

the VOICE



Volume 12, Issue 1

And on it goes! We are still being chased by the Covid virus and all that comes with it.

At first, our community was presented with a tremendous opportunity to tap into the gap left by the traditional health care system. People unable to access their regular medical routes were looking for other ways to address their health needs. That was great for our industry — for those who took advantage.

As the pandemic endured, controversy and confusion resulted in a polarization that may not have served the community at large. People no longer knew where to turn for advice and care, allopathically or holistically. It was a rough patch to be sure.

Canadians continue to benefit from the wellness support that holistic practitioners provide. And as you continue your outstanding work, there is likely to be a pendulum swing that may just be in our favour.

The barriers to accessing allopathic care during covid meant that more clients were coming to us. These clients may have been exploring nutritional approaches for the first time. Positive experiences and progress may very well motivate them to continue to explore natural strategies with you. This is a massive opportunity.

The physical and mental stresses of covid have created an appetite and increased

awareness of the importance of wellness. The time is now to show your audience the good work you are capable of achieving.

All of this means that it is a key moment to put energy and focus into your business and find new ways to reach out and develop your client base.

September seemed like the right time to launch our Jump Start Your Business Power Hour series. Each week in September we offered a webinar designed to tackle business building issues head on and inspire you to reach new goals. The full list of topics and dates on the next page – there is still opportunity to join us for any upcoming sessions if you wish.

We have a great group of members who regularly zoom in for these webinars and the discussions which follow always bring forward new and exciting ideas.

So now is the time. What can you do now to get ready? How can you identify and reach out to this new group of people ready to explore alternative health? Focus. Be still. Open your eyes slowly. Build your numbers. Build your brand. Build your reputation! We are here to help.

Afghan Toy Drive

We are eager to help the newly landed Afghan children by gathering as many new toys as we possibly can. You can either drop them off, do an etrans/paypal payment or purchase toy shop gift cards. We will take the dollars and cards and turn them into toys, sort and deliver them to the Afghan Canadian Response team. To help out watch for info in the weekly eblasts.



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Free Stuff

In case you were not aware — CANNP gives away free stuff!

Yup — most months we offer a free giveaway for the asking — some for you and some to share with clients (that saves you time and makes you look like a pro.) Not all are available to students.

In the last while we have given away:

What to do For Your Head Instead — insights into how to handle the thoughts that reel around in your head.

Encourage a Healthy Experiment — help to reinforce the basics and encourage clients to make the necessary changes.

Pantry Substitutions — with space for you to personalize for your clients.

Logo and Business Card Critique — our graphic designer commented on your productions and offered constructive steps to improve your efforts.

If you missed out — be sure to watch our weekly eblasts because that is where they are announced. Some of the above will be offered again — we just don't know exactly when.

Free Power Hours

These are the best — we love having this contact with our Members and those who attend surely walk away with at least some nuggets to implement in their own businesses.

Rebecca Liston visited and she talked about overcoming or reframing some of the blocks that have come our way this year. She will be back late September.

In June we offered Consultations: Best Practices and then we did it again in September. Talk about nuggets!

July we opened our doors to those who wanted to know more about what we do and what we offer. (Coming in Oct.)

August Intro to Homeopathy was postponed. Date still to be determined — but it will be coming

September

We tried something brand new — we offered a Jump Start Your Business Series of Power Hours — free to professional Members.

September 1: Consultations: Best Practices

September 9: Lawyer Glenn Rumbell spoke about starting your business legally

September 15: CANNP presented TrueView

September 22: Melanie will visit offering tips on Meal Planning

September 29: The hilarious and accomplished Rebecca Liston will delve into handling Sticky Consultation Situations

Power Hour Protocol

Each time we offer a Power Hour we ask those interested to please hold the spot with a \$10 deposit. This \$10 is totally refundable if you show up — otherwise — thanks!

In the event of a series of Power Hours, your deposit to roll into the next offering unless you tell us otherwise. At the end, if you have shown up, you will be refunded. If you miss one of the series, just let us know to apply it to the following in the series.

We encourage you to come with your questions about the topic at hand — please. We often have special guests who are there for you to tap into.

All Power Hours are announced in the weekly eblasts and though most are reserved for professional Members, some welcome students as well. We know of two coming in the fall that fit that bill.

Please let us know your thoughts and also, if you or someone you know would like to be considered as a guest speaker, drop us a note!

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.

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Mentors Please!!!!

We are in need of Mentors please.

What does that mean?

