

# the VOICE



Volume 9, Issue 2

Over the years we have changed our focus to be one that is centered on helping our Members become more successful.

We have developed a number of approaches to assist you on this front:

1. We tap into the knowledge of experts in their field through our *Inspired Events* and *Tag the Expert* series.
2. We provide articles, all related to improving your odds and focusing on sustaining a business.
3. We provide all kinds of tools to both help you get started and keep you going.
4. We offer an ever-growing selection of giveaways, all meant to enhance your client experience.
5. We offer forums where you can connect with others, through *Ready, Set, Chat* and the *Power Hours*.
6. We offer discounts on products and services as they come our way ... and much more.

That is just a bit of what we do — and we are always evolving our offerings, trying to ensure that you get the most bang for your buck.

Now the question is, what can you do?

Our most successful Members are the ones that take advantage of all that we offer — everything from the free giveaways to the items that have a nominal fee to the

calls to action. These are the parties interested in moving their careers forward and look to CANNP for further assistance.

From our perspective, a growing and sustainable membership means that we have more “umph” behind us when we approach insurers to entice them to include our services in their employee benefit plans; when we meet with the Ministry to ensure that we are on top of any legislations that may affect us; when we meet with the dietitians so that we can all better understand how we can co-exist.

We do not take your Membership for granted. We appreciate your kind words of encouragement and hope that you continue to reach out to us with what is happening in your world so that we can be better informed. We would like to know what more we can do to help you and we welcome your suggestions.

If you are having difficulty finding what you are looking for on the site, we have provided a “map” on page 4.

We encourage you to take advantage of us!

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

## Latest and Greatest

### Educate the Public

In the **For Your Use** section of [cannp.ca](http://cannp.ca) you will find an easy-to-digest sheet about what a holistic/natural nutrition counselor is; you are welcome to share this with your contacts. As well, **under the light-house picture on the home page** you will find a great 2-minute video explaining who we are and what makes us different. You can add that to your own social media by using the link.



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## Free Giveaways Are Here!!!

CANNP has quite the line up — past and present! December featured *Organize Your Business — 30 Proven Tips*, followed by *CORE 3* (Consistent; Opportunity; Respond; Evolve) which was the last in the 3-part series *Begin, Continue, Succeed*.

In February, we featured the document *How to Use Your Time Effectively*, which was very popular. It takes time to adapt to some of the suggested techniques in this document but improving your approach in just a handful of the ways suggested will have huge impact.

March brought *Smooth as Silk*, producing more interest than any other giveaway to date. It centred on the notion that the difference is in attending to the details when giving a presentation.

Our list of free giveaways is growing and, since many of these are time limited, it is important to watch eblasts for details.

## Colour Your Plate

We introduced our on-going series called *Colour Your Plate*. We will announce one 1-minute movie as a freebie to members, each for a limited time period. The entire approach is directed to children — teaching them about fruit and vegetables (and healthy eating more generally) in a fun way — through animated produce.

For the Member, the concept is to offer you something to share with your clients who may have children or grandchildren. Making new eating habits a family affair will encourage compliance and compliance means you will be more successful.

Much like *Newsworthy*, this series also offers you an easy and efficient way to send something to your mailing list — keeping you top-of-mind.

Priscilla the Perfect Pepper and Sammy the Super Strong Spinach have been sent.

## CAN Can

As part of CAN, we had a meeting with the Ministry, the objective of which was to stay current on any government developments that may affect our profession and to further promote the public benefit that nutritionists offer.

As it stands, we are on the list of Professional Associations that will be consulted with regard to any plan or regulatory change which may affect us.

For now, our goal has been accomplished. However, we will remain in contact with the meeting attendees to maintain a rapport as we continue to separate fact from fiction.

## Understanding Scope

This is a friendly reminder to remain within your Scope of Practice, around which there is much discussion lately.

Understand that the Scope varies slightly from province to province so it is important to check that which is relevant to you.

Generally speaking, anything that can be construed to be diagnosing or treating is not within scope. As well, nutritionists must never represent ourselves as dietitians, naturopaths or other medical professionals. We can respectfully all work side-by-side, as long as we remain within our Scope of Practice.

As a CANNP Member, you are required to conduct yourself with professionalism at all times and work within the Code of Ethics and Standards of Practice.

## Tradeshows

CANNP is expanding our offering of free and almost-free tradeshow access. We offered all valid Members 2 for 1 tickets to the *Victoria Health Show* and the *Calgary Health Show*. We also offered free access to the *CHFA West* and the *Toronto Yoga show* this year. There will be more to be announced as they become available. Watch for details in your eblasts.

