually aren't looking for cheap. Instead, think of how you can add more value and justify a higher price. The funny thing is, there are some people who will always go for the most expensive option.

Finally, think about how you're marketing your services. Are you trying to sell clients a consultation or helping them solve a problem? If someone has been trying to lose weight for years or hasn't slept through the night in decades, your advice suddenly becomes priceless!

**Question:** *How can I keep more money in my business?*

**Answer:** Be careful how you spend it! I know that starting off, I bought WAY too many books thinking I needed them for my business. I needed some of them but not all of them. Think about your purchases and put off what you don't need to do right now.

Audit your expenses on a regular basis. You'll find that over time you're paying monthly subscription charges for a whole bunch of things that you may

not be using anymore.

Finally, try to maximize your time by creating protocols and programs that only require slight tweaking instead of creating plans for each client from scratch.

**Question:** *How does the 80/20 rule get applied in this scenario?*

**Answer:** When it comes to marketing, 80% of your time is usually spent on this at first because you don't have any clients or revenue in the beginning (or at least, very few & little!) So, initially at least, 80% of your time is spent working on your business (marketing) and 20% is spent working in your business (client meetings, workshops, etc.) Just remember, you always need to market, even as you start to get busier in your business!

The 80/20 rule also applies to client retention in that 80% of your revenue will tend to come from current clients so it's very important to nourish that relationship! Think of ways to check in on a regular basis, whether it be by phone, email, handwritten note, etc. Don't forget to book your next appointment with clients before they leave!

(A great way to stay in touch with clients is through CANNP's Newsworthy, which is a done-for-you monthly newsletter that you can purchase and send to your clients so they keep you top-of-mind.)

**Question:** *How can you create multiple streams of income in your business?*

**Answer:** I'm a big believer in making sure you're not making all your money doing just one thing. Within your health coaching business there are lots of different ways to make money, including 1:1 consultations, workshops, group programs, ebooks, affiliate commissions, etc.

What's important is that you find the right mix for you and your clients.

An exercise I love is to brainstorm 100 ways to make money. Open a spreadsheet or put pen to paper and start writing! You don't need to complete your list all at once, keep

coming back to it. You'll get stuck in places - that's normal. Just keep going. Once you're done you'll have come up with a whole bunch of different ideas which you can reassess and prioritize based on your business goals and where you are right now.

(CANNP offers its members *TrueView*, an online tool which you can use with your clients to help them visualize their body system imbalances. You may even want to charge extra for this or save it for a follow-up appointment.)

**Question:** *Why do you think working on my money mindset is so important?*

**Answer:** Money blocks are definitely a thing!

Think about it: How comfortable are you with making lots of money as a health coach?

If you don't address your money mindset and any money blocks you have, you'll be sabotaging your whole business.

It's worth spending some time getting to know what your beliefs are around money, what stories about money (having lots or not) you've picked up over the years, and whether you're really comfortable with the idea of being rich. If you come across any unhealthy beliefs that may stand in your way, ask yourself if they're really true and if not, replace them with a healthier belief instead.

For example, rich people are greedy. You may well find some greedy rich people but you'll also find some really generous rich people. Seek out some examples of the latter so that they can be your focus and think about how you will contribute back to society once you hit a certain income level (maybe you're doing it already?).

Carrying \$100 in your wallet can help to make you feel more abundant if you usually feel like money is scarce. You can also change your passwords to reflect your income goal for the year ahead.

We hope you enjoyed this recap! Stay tuned! The next Power Hour will be announced soon.