We attempt to pair up newly graduated Members with more seasoned Members just to offer support.

What does this look like? It can be structured any way you like — no rules. Well, just one. Be in touch with on another. You can call, zoom or email. You can just answer burning questions, review protocols or follow the Mentoring “Now What?” series that is resident on our site. Whatever you want.

How much time will it take? Again — up to you. It can take as much or as little time as your like as long as it is productive and beneficial. It is a wonderful way to give back and to share your expertise.

Drop us a line if you have some time.

Mentoring is now a preferred requirement.

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.”

New Discounts

The great **Vitamix** discount offerings change every quarter and details are available from Vitamix. Be sure to tell them you are a Member and share your NNCP number.

We have also connected with **Storewell Self Storage**, which provides high quality self storage solutions in the GTA. CANNP Members who are new customers to Storewell will receive a discount on first self-storage unit rental. Details are in the Members Only area of the site.

To Be Perfectly Clear

1. Access to the Members Only area is tied directly to your expiry date which is the end of your renewal month. Renewals are done from the home page.

2. We urge you to renew prior to the end of the month to ensure that your status in the database remains active. This is one of the ways insurers check on your membership. You will receive 3 reminders within the month.

3. A lapsed Membership can be reinstated simply by renewing from the home page. Your renewal month may be affected.

4. Student Members receive The Voice, some give-aways and Power Hour access and are invited to explore more by attending Open Houses.

5. Our team is available to answer questions or concerns any time and we pride ourselves on our responsiveness. If you have not gotten a response in 24-48 hours, then we have missed your message. Please reach out again.

The Easy of a New Website

Have you checked it out?

We love the new look and the functionality is so much better. Here are some notable changes.

1. There is a Member log in right up front. Once you log in everything is very accessible. Look for Business Tools or Research Tools. Go into For Your Use for the specials and items that you can use as your own.

2. Join and Renew are also simple to find and the new applications are less complex. You can either upload the Upgrading form or just send a list of your upgrading adventures to info@cannp.ca. Don't forget to remit payment — so many ways — cheque, etrans, paypal or credit card either through paypal or by phone.

3. Description of all the optional CANNP purchases to help enhance your business and marketing efforts are now in the CANNP Store.

4. There are lots of interesting links as you scroll down. The Difference speaks to what makes CANNP different from a Practitioner viewpoint plus a couple of ways to illustrate how Holistic Nutritionists are different from others to present to potential clients. All the Advantages are broken down to show what is free and on-going, what is available at a discount, what are the optional purchase items and now there is a spot to purchase books.

5. The last set of icons has some helpful videos and charts to assist in making the decision to join CANNP simple and abundantly clear.

We have a ton of information to fit onto a website so managing to do it so that it makes the most sense is always a challenge. Plus we try to be totally transparent about our benefits.

Most Frequent Questions

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

A. The join/renew applications are on the cannp.ca home page. 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. Every 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.

Q. Can I send you a listing of my upgrading?

A. Sure send a list to info@cannp.ca

Keeping the Good Parts of Covid

There was much wrong with living through a pandemic but there was also a lot of good that came of it. Have you ever seen so many people outdoors walking?

Gretchen Rubin is an expert at building better habits and it has been a little while since we checked in with her.

We wanted to look into how to keep some of these good habits once life starts to turn around and everyday demands reach some level of normality.

Enter Gretchen Rubin!

In her podcast, **Happier**, she makes the distinction between what you “can’t” do and what you “couldn’t.” Literally the “can’t” actions are those that you can just no longer can do. For example, with kids back in school it is impossible for you to spend a half hour reading together after lunch. The “couldn’t” actions are the ones that may become a little more difficult, but with some effort, are totally doable.

With the world opening up, there are many more distractions and temptations — socializing, shopping, restaurants — making it harder to stay on track with the newly acquired healthy habits.

Among the advice that Gretchen offers is the notion of doing something social while being physical like instead of a lunch date, walk with a friend and then have a tea date.

From her book *Better than Before*, she offers 21 Strategies, some of which fit very well for this almost post-pandemic situation.

The Safeguard Strategy: Plan in advance using an “if” “then” statement. By anticipating what might get in your way and determining how to best handle the situation, you are better prepared and primed to stay with the program. So you may say, if I go out to dinner, I will only have one glass of wine or I will be sure to avoid the carbs. Rubin suggests that this takes some planning in advance. It is most effective to explore potential roadblocks and solutions before the event and not in the heat of the moment.

