

the VOICE



Volume 11, Issue 4

Recently someone mentioned, very matter of factly, that “Everything is Temporary.” For some reason that seemed like a bit of a revelation.

Everything changes or disappears or is reinvented.

Emotions. Thoughts. People. Surroundings. The pandemic. Everything.

When you remind yourself of this fact at a period during which you are feeling a little stuck for too long, it might be just the thought to allow you to comfortably hang in there a little while longer.

When you find yourself in a really tough situation, the kind during which you are just hoping for it to be over — like Covid — know that at some point it will be. Hanging onto that fact might allow you to endure a little more comfortably.

Conversely, when you find yourself in a highly gratifying or pleasant situation, remember that it too will be fleeting and end at some point — encouraging you to enjoy it for all it is worth.

The contemplation of temporary might provide you with a very handy perspective for your business encounters.

If your accountant is hounding you about your books and that makes you uncomfortable and anxious, know that a tax deadline looms giving the process a definitive end.

If you are notified that you received an industry award, know that once you share the news with those close to you and add it as an accolade to your website or resume, the intense glow of that will end — so enjoy it while it lasts and remember the moment.

Since all businesses have their high points and points that are less pleasant, adjusting your perspective about your business in the moment can be very helpful. You need to experience it all and work your way through every obstacle to ultimately have the business of your dreams.

Next time a client contacts you to say how great your advice was figure out how to best use that testimonial in your branded material — while basking in the kudos.

Should you be told that a client has cancelled a long awaited appointment, know that there is a lesson to be gained and that there will be another client better suited to your offering just around the corner.

All this to say that every experience, good or bad, will come to an end. So don't get too attached, go with the flow and understand what you can gain.

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

Good to Know

Coming soon!

CANNP is working behind the scenes on making your experience on our website much more efficient. We are redesigning because we are aware that over the years the addition/changing of new benefits made getting around a little difficult. We are on it!

Health is the greatest possession.

Contentment is the greatest treasure.

Confidence is the greatest friend.

Lao Tzu



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Handling Covid

By the time you read this — things will have changed (refer to page 1!) but due to the number of inquiries we get daily on how to manage during the pandemic we thought it best to revisit what we have been saying all along.

We have been advised by our lawyer that, as a national organization with members in every province and territory it is not possible for the CANNP to promulgate a single set of **dos** and **don'ts** for our membership. Rules regarding travel, offices and/or services that can remain open, and for engaging in face-to-face meetings differ from province to province, township to township and can change week to week — depending upon the local infection rate of the virus.

That said, the best we can do is refer you to your local government authority to get the most current details on what is allowed and not allowed in your area.

We are an unregulated profession so there are no formalized protocols for us to meet. Unlike like minded practitioners like chiropractors, who must see patients in person, our profession can be efficient and effective remotely.

Despite personal feelings about masking, vaccines etc. each of us needs to do all we can to remain safe and to keep clients comfortable.

Insurance Challenge

We have again reached out to Canadian Life, formerly Great West, among others. CANNP spends a great deal of resources on this effort on behalf of the entire industry.

As we mentioned before, practitioners would be wise to build their businesses without dependency on insurance coverage. Make sure that you provide a value that people will pay for — that way insurance coverage becomes a bonus.

We will continue to do what we can at our end and ask for your assistance when the time comes.

Open House

Our January 25th and March 9th Open Houses were just great! They were very conversational and informal making them highly digestible and informative.

We did a deep dive into how we got here and what we have accomplished as well as what we have to offer.

In each, we gave a presentation, similar to the one on the home page of our website, gave away special offers to attendees, and had plenty of time to address questions.

We will be doing it again — probably mid July, but we will be sure to let you know so you can spread the word.

Power in an Hour

We have had a busy period of Power Hours over the last several months.

Sonia Funk shared how she got into corporate wellness and gave some helpful hints on how to partake in collaborative efforts.

We featured how-to introductions to Modernmeal and Practice Better — two subscription offerings. CANNP has secured special pricing for our Members for these amazingly helpful tools.

Marla Samuel discussed in depth, how to help clients with IBS, SIBO/IMO — what it is; key risk factors and underlying conditions; and some effective approaches to rebalancing the system.