## The Power of an Hour

CANNP and Sandra Power have been offering Members an exclusive, interactive hour of client management assistance, online.

In February, we looked at client meetings and Sandra walked us through how to make these meetings simple and meaningful. This overview of Sandra's course took all the guesswork out and was definitely appreciated by those in attendance.

In March, we featured Rose Rocci, the CANNP representative for Extended Health and Dental coverage. This webinar was well attended and gave Rose the opportunity to answer Members questions directly and in plain language.

In April there will be a discussion on Results, Retention and Referrals featuring James Elliot. James will discuss all that he has learned on keeping clients compliant so that results can be achieved and businesses can be maintained; habits and how to change them; how to reframe clients and much more!

## 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.

The 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

In our last issue, we had an incorrect link for registering with GreenShield. Please use this link <https://www.providerconnect.ca/CANNP> is under “social worker/counselor.” It will take approximately seven days to update the GreenShield system. Also, all the insurers do check with us to ensure that applicants are still valid Members so it is important to keep your CANNP Membership current. We do hear from a number of companies which have not formally agreed to cover the services of our Members, but do so from time to time.

Also, in order to better ensure coverage, always use the CANNP logo’ed 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 are pursuing other insurers but could make much more headway if we had specific contact names. 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.

### There Are Lots of Ways to Help with the Insurance Challenge

Here is what you can do:

1. If you are due to renew, doing so in a timely manner 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. They can be found in the Members section under “For Your Use.”
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 and 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. It is a place for Members to express themselves freely and to relate to and support one another.

This is the place for you to find the best jobs suited to your nutritional skills.

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!

Make connecting with colleagues and sharing information one of your goals for this year!

You can join the Ready Set Chat FB group any time! Let’s get posting!

### Students Welcome

As we venture into our 10th year, we wanted to mark it in a big way!

We decided to offer students a free, limited Membership so that they can learn more about the great offerings we have and how we operate.

While **only professional Members can access the “Members only” area**, and all it offers, students receive the Voice, eblasts and are welcome to purchase any of the optional offerings. Students are also eligible for many of the free giveaways.

Once student Members complete course work, they are welcome to join as professional Members which will allow access to all that we offer.

## Galen's Watch - It's Back

We are so happy to offer you the latest edition of Galen's Watch!

This great publication is part of the Research Tools which provides snapshots of relevant nutrition studies. When used properly, Galen's Watch can save you tons of time as you plow through studies.

Be sure to look it up and explore the archives too.

## TrueView - Important Tips and Tricks

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, highlight 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 under edit and click on "value" or "text"** depending on your operating system. 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.
5. While you may wish to share the Chart portion with your client, we do not necessarily recommend that you leave TrueView with the client. This will ensure that the results are interpreted properly by you and not others.
6. TrueView is not intended to diagnose. It is a tool to help you as you locate areas of imbalance and educate the client by providing related nutritional guidance.

## Joining or Renewing

The join/renew applications are on the [cannp.ca](http://cannp.ca) site but you **do not need to access the members only area** to complete any application. In fact, if you have inadvertently let your membership expire, you will be denied access. **Once you complete the application, please remit payment to complete the process.**

Your package comes complete with a printed client insurance form indicating a new, valid expiry date, stickers and a tax receipt for CRA.

## cannp.ca — The Map

When you think about a website — think of it like a book. The title of our book is CANNP.

There are **chapters**, and within the chapters are the **paragraphs** and then **sentences**. Words make up the sentences.

**Home:** the entire chapter menu and exclusive items such as the CAN updates, the compare chart, the prezzi, the video about nutritionists and why we are different, and much more.

**Learn More:** **Benefits** - Insurance, Designations, Business Tools (TrueView, Other Tools,) **Research Tools**, **Dispensary Options**, **More Advantages** (Enhancing Your Business, *The Voice*, Discounts on Products.) **Approved Schools** **Q & A** **Legal Notes:** **Must Read for Applicants**, **Must Read for Members** **Links**

**Join:** **Qualifications**, **Application**, **Insurance Application**  
**Renew:** **Qualifications**, **Member Renewal Advantage** (earn discount on your renewal Membership) **Renewal Application**