Strategy of the Clean Slate: “Start as you begin” is how Gretchen phrases it. It is all about doing things when they are new and fresh. Once you wait until perhaps you are more settled into a new daily routine, you will set up all kinds of excuses and blockages making reaching your goal much harder. New habits form when there is a reset. Besides, she says, starting over is often harder than just starting. This does not mean you can’t take a break, you just can’t let yourself *feel* as though you have stopped the habit.

Loopholes are what gets in your way of forming your new habits.

False Choice: If you say for example, I can either go out with my friends or I can eat healthfully. Actually, you can do both!

Moral Licencing: I have been pretty good today so I can treat myself. Really?

Do it Tomorrow: I can skip today cause I will do it tomorrow. Maybe.

Lack of Control: I just can’t help myself?

Questionable Assumption: I will do this once my life gets back to normal, but will you? Perhaps or maybe not.

One Coin: This loophole is one of Gretchen’s favourites. It is based on the notion that if you break the habit once, that may not make a difference, but breaking it again and again piles up such that it interferes with you truly establishing the habit.

Her final word of advice in this podcast was about adjusting what you do so it works for you. So if you can no longer attend an exercise class every day, commit to twice a week and walk on the other days.

“Don’t let perfect be the enemy of good.”

*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.*

Book Review

Brene Brown’s book, *The Gifts of Imperfection*, is a must read for anyone who is getting in their own way. It is a small book and easy to digest — but so insightful. Brown highlights her own struggles and uses her personal experience as examples, making you feel as though you are perhaps reading her own journal.

In terms that everyone can relate to Brene talks about living wholeheartedly by practicing courage, compassion and connection every day. This she says, cultivates worthiness.

She explores the reasons why we feel unworthy, the feelings that get in our way — shame, fear and vulnerability. Everyone has some trauma — some is big T trauma but others have small T trauma. She writes about letting go of perfectionism and instead becoming a “good-enoughist.”

“Perfectionism is not the same thing as striving to be your best. Perfectionism is not about healthy achievement and growth. Perfectionism is the belief that if we live perfect, look perfect, and act perfect, we can minimize or avoid the pain of blame, judgement and shame. It’s a shield.”

Brene gives 10 Guideposts to help the reader navigate in a better direction. She admits that meaningful change can be uncomfortable and often risky but so worth it.

She incorporates her concept that people who live wholeheartedly dig deep. She defines this as being **Deliberate** in their thoughts and behaviour (prayer, meditation, or setting intentions,) being **Inspired** to make new and different choices and **Going** by taking action.

The Gifts of Imperfection tend to take a little time to digest but will be one of those books that you will go back to again and again.

Dot After Dot After Action

Looking back and seeing every dot lining up perfectly makes a lot of sense — because you are looking back.

Mel advises to look at every day as a dot on that path and to consider if this dot is taking you in the direction that you need to go. You need to take action and to put into motion what is needed to get your path aligned effectively. Stop holding yourself back.

You are never going to get ahead if you are constantly holding yourself back. You are never going to feel confident, powerful, resilient, brave, or courageous if you're always hard on yourself.

Start noticing how often you beat yourself up and point out what's wrong. You don't even realize you're doing it most of the time. Next time you catch yourself beating yourself up, stop, then find a mirror and give yourself a high five. It may feel weird or odd but this is the premise of Mel's upcoming book. It is all about how to cheer for yourself so you can get ahead; get what you deserve.

Mel insists that you need to start taking action. Even when you're terrified. Even when you don't feel ready.

Stop thinking about all the reasons why you can't and start acting like the person you want to become.

There is tremendous research that backs this up. It's called Behavior Activation Therapy.

For example, want to be healthier? Act like someone who takes their health seriously. Want to stop feeling so stuck? Start acting like someone who isn't. Action is key.

Once your brain sees you taking new action it will start to see you in a whole new light. The key is taking action. With every action your brain believes that you are capable of achieving more and more. And the positive cycle begins.

The 5-Second Rule by Mel Robbins, 2017

high5habit.com for preorder

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.

Step Back to Evaluate: Business Building vs Risk Taking

Evaluating where you are and where your business is, is not necessarily always a comfortable place to find yourself — but it is a necessary step. Take inventory of what you are doing and how much joy it brings you. More importantly, look to see if what you are doing is working. Many times we must do tasks for business development that we don't necessarily like and so we avoid them. We spend more time doing the parts of our businesses that are fun and less on the things that increase effectiveness. This poses a problem for ongoing growth.