James Elliot spoke to our Members very passionately about how to handle the question of insurance and to combat the push-back from the “I can't afford it” statement. It was a highly inspirational discussion especially considering that pursuing insurance coverage is a slow, but moving machine.

Some are available on our site.

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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Free Giveaways

Some of our giveaways are just for you and others you are encouraged to share with clients, making your job easier, saving time and energy.

We began the year with *15 Common Sense Health Tips* for clients which was filled with general knowledge to help reinforce what you have been encouraging.

We revisited the Colour Your Plate series to help elevate everyone's mood! This is part of the series of 1-minute movies just for kids to help encourage them to eat healthier. We gave away Tommy the Tasty Tomato!

Changing Habits is a great approach for both you and your clients. Everyone may have some Covid habits that need some readjusting. A deeper understanding of how habits work will help your clients be more compliant.

Journal Options

70% off the usual price! Worth exploring under the Research Tools section.

The Journal of Alternative and Complementary Medicine (ACM) which is the leading peer-reviewed journal providing scientific research for the evaluation and integration of complementary and alternative medicine into mainstream medical practice....

and

Alternative and Complementary Therapies (ACT) which delivers practical and evidence-based research on integrating alternative medical therapies and approaches into private practice or hospital integrative medicine programs.

Watch Your Step

Another result of Covid

Due to Covid and the public seeking more alternative assistance for their health needs, more eyes are on us, watching our every move and how we are conducting our businesses.

We urge you to always work within your scope of practice. Check with your alumni or school on scope in your province or refer to the Legal Guide.

It might be extremely helpful to consider yourself to be a “nutritional educator.”

What is your name?

It would be really helpful to us if when you contact us or make a payment that you use your full name and/or NNCP number. For many of our offerings we need to verify the status of Membership. Sometimes we have an alternative email for you or a different last name, making things very confusing. So helping us in this way will ensure that you get your request fulfilled efficiently.

End of the Month Lists

We have consented to provide some of our confirmed insurers with a monthly list of valid Members. This saves them administration time and keeping them happy is of prime importance to us! So if you do not renew on a timely basis, you may miss out on the list for that month. Also a number of our benefits are tied directly to our database. It is in your interest to renew prior to months end. If you have renewal questions or concerns please email us — we can help you out!

Mentor and Mentee Changes

We have made the Mentoring requirement a preferred requirement. We love the idea of helping one another succeed but connections have, from time to time, been challenging.

If you are a Mentor and your Mentee has not responded, let us know. The effort you put in is very important to us and we have others who would love to share your expertise. As a Mentee, if you have not been able to connect with your Mentor, let us know and we can facilitate further.

CANNP Got Members Special Pricing

1. **Modernmeal** helps nutritional professionals collect recipes, analyze nutritional data and provide client access to simplify meal planning. Create customized meal plans and group recipes into collections for your clients to give them great tasting, healthy options. Clients can use your prescribed meal plans, or create their own and track their daily nutritional values, instantly create digital grocery lists, and simplify cooking. *Members only — Power Hour provides an overview, in the Podcast/Power Hour section, and details of the offering for Members are in the Business Tool section.*

2. CANNP has identified an **optional, extended health package** for our Members. With advisors across the country, this plan was built for sole owner and small businesses. *For more information go the Members Only area — Insurance.*

3. **Practice Better** is the complete nutrition practice management platform for health and wellness professionals at a special 6 month price for CANNP Members. *An explanation of how it all works is in the Members only - Podcasts and Power Hours and the special 6 month offer is in the Business Tools section.*

4. An **Examine.com** membership makes it easy to stay on top of nutrition research. Members get access to a comprehensive database of all the research on a supplement or health topic, 150+ summaries of the newest studies every month, and in-depth analysis of the most important and interesting studies. Health professionals: this is for you. Examine saves you time and tons of effort while making sure you stay ahead of the curve. *Available at special pricing for CANNP Members in the Members only section, Research Tools.*

5. **Healing Cannabis Edibles, Exploring the Synergy of Power Herbs**, is a Cannabis 101, as well as a cookbook. It helps readers understand the components of the plant — its cannabinoids, flavonoids, and terpenes, how each one has its own healing powers, and how they work with one another. *A special CANNP Member purchase price. Just ask us!*

Most Frequent Questions

Q. Do I need to log onto the website to renew?

A. The join/renew applications are on the cannp.ca site but you do not need to access the members only area to complete the application. In fact, if you have inadvertently let your membership expire, you will be denied access.

