

# the VOICE



Volume 12, Issue 2

Lately there has been interesting research which focuses on happiness. And no doubt — we are all feeling weighed down by the pandemic and all that it entails. The thought of consciously adding more happiness to ones' life is very enticing.

What is most fascinating is that researchers seem to make a clear distinction between a happy life and a meaningful one.

For example, the mere satisfaction of needs and wants may make one happy but does not equate to a meaningful existence.

Happiness relates more to the moment while meaningfulness lasts longer; involves how the past, present and future relate.

A meaningful life entails giving to others, not just satisfying oneself. In other words, being a giver rather than a taker leads to more meaning in life.

Lives that are meaningful are not necessarily easy but involve stress and challenges.

Lastly, researchers believe that expressing oneself in terms of being thought of as clever or creative makes life seem more meaningful.

So how can we relate?

We are all individuals who have built or are building careers that are meant to help others — we are givers, not takers.

We learn from past mistakes while we plan for the future of our businesses. In the now

we are all striving to improve what we have to offer and how we share our knowledge.

In the moment, we love accolades from clients and others, which relates to happiness. We also get a great deal from being of help to clients — that is why we do what we do!

Our path in the holistic world is not without stress or challenge, conflict and disappointment but that too adds to a meaningful existence by providing opportunities to overcome, advance and succeed.

Our Members are knowledgeable and many have taken the opportunity to pivot and use their vast knowledge in creative ways — again adding to meaningfulness by enhancing their work.

With a little tweak in perspective perhaps we can view the present state of the country as one that is providing us with unique opportunity. We can: look more to the future; seek to be more creative; and view the stresses and challenges as openings for something bigger and better.

Many say happiness is derived from a meaningful life. Wishing you all more meaning this year!

([https://greatergood.berkeley.edu/article/item/happy\\_life\\_different\\_from\\_meaningful\\_life](https://greatergood.berkeley.edu/article/item/happy_life_different_from_meaningful_life))

## Afghan Toy Drive

We did so well!

Collectively we gave learning toys, sport equipment, games, chess, checkers, backgammon, arts and crafts, and so much more to the newly



arrived children from Afghanistan. Though the organizers were unable to send us pictures of gleeful children due to privacy issues, they did send the following note,

*“Thank you so very much for the donation of toys! We truly appreciate how organized they were packaged and presented. We are forever grateful to you and your team.”*

Thank you to all who participated!

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## Power Hours Galore

In September, we ran a very successful *Jump Start Your Business* Power Hour series with a loyal group of Members who attended every session. We got to know one another and really had a nice time, while enhancing our businesses.

A few of the presentations from that series will be repeated in the coming year — *Consultations: Best Practices* and *Trueview: Must-Have Symptomology Tool*.

The series ended with a visit from one of our favourites — Rebecca Liston. She spoke about *Sticky Situations: How to Navigate them with Grace and Ease*. We looked at how to price your services and present those costs without excuse; what to do when a client wants a refund; how to manage non-compliant clients; and much more. We have enhanced this topic ourselves and will be presenting it again later this year.

October brought James Elliot once again. He enthusiastically spoke about *How to Stand Out, Increase Client Load and Maximize Results*. James is a big believer in working so that your clients come to rave about you and therefore refer to others.

In November, Michelle Post shared the *Subconscious Release Technique*. We all understand that Mindset is a big component to the success of the practitioner as well as the client. This approach is considered an effective tool to release trauma, to live more positively and to create healthy pathways to success.

We were thrilled to welcome Sharon Vanin as a Power Hour guest in January. Sharon provided a unique combination of skills, being both a lawyer and a nutritionist. Sharon spoke about the *Legal Essentials of a Nutrition Business*. She brought tremendous insight and was well received specifically addressing appropriate business structure, legal agreements to consider, how to not overstep your scope of practice and to best avoid legal trouble. We hope to welcome Sharon back again.

## Upcoming Lineup

February 22 at 11 am Toronto time  
Melanie Friesen will visit again and this time she will be focusing on how to deal with picky eaters, including some of her tried and true techniques.

Mid March\*  
Marise Foster will join us to speak about Emotional Wellbeing — a timely topic about removing emotional congestion to aid in healing.

March 30 - CANNP Open House  
We will once again pull back the curtain on how we got here and what we do. This is a perfect opportunity for new Members to really understand all we have to offer. Sign up on our home page, top menu.

April 7 at 10:30 am Toronto time  
Branding, Positioning and Marketing will be filled with invaluable information for promoting your business effectively.  
Students welcome.

May 12 at noon Toronto Time  
Marla Samuel will speak about Women's Hormones and Health.

\* time to be determined

## 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!

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 most are reserved for professional Members, unless otherwise indicated.

## Mentors Please!!!!

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 one 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.

## Filling Out the Forms

When you are completing your application, please ensure that your full address is included. We are getting a number of mailed packages returned without the apt/unit number. Thanks!!!

We do require 30 hours of upgrading which starts upon your second renewal period, not during your first year of Membership. There are many options that fulfill this requirement and we are pleased to discuss any concerns you may have around CE hours.

## Another Award

We are humbled and honoured to have received another award — Best for Holistic Nutrition Support for 2022.