You must first recognize that this imbalance is actually happening and only then can you tackle it properly. This may mean that you outsource if practical or reevaluate so that the task becomes more tolerable for you or just dive in with the promise of the fun stuff to come. Sometimes, this means that you need to be in the uneasy position of taking a risk. Use the mindset of "this can't hurt to try" or "it is worth trying because it makes business sense." If you never take a business risk, you will not explore new methods, strategies or opportunities.

Over the years, we have seen CANNP take many risks — some worked and some didn't. Staying focussed, the team has been able to recognize poor initiatives early and backed away chalking it up to experience — no harm, no foul! For example, an attempt to build a database across modalities to help everyone in the holistic world just never got off the ground.

Other efforts were considered valuable but evolved. Newsworthy started out as 4 large newsletters per year, much like The Voice, but with reflection, the purpose of the product was for the practitioner to stay in touch and top-of-mind with their mailing list more regularly. Newsworthy has become 12 individual emails with snippets of interesting information. It was a much better plan for it's purpose. CANNP used to provide access to the National Database of information which cost a great deal of money. In time, the executive found the information to be very allopathic in nature and much of it, accessible with a simple internet search. CANNP pivoted to a research library of sites and apps and put that money to good use elsewhere.

Originally someone approached us to be featured in a live webinar about a nutrition topic. The executive decided it was worth the risk and that one decision evolved into the Power Hours, now focussed mostly on business development, proving to be very popular with those who attend.

Of course pursuing insurance coverage has evolved too. Simply knocking on doors was no longer getting attention so CANNP enlisted the assistance of people formally from the insurance industry to tighten the "insurance-speak" and to look for more creative avenues like the Corporate Challenge. And there are many more examples — but you get the idea.

You need to assess your risk profile, evaluate what you can do, how much it might cost and if it is worth your pursuit. In short, if what you are doing is not working the way you would like or as effectively as you had hoped, dive in and take a risk to shake things up. Initiate a new program or prospecting campaign. You may be surprised!

Ease into Position: Then Brand!

What is positioning anyway?

Positioning is how you want clients and potential clients to see you. It's how you want to be known in the world. And it's what can help you stand out from the masses.

"Me! Pay attention to me!"

You have total control over your positioning and you can decide how you are best viewed. The key is — you want to be noticed!

Where to begin?

Try asking three questions as a starting point.

1. When someone buys your service you want them to say, "This is exactly what I need because _____." Fill in the blank. Why is it exactly what they need?

For example: "This is exactly what I need because I am trying to eat out less and want to eat more healthfully. I don't have a great deal of time so I need some assistance building my options."

2. When a client is talking about you with someone else they'll say, "{Your name} offers {a common offering} but this is different because _____." Fill in the blank. What is it that you are offering or doing that is different?

For example: "_____ offers really targeted consultations — just for me — and she also gives me some tools to take away that help make it easy for me to stay on track."

3. When you ask if a client would recommend you to someone else they'll say "Yes. I would absolutely recommend you because _____." Fill in the blank. Why would they recommend you?

For example: "I would highly recommend _____ because she is very thorough, easy to talk to and offers a simple-to-follow list of recommendations that do not overwhelm me."

Answering these questions or gathering similar information from existing clients will help you formulate how to position yourself. The answers will help define how you stand out so that you can position yourself correctly.

Branding

Branding is a complex notion. The foundation of your brand is your logo. Your website and promotional materials — all of which should integrate your logo — communicate your brand. Your logo needs to be everywhere! But branding is more than the visual aspect of your practice.

Branding helps clients and potential clients know what to expect from you and your business. It, along with positioning, help to define what makes you stand out from the rest. For example, your client service will communicate something significant about how you conduct your business. In part, branding is your promise to your client — who you are, what you offer and how you want to be perceived.

All the aspects of branding work together to build, or break down, your reputation. A reputation actually can precede your brand and can follow you around via word of mouth and referrals. If a potential client hears about you via your reputation, they will already have a preconceived notion before they even recognize your brand.

Logo

The identifying mark of your business is of utmost importance because you want it to be the way potential clients find you. It is the way they know you are you!

All logos need to adhere to some fundamental principles.