Q. Where can I find client insurance & tax receipt?

A. Your Welcome, and every Renewal package, comes with a printed client insurance form indicating a new, valid expiry date. Also, you will find stickers in your renewal package reflecting your expiry date. Be sure to watch for these.

Marketing is Not a Dirty Word

Many of us in the health industry feel that we are “helpers” and sometimes forget that we are in fact, *in the business* of helping. The key to most industries is how to get people in your door — and don’t be fooled — this is an on-going task which, if you are successful, never ends. Many of our clients leave once they feel better. You can choose to entice them back with the knowledge that health is volatile and ever changing, as is life, and/or you can seek new clients.

One of the interesting aspects of marketing is that, when you are busy you think you do not need to market because you have your hands full and when there is down time, you wish you’d already marketed to keep the door revolving.

The answer then, is you must always be finding ways to get your name out there. We at the CANNP have come to realize that what the experts tell you about consumer behaviour is absolutely true. People are slow to change and find great comfort in staying with the status quo, and that you must stay top-of-mind in order to entice them, no matter how wonderful your service may be.

So, what is marketing all about? There are a number of simple fundamentals for you to start with.

1. Look for opportunities for free publicity. Check with your local health places to see if you can display your cards or posters. Strike up a relationship with local merchants. Often all it takes is a little imagination — and the guts to ask.

2. Develop a contact list and opportunities to keep in touch. A good place to start for a contact list is with your friends and colleagues. If you give a seminar or demonstration, be sure you take the opportunity to add to your list. Offer a free something on your website for a sign up. CANNP offers you *Newsworthy* which you can email as your own to your list.

3. Follow up with the clients that you have had and those that have shown interest. Our experience has been that

people are busy and you may not be on their mind as they are on yours. We spend a great deal of time following up with individuals about all kinds of matters. We look at it as just another way to communicate with folks. Send notes, information, or articles that might be relevant and always be available should they want to reach you.

4. Implement a referral program. When someone refers another to you, acknowledge and reward the effort. The CANNP Membership Renewal Advantage helps our members out financially and encourages them to share the privilege of becoming a NNCP. You can do something personal like sending a hand-written note, a future discount on services or small gift of thanks. And understand, referring is not something that will necessarily happen spontaneously. You may have to ask for the referral, “Do you know of anyone who wants to feel as great as you feel right now?”

5. Network. Talk to everyone about what you do, without being obnoxious of course. When they ask, be sure you have a brief but thorough statement that sums up your service. “We are so proud of what CANNP has accomplished and what we offer that we are always excited to answer questions.” There is an “elevator speech” available in the For Your Use area of the site. You’d be surprised where such discussions might lead!

6. Ask for testimonials. Unsolicited comments are the most credible, though solicited reviews are common and effective. When asking for a testimonial always do it at the time when your service is just winding up so that your success is top-of-mind. Either way, confirm permission to use their words and determine how they wish to be represented.

There you have it — a few ideas to think about and start you off. The most important factor of course, is that you deliver exceptional service so that word-of-mouth becomes your most valuable reward. People won’t be able to resist sharing a positive experience with others.

A Tale to Consider

A young woman went to her mother and told her how things were so hard for her. She wanted to give up. She was tired of fighting and struggling. It seemed as one problem was solved, a new one arose.

Her mother took her to the kitchen and filled three pots with water and left them to boil. She placed carrots in the first, eggs in the second and ground coffee beans in the last. She let them sit and boil.

In twenty minutes she turned off the burners. She fished the items out and placed them in a bowl, ladling out the coffee. Turning to her daughter, she asked, “Tell me what you see.”

“Carrots, eggs, and coffee,” she said.

Her mother brought her closer and asked her to feel the carrots. She did and noted that they were soft. The mother then asked the daughter to take an egg and break it. After pulling off the shell, she observed the hard-boiled egg. Finally, the mother asked the daughter to sip the coffee. The daughter smiled, as she tasted its rich aroma. Then the daughter asked, “What does it mean, mother?”

