



Saved by Nutrition: A Collection of Amazing Stories

All the stories included in this collection will centre on the use of holistic nutrition and practices, and all are from practicing nutritionists in Canada. We reserve the right to edit where necessary and not every submission is guaranteed to be included. Should your story be chosen, you will be sent a general contract to complete. The books will be used to advance the credibility of the profession as a whole and further our efforts to secure insurance and government recognition. The book will be an excellent selling tool to share with clients and potential clients and at presentations and workshops.

Thank you for your contribution.

Contributor Details

Your Name: _____ Your Company: _____

Your Specialty: _____ Credentials: _____

Phone Number: (_____) _____ Email _____

Website _____

School Attended: CSNN _____ IHN _____ Pacific Rim _____ Alive _____ Edison _____ Other _____

Education: _____

Short Bio (5-10 lines)

Writing Guidelines

Please use the following to help you write your personal story. We would like each to be small enough to be read quickly in a waiting room, but long enough to catch your passionate journey. We suggest approximately 1,000-2,000 words.

Your name (one more time please): _____

Story Title: _____

Health Issue being Addressed: _____

You may wish to include any or all of the following:

What happened to you that made you want to turn to your specialty?

Consider including what the turning point was for you in terms of your health crisis.

Be sure to share with the reader why you feel your story is important and what its impact may have.

Ideas to include:

The history of your ailment

How you found your way to an alternative route.

Your emotional turmoil, if any.

You may wish to be specific about your regime or more general, depending on the drama of your story.

Your present day state regarding your ailment — the happy ending.

Now Make Yours a Powerful Story!

Focus on

Understand that **your story matters**, no matter how dramatic, or not, you think the impact might be — it will definitely resonate with some readers.

The **specifics of your story** are important. What got you interested in nutrition? It can be more than one situation. Explore **your view, your perspective** of what happened to you, for you, around you. Your story might be about a sick child or parent and how it affected your emotions. This makes your story compelling.

Make it **personal**. Do not speak in generalities, “nutrition makes a huge impact on our bodies” and instead say “I found that nutrition made a huge impact on my body.”

You want the **reader to relate** to how you felt so be specific, include a simple statement such as “I felt overwhelmed”, “I felt terrible that I couldn’t participate...”

Becoming a **published author** will elevate your own status as an authority in your field. Less than 1% of the population actually publishes a book.

Do not include ...

Selling in your story — “when you work with me you will get...” or “I now work with these types of people on this modality so you can go to this website and check out ...”. Save the selling for the portion after your story.

Do **not talk to the reader or provide teaching moments**. Everyone submitting may be compelled to share the same general blanket statements of learning and teaching — nutrition is good — which can result in a very boring book.

Terms such as cure, diagnose, heal and treat cannot be used. So instead of “my body needed time to heal,” you might say “my body needed time to process or repair.”

Due to legalities, you cannot submit a testimonial of someone else’s experience. If you are speaking about another’s illness, be sure to touch on how it affected you.

Use the book ...

Once published the book becomes a glorified business card that you can use as a **selling tool** to promote your personal services and the industry in general.

At a presentation or event, the book can be offered at a reduced price, as a tool to **create income** for your talk. You can offer it with another gift as an alternative.

Books can be dropped off in the waiting rooms of naturopaths and other complementary practitioners. CANNP will use the book to approach insurers and government agencies to help educate about the industry and encourage recognition.

Legalities...

Every participant will complete a **simple contract**.

Contributors will not be required to provide a participation fee but you will be required to purchase 36 books minimum (approximately \$100-150). These books are for your use as a sales tool and to promote the industry.

In accordance to the contract, the book will not be sold through online publishing as we would have to relinquish rights to share our story.

The details ...

Provide your story just typed straight out with no titles, extra spacing etc. Provide 3 pages maximum or 1000-2000 words as a Word document, Times New Roman, 12 pt with the bio section 10pt.

After your story there will be space for a bioportion, spoken in 3rd person, including education and year graduated. Also included will be a piece about who you are, who you like to work with, your accomplishments, and what you like to do. Following this will be one sentence on how to contact you for services. A headshot will be included as well.

The book will be hard covered to add prestige and authority to the image, allowing it to withstand office wear and tear.

Submissions requested by August 14.

Our hope is to have the book ready in the fall.

We hope to include 20-30 stories with a maximum of 140 pages. It will include TOC, forward, review, copyright, sponsorship or advertising pages for the schools.

We will consider a French translation once this version is complete.

Submissions appreciated by August 14, 2019.

Please do not hesitate to contact Michelle Post directly (michelle@making-strides.ca) — she is standing by to help you flush out your story and to share ideas about how to use the book as a marketing tool.

There has not been an initiative that might have more value than this one but you need to step up and take the time to help out. With you, well, we can save nutrition!