1. Your logo should be memorable and exclusive to you. The font and colour choice should reflect you and your business. In the holistic world many favour simple fonts and earthy colours but that is not to say those are the only options. Remember your company name and your unique approach to your business may come into play as well.
2. Thinking down the road, your logo needs to be able to be transferred to a number of applications — from business cards to potentially signage, and everything in between. It needs to be equally legible far away as it is up close without compromising quality. Watch for too many fine details and complexities which may be difficult to maintain through these transitions. As well, consider how your logo will look in black and white as well as colour because you never know where it may end up.
3. Your logo should have a timeless quality in that it does not adhere to anything too trendy. Choose colours, font styles and design carefully to maintain a look that will work year after year. Like home decor, you don't want someone to say "that's so 1980s."
4. Your logo above all, should look professional and polished even if your neighbours' teenager designs it for you. Professional need not be pricey. A telltale sign of an amateur logo is the use of too many font styles, too many colours or general over-design. Keeping it simple and clean works best. Focus on your intended message and be clear about it.
5. Your logo needs to be legible, AKA readable. This is particularly important if it has a written component. With time, the written portion evolves away so that it is only the graphic element remaining. Starbucks recently did this. The CANNP logo can stand alone now with just the CANNP if the application calls for it that way.

There is a great deal to consider when you decide to start marketing yourself but once you make the steps outlined above, you live with them and they may last for the life of your business or evolve along with you.

Science Catching Up

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The European NutriNet-Santé study, the largest of its kind, began in 2009 and has continued to collect data from 171,000 people 15 years and older. Their aim is two-fold:

1. Investigate the relationship between health factors and mortality and,
2. Examine the factors that influence dietary patterns such as economic and cultural.

Investigating the complexities surrounding nutrient intake is difficult at best. Every person eats all kinds of different items each week and no two diets are identical. Scientists generally rely on self-reporting which comes with its own challenges. This study was the first to use online questionnaires to gather data and they spent a great deal of time and energy making it as accurate as possible. For example, they compared self-disclosed answers with urine and blood work and found an encouraging correlation, admitting it is not perfect but still reliable and significant.

Many of the findings to date are not too surprising. There is a definite association between diets high in ultra-processed foods and an increased risk for heart issues, cancer, diabetes, obesity and more.

They examined the ingestion of organic products only to find that there was an association between high intake of organics and lower risk of breast cancer and lymphoma, obesity and metabolic syndrome. Individuals who ate more organics showed a lower level of pesticides in their urine. Future plans include investigating the impact of packaging and a deeper dive into the complexities of nutrition and health. The team hopes to continue their investigations indefinitely.

<https://www.medicalnewstoday.com/articles/what-have-we-learned-from-the-worlds-largest-nutrition-study#Ultra-processed-foods>

In 2016, a study of risk factors in the United States showed clearly that the leading risk factor for related death was dietary factors by far, followed by tobacco use and hypertension. This would logically lead one to hope that the medical profession would then have a clear knowledge of nutrition. A team from Greece assessed the nutritional knowledge of medical doctors and the results were published in the *Nutrition Journal* in January of 2019.

The medical professional participants were given a multiple choice questionnaire on clinical nutrition of which 20 questions were multiple choice. The most surprising results was not that 64.2% of those answering demonstrated inadequate knowledge, less than 12 of the 20 questions correct, but 30.4% of those people actually had a higher perception of their own knowledge. In other words, they don't know and they are unaware that they do not know.

Given that doctors are both trusted and influential sources for patients, it is not surprising that 78% of people making eating habit changes are a result from these medical conversations. An nutritionist opportunity!

<https://www.sciencedirect.com/science/article/abs/pii/S0899900718304817>

An analysis of 17 separate cohorts from around the world was published in the *Nature Communications* and showed that those with higher omega 3 EPA and DHA blood levels lived longer than those with lower levels. The paper suggested that 3 fatty acids may beneficially affect both overall health and slow the aging process. Omegas are not just good for heart! This is thought to be the strongest data published to date supporting this theory.

<https://www.news-medical.net/news/20210423/People-with-a-higher-Omega-3-Index-lived-longer-than-others-study-shows.aspx>

www. Wild, Wacky, Wonderful

<https://www.pandemic-parent.org/>

As we have said, the pandemic is a treasure chest of potential opportunity. A forward thinking group has developed a great resource for busy parents who are seeking some assistance. It is science based research, with some nuggets to help parents cope better during trying times. They make the research accessible and available as you continue to navigate the ongoing challenges that come with raising kids in an ever-changing world. Information is divided into age levels, mental health concerns and particular circumstances. A little help never hurts!