Her mother explained that each of these objects had faced the same adversity: boiling water. Each reacted differently.

The carrot went in strong, hard and unrelenting. However, after being subjected to the boiling water, it softened and became weak.

The egg had been fragile. Its thin outer shell had protected its liquid interior, but after sitting through the boiling water, its insides became hardened.

The ground coffee beans were unique, however. After they were in the boiling water, they had changed the water.

“Which are you?” she asked her daughter. “When adversity knocks on your door, how do you respond? Are you a carrot, an egg or a coffee bean?”

Have To Do vs Get To Do

Gotta' love Mel.

In the most simple of terms she can flip anything on its head. One of the most profound pieces of advice that has come our way recently is a simple turn of a phrase.

Mel advises that instead of saying "I have to" say "I get to." The impact of that little change is really remarkable.

For example, you know you need to exercise but you are fighting it. It isn't your favourite time passer. Inevitably, you get to the point at which you say "I just have to do it — I have to exercise." What would happen if you said "I get to exercise!" The meaning is totally different. It implies you have the luxury of the time. You have the shoes that you need to be stable. You have the tunes to keep you motivated. You have the physical ability to partake in an athletic pursuit.

See the difference?

Apply this to anything.

"I have to go get a test done." "I get to have a test" means you live in a country where that kind of technology is available to you. You can afford the test. You get to proceed to the necessary next steps once the test is over.

Thanks to Mel for the simple step to changing perspective.

The 5-Second Rule by Mel Robbins, 2017

Mel has kindly given CANNP permission to share some her approaches with our Members.

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.

Time to Get Ready for Next Year

The spring is the perfect time to reorganize your approach to preparing for your tax return. And here is the best news — it does not take too much effort and the "old school" approach is really tried and true.

If you use a program or app that makes you comfortable that is the way to go — but still — you need to gather the relevant information in an organized and time efficient manner.

Here are a few hints to help minimize your effort and prevent scrambling later.

1. Save your receipts. Do you have an empty desk drawer? A handy box (the proverbial shoebox)? A magazine holder or even a large labelled envelope? You need some place where you can easily drop every tax deductible receipt that comes your way. These will include items such as office supplies, computer repair, etc. Some will come to you electronically. Create a folder on your computer for these if you prefer not to print them.

2. Once you gather these items, separate them into categories such as office expenses, computer related, subscriptions and the like. To get a comprehensive list of deductible expenses, consult an accountant.

3. Then construct a simple Excel spreadsheet or equivalent. Each column should be labelled for a type of expense category ie. supplies, internet, cell phone, business promotion, web hosting/domain name, etc. Totalling the columns gives you the numbers you need for your tax return. Again, consulting an accountant could be helpful in determining the columns right for you.

4. Calculate your revenue easily by tracking your invoices the same way. Number each and then use that number on a spreadsheet corresponding with the client name or identifying number, the date and the revenue from that session, with taxes broken out separately, if applicable.

5. Keep your personal banking separate from your business banking. Your business should be considered a separate entity. Use your business account for business expenses. If you need cash, write yourself a cheque from your business account or do an on-line transfer. Either way, you will have a record of the transaction and it will be easier for record keeping. Keeping your accounts separate will give you a better idea of your business profit.

6. Consider securing a credit card to use exclusively for your business related expenses — another way to make tracking expenses much easier. To easily identify this card from others, use a sticker of some sort on the face of the card.

7. Finally, speak with your accountant to determine if your home office qualifies for any tax deductions. This may include use of your phone, mortgage interest, property taxes, utilities, insurance, repairs, landscaping and perhaps more.

Though there are fancy programs which can give you some additional structure, you may not need it — keep things simple but be diligent about maintaining your records in a neat and orderly fashion!

Money, Insurance Coverage, “Sales” and Standing Out

by James Elliot, Board Designated Master Coach & NLP Trainer, Motivational Speaker, Bestselling Author

The current environment is highly competitive so you need to show what makes you different and why clients should come to you even if you charge more!