**Members:** **Professional** - **Insurance** (information and application for E & O and extended health contact,) **Business Tools** (TrueView, Newsworthy, Business Plan and Starter Kit info, Menu Plan, Mentoring,) **Research Tools** (Galens Watch, Research Library, *Textbook of Natural Medicine*,) *The Voice*, **Podcasts and Inspired Events**, **For Your Use** (letters, CANNP logo, brochures, flyers,) **Other Great Deals** **Student - Benefits** **Professional Products**

**Contact:** The best way to reach us is through email but you will find our phone and address here as well.

## 11th Holistic Nutrition Conference

On May 5th at the Toronto Science Centre, in Vancouver, in Calgary, and live streamed, the conference will centre on issues of MENTAL HEALTH: Feeding the Brain, Nourishing the Mind, (<https://www.csnnalumni.org/chnc-2018/>) You will hear industry leaders from all over North America sharing their expertise on all aspects of Mental Health.

-The Microbiome-Brain Connection - Enhanced Learning, Mood and Attention Span with Nutrition and Mindfulness Training  
 - Understanding the Causes of Inflammation and Oxidative Stress that cause Brain Impairment - The Changing Brain: Nutrition Support for Brain Plasticity - The Thyroid-Mental Health Connection and much more

[www.csnnalumni.org/chnc-2018/](https://www.csnnalumni.org/chnc-2018/)



## An Update on Regulation

by Glenn Rumbell, B.A., LL.B.

I am often asked, what's new in regulation. Will nutritionists become a regulated health profession in Ontario and other provinces? Should we try? What does the future hold?

Over the last several months the CANNP, under the umbrella of CAN, held meetings with senior staff within the Ontario Ministry of Health and Long-Term Care. It appears health regulation in Ontario, and perhaps other provinces, could be ready for a shake up.

By way of background, in Canada, health professions are regulated through a system of professional regulatory colleges and laws of general application. Essentially, provinces pass laws to create professional colleges for larger professions, such as medical doctors, nurses, chiropractors and dietitians, who are then charged with regulating their profession (self regulation) in the public interest for public safety. In Ontario, for example, the College of Physicians and Surgeons establishes the required education and training for medical doctors, grants licenses, investigates public complaints and sanctions doctors when its standards have been breached. All medical practitioners must be members of, and subject to the rules of, the college. At the same time, the province maintains laws of general application that restrict persons who are not members of the College of Physicians and Surgeons of Ontario from calling themselves 'medical doctors' and from performing medical procedures that are inherently dangerous, such as surgery.

Holistic Nutritionists are not currently a regulated profession in any Canadian province. This means nutritionists are not members of, nor are they subject to, the discipline of a regulatory college; they are however, subject to laws of general application. For example, they cannot perform surgery.

In our meetings with the Ministry, officials expressed growing concern about the current regulatory regime. They are concerned

because more groups within the health sector are seeking the status and validation of regulation, but these groups are getting smaller in size and often lack the financial resources and professional cohesion that are necessary to be self-regulating and to fund and staff a regulatory college. The question being considered is whether Ontario has reached the end of the line for health professions that are capable of being self regulating, and if so, what is next.

And if this is the case in Ontario – which has approximately 40% of Canada's population – it is likely the case in other provinces.

So, what might be coming next? One idea discussed at the meeting is the adoption of an approach used in the UK.

The UK has an organization known as The Professional Standards Authority for Health and Social Care, that is tasked with overseeing nine separate health and social services regulatory bodies in the UK. It is an independent body that is accountable to Parliament. As part of its mandate, The Professional Standards Authority maintains a voluntary scheme that establishes minimum standards that are applicable to health modalities that are not statutorily regulated and accredits organizations that hold voluntary registers, offering a "quality mark" to those that show they have met various standards. It is seen as a less costly means of increasing public protection by providing the public with marks and designations that confirm certain minimum standards have been met. Here is an excerpt about the program from the 2016/17 annual report:

"Accredited registers meet our demanding standards, which include commitment to protecting the public, governance, education and training, risk management and complaints-handling. Practitioners on accredited registers meet approved levels of education and training and engage in continuing professional

development, sign up to codes of conduct and are subject to disciplinary processes if something goes wrong. . . . Accredited registers are a new approach to managing risks associated with health and care practitioners that is attracting attention internationally. We have advised the Hong Kong government, which is establishing its own accredited registers programme, modelled on ours. Having the ability to accredit registers in overarching legislation, such as that set out in the Health and Social Care Act 2012, allows new registers to be established quickly and cost effectively without the need for individual primary legislation. It permits new occupations to be added and for rules and standards to be changed rapidly in response to changing needs."