<https://www.deprescribingnetwork.ca/useful-resources>

If you have older clients, family members or know of folks on a great number of medications — this is such a useful site. It has great resources including a handy list of 5 questions to ask a medical professional about on-going medications. There are resources on keeping medication use safe, particularly as we age. Though we try to avoid medication, there are times when it is unquestionably necessary and how to use it wisely is worth understanding.

<https://www.1000hoursoutside.com>

The entire purpose of this website is to attempt to match nature time with screen time for children. The concept is simple — shift some of the screen time to a more healthful pursuit. They offer these cool colouring tracker sheets for kids to use in order to keep track of outside time. They also offer tips and tricks to make outside more appealing to the entire family. Seems like a sound concept worth pursuing.

Take Note — When Starting Your Business

In a recent Jump Start Your Business Power Hour, we featured lawyer Glenn Rumbell. He spent an entire hour with us sharing free advice. Here's what he had to say.

Know Your Business

We tend to fall basically into 3 types of business: Classic Consultations; Employee Contracts in a clinic for example, under their brand; Manufacturing which comes with many restrictions; or a combination of these three. He dealt exclusively with those in private practice.

Incorporation

Mr. Rumbell stated you absolutely do not need to incorporate though if you are using a name other than your personal one, you do need to register with the provincial government.

He went on to say that there are benefits to incorporating and that if you decide to go ahead with it, you should hire a lawyer, even though you can do it online.

1. Personal liability protection: an incorporated company is a legal entity therefore you as the shareholder, at its simplest level, do not have any direct liability.

2. Tax planning: A profitable business can shelter some of the income paying a lower tax rate. You can also income split with your spouse or family and distribute profits to them limiting your tax exposure.

3. Partners: You can issue a percentage of the shares to another if they want to be involved in only a portion of your business. A true partnership becomes a little bit more cumbersome, requiring a lawyer.

4. Business Legitimacy: To banks, landlords and others incorporating makes you appear to be more professional.

Liability under incorporation is complex for nutritionists.

1. Practice Negligence: Corporations may not work to protect you and you may be sued personally.

2. Third Party Liability: If you, for example, get behind in rent, the landlord can sue

the corporation and not you personally.

3. Director Liability: The director is liable for the actions of the company. In certain incidents the government will go after a company, as in the case of eg. fraud.

If you decide to incorporate, you do not have to do so immediately; there are costs involved so get established first if you like.

Branding

The legal side of branding is separate from the marketing and positioning efforts.

1. Determine your name; one that you like.

2. Make sure that it is legal in that it has no prohibited titles based on your province of residence. In some instances you cannot use "nutritionist" or "registered."

3. Check that the URL is available. These days you need an online presence. Do this step before you become too attached to your chosen name — it may have to change.

4. Look for infringement. Choose a name that no one else is using in the same or similar field. You do not want to cause confusion to the public. If someone who is in IT using the name, this is not likely to cause confusion.

5. Trademark use — just because the name is not registered, it does not mean that it is not owned as a trademark. If so, they have a right use the name. The person who owns it is the person who uses it first. If you are caught using a trademark that you are not supposed to, you will likely receive a cease and desist letter and then you must stop using it.

6. You get a trademark simply by using the name or you can register your trademark.

Liability

If you are an employee of a clinic you are insulated and your employer is liable. If you are conducting your business in a sincere and honest way, you cannot be sued for errors.

As a self-employed professional, the first

line of defense is insurance, required to be a practicing member of the CANNP. After that, the most important steps revolve around conducting your practice safely and with common sense.

1. Know provincial restrictions, which are different province to province. Understand what you can call yourself and if you can diagnose or treat and any other restricted activities that are beyond your scope.

2. Never second guess a medical professional to a client. They are considered the top of the health pyramid and you should be a compliment to their suggestions. You can help the client by improving their immunity for example or their underlying overall digestion etc.

3. Keep current on news and trends and always conduct business within your scope of practice.

4. Use appropriate forms and waivers and keep excellent notes. Include a release of liability which will help to protect you in a majority of lawsuits.

5. Adhere to privacy laws which are provincial acts. The overseeing federal act is called PIPEDA and you should find a summary of the act online and familiarize yourself with the contents. Know that you do have to maintain confidentiality and protect the information you are given.

Can a dietician or similar group shut you down?

The short answer is no, they cannot. Colleges do not deal with the public, only with their members. If you are found to be infringing, they may issue a cease and desist order or they can make a complaint to the police and it is then up to the authorities as to whether you will be charged. If you are, they must prove your wrongdoing beyond a reasonable doubt.

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