The challenge is that there are so many choices when it comes to someone's health; less costly online courses, personal trainers, smartphone apps, naturopathic doctors, “health coaches” or other “health gurus.” You really need to stand out from the noise, showing people value while lowering their risk of making a bad investment. Otherwise, you get answers like, “Are you covered by insurance?” or “I can only do it if my insurance covers it...” or “I can't afford it” or “I really want to do it but can't right now/I'm too busy/It's not a top priority” or “I have to talk with...”, etc.

These are all deflections or “fake objections.” They are not real objections; not real barriers. These same people likely spend hundreds or thousands of dollars on clothes, alcohol, food, wine, TV, cars, etc.

Such fake objections, mean people either:

- haven't seen enough value yet
- aren't clear on what you do or how
- aren't sure it will work for them or afraid they will fail
- don't believe they can do it
- you haven't managed their fear of taking a risk
- haven't started to trust you enough yet
- haven't felt a strong connection to you
- have several unanswered questions
- there is no compelling reason to buy
- they think it will take too much time or effort or energy

Considering these challenges and limitations, there are four main important trust factors to consider. You must get someone to at least get 7/10 on each of these to get clients to pay you.

The Four Tens

- 1) Clients have to trust your company: they need to have this trust. Testimonials, credentials, experience and specialties all help.
- 2) Clients have to trust you: this is where

rapport, credibility and “liking you” comes into play. Building a reputation for trustworthiness and effectiveness is key. They need to like you and feel that you can actually help them with your process, personality and expertise. You also need to be honest and avoid “being too nice.” Be real — if you have to call them out, do it — in a caring way. If they are sabotaging themselves, you need to address this and work with them on the barriers.

Dig deeper — see why something isn't working for them. Hint: there's ALWAYS an emotional or mindset (or both) component. By discussing this with people, you will dramatically stand out from other practitioners. Working on the mindset is what took my nutrition business into the 6 figures.

3) Clients have to trust your process: you need to tell them about your process and why it works differently from others. Why it will help them — sound convincing and be honest as well. Create something simple that gives value. Leverage your time, and find ways to give value. You can create free, short e-books, videos, a mini course, a step-by-step guide to ABC, a how-to cheat sheet — anything that leverages your value but does not increase your time spent!

4) Clients have to trust that they can do it: they have to believe they can do it. Avoid making it too complex. Avoid explaining your process too much (In a conversation, 10% is the HOW you do it. 90% is WHY they should do this and WHY they should choose YOU!) People want something easy and doable. Also mention that part of your process helps ensure they stick to it, and have support if they get overwhelmed, frustrated, fail or are confused. Build this into your process and use that to showcase why you are different and unique.

You can ask someone, how committed they are out of 10? If someone is a 4, 5, or 6, you can ask them “what questions do you still have?” Or “What do you need to know?” Or “what would you want in a program, nutritionist, etc., so that you know it will work for you?” Get them to tell you how

they would know something or someone is right for them. Then, make sure they know that is you! Avoid trying to convince a 4/5/6 to work with you — it's just frustrating.

Building Credibility

1. When sharing/explaining what you do, provide evidence of you being an expert, and knowing what it's like to go through the process yourself. You can do this by sharing your story, why you got started, and show a bit of vulnerability of where you were and where you are now so they can actually connect with you.

2. To show legitimacy and your ability to help someone, briefly share a customer story or two. Talk about where they were, what you helped them with, and where they are now.

3. Talk about the outcomes/benefits you get people, not the features of what you do (accreditations, how you work, extensive process). Remember, all people want is the outcome. It's much less important about how they get it.

4. Get testimonials. Video is best. 1-2 minutes is all that is needed. When you do great work for people, they are happy to give a testimonial — especially when they are proud of the success they've made with you. If someone asks for a discount, create a win-win situation; if they refer a certain amount of people, give you a glowing video testimonial, be a reference, etc.

The last point for your success — never, ever give up. Seek mentors, and also seek a support system of peers; some who do similar things and some who are different. Always be working on yourself.