We don't know whether such a regime will come to Ontario and other Canadian provinces. It does however, offer an interesting approach and a possible solution to the current practice of either extending self regulation to smaller and smaller professions, or leaving modalities that cannot sustain self regulation largely unregulated.

While policies can change with the election of a new government – as may soon happen in Ontario – it does appear that the plans of many organizations, including some within Ontario's nutritionist community, of seeking self regulation, are not in line with current thinking within the Ministry. We will continue to monitor the situation. CANNP and CAN are now among the group of industry participants the Ministry will consult with respect to regulatory changes in this sector. We will keep you posted.

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

## Fat for Fuel, Joseph Mercola, 2017

Trends in food happen usually as a result of offering people a fat loss option. The best way to sell books is to promise that by reading and following the principles, one will drop the unwanted pounds. As a result, not all diet books reflect healthy principles, as we know.

It's interesting to see the relatively new trend of ketogenic diets making an impact. *Fat for Fuel* is a great resource to learn more about the principles behind this lifestyle and the health benefits. More than a diet book, Mercola explores the founding principles of health and disease prevention. He believes that cancer is not caused by damaged DNA, like we have been led to believe, but a result of "defective metabolism as a result of mitochondrial dysfunction."

By giving our bodies the proper fuel, he explains that we can effectively head off all major disease processes. The interesting part is that the healthy diet that he espouses is not necessarily what we have been led to believe. A low carb, high healthy fat and adequate protein diet is explained in great detail and promises to "optimize biochemical pathways that suppress disease and support healing." Added benefits are "boosting brain power, increasing energy, helping you lose weight and keep it off."

Half of the book explains the principles and research behind this concept and the second half offers concrete information on how and what to eat, including tips on intermittent fasting.

Definitely worth a read to stay on top of this latest trend in health.

## Holistic/Natural Nutrition Goes Mainstream

We have noticed that others in the field, including dieticians, are touting more holistic approaches to nutrition. While this may seem like an infringement, it is a positive reaction to public desire. The fact that more natural approaches are being sought is good news for us all.

Of course, it does mean more competition. In light of this shift, it becomes even more important for you to differentiate yourself as a professional. How is your approach different? What makes you stand out from the others?

An organized approach and use of the CANNP business tools including *Newsworthy* and *Colour Your Plate* help to make you more professional and to become top-of-mind to clients.

## CANNP Tries to be Like Amazon

Though we make every attempt to get your information and packages out to you on a timely basis, we ask that you allow several weeks for mailing.

We applaud your enthusiasm and appreciate your patience.

**Business Buzz**

*Paul Fink, BA, MBA, CPA (former), is a graduate from the University of Michigan and worked as a CPA at Peat, Marwick, Mitchell (now KPMG) in Detroit, Michigan, before moving to Toronto and becoming a leader in Commercial Real Estate Brokerage. Paul shares his extensive experience in business and his expertise in financial matters with the CANNP board.*

**The old saying "you never get a second chance to make a first impression" rings true for sole practitioners — and for every meeting.**

Just because you work alone or with a few others in a clinic setting does not mean that you can slack off when building a professional impression. Upon introduction, perhaps unconsciously, a new client (and everyone who may be in a waiting area) is formulating their impression of you. Furthermore, that positive first impression needs to be nurtured to be sustained.

**Attire.** You are building credibility each and every time you meet a client. Though you may wish to project an "earthy" "natural" vibe, find a way to do so using suitable attire. You don't necessarily have to wear a suit, as one might in the corporate world, but you should always look sharp, presentable and appropriate for your role or position.

**Demeanor.** When you shake a hand, whether the first time or during subsequent meetings, be firm and confident. There is nothing that will turn someone off more than a fishy feeling handshake. A smile with eye contact will also go a long way to establishing rapport. And though practitioners are prone to hug, this is not necessarily comfortable for everyone. You may want to hang back a bit and read the client before approaching.

**Surroundings.** The property, whether an office or a room in your home, in which you meet your clients also makes an impression. Make sure that the pathway from the door is clear and free of clutter. Keep pets elsewhere during your meetings. Look at your choice of wall decor as well. A balance of warmth and professionalism by way of accreditations or health related charts may be more suitable.

**Communications.** Every written document or on-line form that you hand to a client adds to an impression. The information should not only be helpful and relevant, but it should read well, have a proper logo on it and look graphically appropriate. Be sure to include your contact information whenever possible.

You are not only impressing the individual directly in front of you, but also anyone that person may speak to about you. Your attire, the surroundings, your demeanor and every takeaway instruction should convey and reinforce your intended image.