James is a Board Designated Master Life Coach and NLP Trainer; Board Designated Hypnosis Trainer; Board Designated TLT/CYF Master Practitioner; Board Designated Holistic Nutritionist; certified Exercise and Sports Nutritionist; Motivational and NLP coach; Professional Public Speaker; Former Certified Personal Trainer. www.unleashyourpower.com james@unleashyourpower.com

Science Catching Up

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Children are the highest consumers of added sugar, and unfortunately, this has been linked to health effects like obesity and heart disease and impaired memory function. New research led by a group at the University of Georgia, has shown that rodents who consumed sugar-sweetened beverages daily during adolescence showed impaired performance on a learning and memory task during adulthood. Further, the group showed that changes in the bacteria in the gut may be the key to the sugar-induced memory impairment. They also found that similar memory deficits were observed even when the particular gut bacteria were experimentally enriched in the animals that had never consumed sugar.

<https://www.sciencedaily.com/releases/2021/03/210331130910.htm>

Dining out is a popular activity worldwide, but there has been little research into its association with health outcomes. Investigators looked at the association between eating out and risk of death and concluded that eating out very frequently is significantly associated with an increased risk of all-cause death, which warrants further investigation. Their results appear in the Journal of the Academy of Nutrition and Dietetics, published by Elsevier. During 291,475 person-years of follow-up, 2,781 deaths occurred, including 511 deaths from cardiovascular disease and 638 deaths from cancer. "This is one of the first studies to quantify the association between eating out and mortality," concluded Dr. Bao. "Our findings, in line with previous studies, support that eating out frequently is associated with adverse health consequences and may inform future dietary guidelines to recommend reducing consumption of meals prepared away from home."

<https://www.sciencedaily.com/releases/2021/03/210325084824.htm>

Exercise and a healthy diet in childhood leads to adults with bigger brains and lower levels of anxiety, according to new research. Most studies only look at diet or exercise separately, but this study looked at both. The researchers determined that early-life exercise generally reduced anxious behaviors in adults. It also led to an increase in adult muscle and brain mass. When fed "Western" style diets high in fat and sugar, the mice not only became fatter, but also grew into adults that preferred unhealthy foods. Results were published in the journal Physiology and Behavior. It seems then that getting a jump start on health in the early years of life is extremely important.

<https://www.sciencedaily.com/releases/2021/04/210409093604.htm>

People who eat a Mediterranean-style diet -- particularly one rich in green leafy vegetables and low in meat -- are more likely to stay mentally sharp in later life, a University of Edinburgh study shows. They tested the thinking skills of more than 500 people aged 79 and without dementia. The findings show that, in general, people who most closely adhered to a Mediterranean diet had the highest cognitive function scores, even when accounting for childhood IQ, smoking, physical activity and health factors. The differences were small but statistically significant. The study found no link, however, between the Mediterranean-style diet and better brain health. "Eating more green leafy vegetables and cutting down on red meat might be two key food elements that contribute to the benefits of the Mediterranean-style diet. In our sample, the positive relationship between a Mediterranean diet and thinking skills is not accounted for by having a healthier brain structure, as one might expect."

<https://www.sciencedaily.com/releases/2021/02/210210133340.htm>

www. Wild, Wacky, Wonderful

<https://chfa.ca/en/Events/chfa-2021-events>

As you may know, every year the CHFA offers our Members free access to our favourite tradeshow. Covid has definitely gotten in the way of our fun. That hasn't stopped our friends at the CHFA though — they have developed an impressive on-line line up and you will want to take advantage of what they are offering. We find them to be a fabulous resource.

<https://apps.npr.org/best-books/#view=covers&year=2020>

So many books to read. So many choices. Well NPR, the podcast people, have this fabulous site where you can narrow the options. You can pick from a long list of genres including cooking and food. There is also Staff Picks. Once you pick one or more, the program sorts through for you and gives you choices that match your parameters. The resource goes from 2013 to 2020 and you can pick from any of the years. So take a break — read something for fun!

<https://www.youtube.com/watch?v=YO6utfQm7Bg>

Okay — you caught us! This is not really a website but it is still so helpful. It is a Youtube video all about how to look your best on a zoom call. How timely! The speaker is a photographer and she shares excellent lighting and posture tips. She speaks in lay terms about with a few simple steps so that you can look slimmer and less washed out on zoom. It is relatively short but really a good one to be sure you are looking your healthiest for those online client meetings.

Save to Survive

Saying that the past year has taken a toll is probably an understatement. No one would have thought that this would still be the present state of affairs.

The toll may be financial for your business or more of a mindset. Either way we have a few tips for you to consider.

Financial

Many in the industry were able to pivot, at least in part, redefining their positions and offerings. Whether you were able to do this or not, everyone at this point could benefit from a little advice about how to save money to funnel back into their businesses — or pockets.

In short there are two major ways to bring money into your business — increase revenue or decrease costs.

1. Understand that your first client will be the most difficult one to get; then the second and so on. Land those first few and make certain you keep them happy. They will become your references and testimonials. Now more than ever, people feel the need to voice opinions on social media — you want to be in their good graces.

2. Keeping clients is easier than finding new ones. Repeat business is vital. Always go the extra mile and encourage them to check back with you using the notion that health is volatile and will change with circumstances. Tell them to never hesitate to contact you to reevaluate where they are — remind them of how far they have come under your guidance.

3. Reward referrals. We say this again and again — word of mouth is your very best advertisement. In exchange, give a little of your time by way of a mini consult or send a gift with a hand written note. Use your imagination and work your list.

4. Network. Leverage your friends and family as you look for more clients. Every time you offer something new, share the news.

5. Work from home. Home office work requires a different toolkit than perhaps

you have used before. Are there ways to cut down on nonessential items — pause or cancel subscriptions for example, that you don't really require in a home office.

6. Attempt to purposefully put away a percentage of your revenue. Preparing a separate account for this saving might be a good plan and making it automated as a direct deposit, makes it appear almost “out of sight, out of mind!”

7. Look for a passive income. In order to supplement your mainstream income look into opportunities which can complement your niche core market.

8. Enhance your offering. Pick up another modality which you can offer as an add on to your regular practice.

9. Get a professional buddy. Consider sharing the costs of supplies for example, or consider collaborative efforts and cross promotions.

10. Barter. For many years the economy depended on this method of service exchange. Consider other businesses are in a similar boat to you — looking for ways to streamline. Would they be interested in what you have to offer, whether industry related, or your unrelated hobby, in exchange for something that you need? A free consultation to get your toilet fixed sounds like a good deal.

11. Buy used. If you are looking for office equipment or furniture consider the used stores or platforms like facebook market. Many folks are seeking a good home for gently used items.

12. Negotiate. Vendors also might be open to providing you with a discount. Look into bulk buying to get better pricing.

13. Reevaluate your services. Many of the services you are considering to buy offer free trials. Perhaps start small.

14. Organize. Seriously — you will be so much more productive if you know where everything is, what you have to do and how to go about doing it. You will feel less stress and be much more efficient.

Mindset

1. Silence the negative voice. Acknowledging nasty self-talk is the first step. Then challenge it by asking yourself if what you are hearing is actually true or made up. Then listen carefully. When you hear the negativity, mute it! Simply imagine pressing the mute — or better — the delete button.

2. Never compromise your integrity. Your business will grow with your reputation. Always conduct yourself in a credible manner. This includes not over promising and working within scope of practice.

3. Mistakes will happen — best acknowledge the fact and move on. Everyone makes them. Clients will respect you if you own up to any mistake you make. Be sure to learn the lesson that each has for you.

4. Prepare/reassess your business plan. Times change and so should your business plan. Be realistic and make necessary adjustments so that you can stay on track. Don't get too far out ahead of yourself and be sure to acknowledge your progress.

5. Consider SWOT. This is a technique to analysis your business in very concrete terms. S is for Strengths — the areas where you and your business perform very well. These would include what make you stand out from your competitors. W is for Weaknesses — every business has them. What is holding you back? Where does your approach to clients lack? O is opportunity. Right now there is a big opportunity as people have less access to conventional health advise and are seeking alternative assistance. Covid is causing people to pack on pounds and eat poorly — sounds like a perfect opportunity to step up your game. T is for Threats — the risks that are coming in your direction. Part of this may be changing attitudes about what a holistic nutritionist can do that is different from the rest. It may include combatting negative media about supplements. The SWOT exercise is bound to be very enlightening.

Hang in there — we will all recoup soon.