Stevia reaches new heights. It seems, according to researchers, that stevia may one day become the unlikely cure for Lyme disease. According to the CDC, approximately 300,000 Americans are diagnosed with Lyme disease every year. Sometimes the disease can be devastating, of the disease with about 10-20% of those affected developing a chronic form. Antibiotics can treat some but not all forms, with a limited long term outlook. Published in the *European Journal of Microbiology and Immunology*, a recent study found that stevia could terminate late stage or chronic Lyme disease. Researchers at the University of New Haven, Connecticut, found that stevia whole leaf extract was effective in treating the biological culprit underlying the disease, *B.burgdorferi*. It was even effective against the most antibiotic-resistant bacteria tested. Results needs to be investigated further, but this is potentially good news for curbing the wider use of ineffective antibiotics, and is certainly promising for the treatment of Lyme disease.

<https://akademai.com/doi/abs/10.1556/1886.2015.00031>

The University of Iowa conducted a study to find that aspartame is one of the most dangerous sweeteners that has ever graced the food supply, now also being linked to cardiovascular health. When compared to women who never consume diet sodas, those who had two or more aspartame laden beverages per day had a 30% higher chance of having a cardiovascular incident and were 50% more likely to die from the heart-related disease. Even after proper adjustments were made for factors like age, weight and physical activity, etc. the statistics held for the 60,000 participants. The study does point out that this is considered to be an “association” so there may be another explanation. It is interesting to also note that there are reports of downward diet drink sales, which also means less exposure to the high fructose corn syrup they carry.

<https://now.uiowa.edu/2014/03/ui-study-finds-diet-drinks-associated-heart-trouble-older-women>

Fast food is not healthy seems to be news. Commonly made of empty calories, sugar, salt and fat, these packaged goods are understandably low in essential nutrients. We know that they can cause inflammation and ailments, and it is now thought that these foods can aggravate the immune system in a very real way, having lasting and damaging effects. Mice given very little in the way of fruit and vegetables, but a diet with sugar, salt and fat, indicated changes to their immune systems which took a surprisingly long time to restabilize. The immune system reacted as if there were an infection somewhere in the body, according to researcher Dr. Eicke Latz, the Director of the Institute for Innate Immunity, University of Bonn.

<https://www.naturalnews.com/2018-03-08-immune-systems-haywire-mice-fed-fast-food-exploration-inflammation.html>

Commonly prescribed statins seem to raise the incidents of type 2 diabetes in people who are vulnerable or already at high risk. Obese people were divided into 3 groups — assigned proper lifestyle changes, given metformin, or a placebo. At the start, less than 4% were taking a statin but 10 years later, 1/3 were taking the med. Taking the statin was associated with a 30% rise in diabetes when compared to those who do did not take the drug. The theory is that statins impair insulin production.

<http://drc.bmj.com/content/511/e000438>

## www. Wild, Wacky, Wonderful

<https://skillet.lifehacker.com>

In terms of “hacker” type approaches, this one is Wild! They tout a Skillet section, specifically related to kitchens and cooking. They offer advice about some very helpful items but also some that are a little quirky. You will find “How to Clean Burned-On Gunk Off Your Instant Pot Insert” and “How to Make Creamy Pasta Dishes Without Any Dairy” right along with “Why You Need a Measuring Tape in Your Kitchen” and “How to Use Rose Water in the Kitchen.” Who knew? We can’t pretend that everything is adherent to the holistic approach but it is still worth an exploration.

<http://www.collective-evolution.com/about-us/>

Wacky goes to Collective Evolution (CE) this issue. CE has a health section filled with interesting and unique articles and blogs. They believe in thinking outside the box and challenging the status quo. They promote living sustainably, maintaining a healthy lifestyle and creating a spiritual connection so that together, we can shape a better world. Lofty goals for any website but it is both easy to navigate and worth seeking out.

<https://www.khanacademy.org/science/health-and-medicine>

Wonderful is this website that is a personalized learning resource for all ages. Khan Academy offers practice exercises, instructional videos, and a personalized learning dashboard that empower learners to study at their own pace in and outside of the classroom. They tackle a slew of academic sources including math, science, computer programming, history, art history, economics, etc but also have an entire section on Health and Medicine. So, if you want to brush up on your anatomy this is the place to check out. Count this time towards CANNP upgrading hours!!

## The Real Costs of Doing Business

Contributed by Rebecca Loach

*In her article, Rebecca Liston urges the reader to be realistic about business expectations. Don't be discouraged if your success costs in the form of time, money and more — know that that is just the way it is!!*

We see this all the time in marketing: “Earn 6 Figures With ONE Webinar!” “Sell From the Stage and WIN BIG Profits!” “Close More Sales and Make More Money FASTER!” And we also hear the “Success Stories.” And so on, and so on...

It isn't sexy marketing to talk about the real COSTS of doing business.

Sure...I am quite certain that this CAN be done. But what happened BEFORE this event that lead up to this mahoosive sales frenzy? And what did THAT cost?

One of the things that drives me around the bend is the common misconception out there that making money and building a business is easy. The narrative is all about what you earn, and no one likes to talk about what it costs to earn that money.

(And please, if you're inclined to write to me and tell me that making money really IS easy if only I just adjusted my mind set...well, no need. Money is energy. I “get” energy and mindset. And this is not at all what I am talking about here today...)

What I am talking about here are some key pieces that are missing from the narrative about the costs of building a business. Things like this:

1. It takes years to build a business. You may be lucky and experience some quick success, that is true, however a truly long-term sustainable business is not built in 90 days.

2. It costs money to build a business. Most businesses will not turn a profit for several years...and that's NORMAL.

3. It takes time for people to get to know you and want to buy from you. The guy who sold a bazillion bucks worth of coaching programs from the stage? He's been working that crowd for ages through his marketing and outreach. He doesn't tell you how many

times he spoke and earned not a penny, how he did it for exposure and experience. He doesn't tell you that the room was filled with his ideal prospects because he gave them free tickets to come and how he's been massaging them into this buying decision forever. And he certainly doesn't tell you how much money he's spent to do all these things...and whether or not that bazillion bucks he “just” earned actually turned into a profit.

4. It takes two things to run a successful business on a daily basis, and it takes them in good measure: Time And Money. Success is not overnight. And money is required to not just get things rolling, but to keep them rolling. The key thing here is to ensure you are spending both your time and your money where it has the most impact. Very few of you need to be spending money on Facebook Ads. Yes, I can hear you telling me that they “don't cost that much,” but I can tell you for certain that you'd be better off spending that money elsewhere in almost all cases. Why? Because for service based business owners, the ads rarely convert...and the space is busy...and full...and you'd be better off buying someone a cup of coffee and telling them what you do and asking for referrals than buying another ad. And as for your time? You are masterful at what you do. And unless you're Jamie DuBose, whose skill set IS creating marketing funnels and launches, you'd be far better off to hire her than learn how to do it yourself. You've only so much time in your day: Use it well, use it wisely, and focus on what you're masterful at.

5. It can also cost you a bit of your sanity to run a business. And yes, I am being slightly flippant here but the truth is, it can be crazy-making. You will wonder what the hell you were thinking...you will look at the Want Ads frequently...and you will, at times, agree with your friends and family who already think that you're nuts. You will relinquish small pieces of your sanity along the way, but with luck, you'll pick them back up again.

6. It could also cost you your relationships. This is again why it is so important to be

mindful of how you spend your time, and who you spend it with. While business isn't built in a day, neither is a marriage...or a great friendship...or a relationship with your child. So we must be diligent in ensuring we are investing time in all parts of our lives, not just our work.

7. Sometimes, the cost of doing business is YOU. Your emotional state can be put through the wringer when you're running a business and it is vital to your survival to ensure you've support in this. Rarely do the headlines scream, “Here's How I Went From Broke To Flush in 90 Days — and how many nights I didn't sleep, cried, shamed my own self, and basically hated every minute of it.” But those things will happen. So it is best to be prepared with good supportive friends, counselors, etc. in your corner.

Now I must add here that it is possible that I sound like a real Negative Nelly in this article.

That wasn't my intent.

Heavens, I have been self-employed for 15 years and my WORK is to support entrepreneurs on this journey so I am surrounded by this every single day and love every moment of it!

My intent was simply to be real about what it IS to be in business. About the money it costs. The time it can take. And the impact that it can all have on your life outside of work. I believe that knowledge is power... and knowing what it takes to get started, and what's required to keep going is the insight you need to succeed.

*Rebecca Liston helps clients predict, pivot, and compete in an increasingly complex global marketplace. Her clients quickly uncover the root of their challenges and know the actions to take to overcome them. A six-time nominee for the RBC Canadian Woman Entrepreneur Award, Rebecca combines business strategy with intuition, giving her clients the edge on forward-thinking, elegant answers to their most complicated problems. Learn more at [www.rebeccaliston.com](http://www.rebeccaliston.com).*