We appreciate being honoured this way.

### 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.

### Pull Back the Curtain

CANNP is once again opening our doors and sharing all there is to know about how we got here, what we do and where we are going.

The next open house is scheduled for March 30th at 11 am Toronto time. This is a great opportunity for new Members to really learn about us. You can hold your spot by reserving on [cannp.ca](http://cannp.ca), top menu — and please share with colleagues and graduating nutritionists.

We love when our Members take advantage. Hope to see you there!

### More Discounts

**Fleet Creative**, a digital marketing powerhouse, is offering any NNCP in good standing with a valid number, a discount on all regular priced products.

**GoodLife Fitness** continues to offer our Members special deals so keep an eye on eblasts for the latest.

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.

### Most Frequent Questions

#### Q. Do I need to log onto the Members Only area to renew?

A. The join/renew applications are on the [cannp.ca](http://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. This form indicates the valid expiry date. You will also find certificate stickers in your renewal package reflecting your new 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](mailto:info@cannp.ca)

### We Had Giveaways

*How to Use Your Time Effectively: 30 Tips* was very popular. The underlying premise is that if a practitioner takes the time necessary to set up efficiently, the organizational aspects will flow much more easily.

Twice a year we offer a free graphics critique, one in August and one in December. This is invaluable for Members to take advantage of, to learn what you are doing right and what you might consider changing in terms of your logo, business card or brochure. We hope to add digital graphics in the future, as requested by one of our Members.

We offered a new and unique greeting for your clients. The Zentangle package came with 3 illustrations and a list of advantages of adult colouring. It was very popular with our Membership — for those who missed it, we are now offering it for a nominal fee.

### Renewing: 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.
2. Renewal applications are easily located and completed from the home page, [cannp.ca](http://cannp.ca). Complete it, send us a list of completed upgrading hours and remit payment.
3. 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.
4. You will receive 3 reminders within the month plus one last eblast encouraging you to reach out if you have lapsed in error.
5. A lapsed Membership can be reinstated simply by renewing from the home page. Your renewal month may be unaffected, depending on your response time.
6. Student Members receive *The Voice*, some giveaways and some Power Hour access and are invited to explore more by attending Open Houses.
7. 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.
8. We want to know what you want to see from us!

## The Art of Waiting

We are kind of always waiting for one thing or another. It seems to be a fact of life.

We wait in lines. We wait for the phone to ring. We wait for medical results — as do our clients. We wait for instruction. We wait for the pandemic to ease. We are waiting.

That got us thinking — how can we make the waiting easier and more palatable?

The Disney folks seem to have this tackled. They entertain while waiting and make it fun so you don't notice as much. The medical system has taken this on by providing televisions in some areas but also by moving you from waiting room to waiting room and onward, creating the illusion that you are making progress. Really it seems like a game of shuffle.

In the Dr. Gupta podcast, *Chasing Life*, he speaks about this idea of waiting, and his guest says, "Courting a nice girl for an hour can seem like a second while sitting on a hot cinder for a second can seem like an hour."

Sometimes waiting can be all consuming. If the results are destined to be good — like a birthday party or the birth of a baby, then it is not too bad but other times, the wait can be very challenging.

Dr. Sweeny, a psychology professor at the University of California examines how to cope with stressful periods of uncertainty.

She says waiting is so difficult because there is the uncertainty of what may be coming and a lack of control. Some people are just better waiters than others. If there is a way to increase control people tend to feel better about waiting.

We wait more effectively when we know, or have a fairly good idea, of when the wait will end. That, in part, explains why we have such trouble waiting for the pandemic to end. With Covid, just as we think it is safe to anticipate an ending, it is extended. It comes in waves and tests our sense of control.

Dr. Gupta posed the question of whether or not we can develop strategies that will help us wait better.

It seems that "the wait" is worse than "the result" or say, "the diagnosis." Once the answer is known then one can make a plan and take action. We also need to come to terms with the fact that we cannot control everything so we need to look for what we can control and just let the rest go as best we can.

Along with wait often comes worry. Sweeny sees worry as an emotion to embrace. It draws our attention to something that may happen in the future, usually something about which we cannot change. In the case of a medical test, it will be what it will be. Worrying will not change that.

Waiting is easier if we can find a way to distract ourselves. Dr. Sweeny identifies a "flow" state as that feeling of being pushed but not beyond your limit. It is that time when you are so involved in something productive and pleasant, that time just flies. She recommends finding flow activity to fill wait times.

Sweeny also identifies 5 steps to take to make the wait more tolerable:

1. Distract yourself. Watch a movie, read a book, paint or write. Reduce your anxiety by delving into something that is totally irrelevant to the situation; flow.
2. Manage expectations. Brace yourself for the worst outcome but hope for the best. Both these end spectrums can be helpful.
3. Look for the potential benefits. We sometimes call this the silver lining or the lesson.
4. Maintain perspective. Evaluate how important these moments are in the grander scheme of things — of your life.
5. Plan ahead. Get your ducks in a row; take some control back. Take some action to improve your situation, with an eye on the outcome scenarios.

<https://podcasts.apple.com/dk/podcast/what-are-you-waiting-for/id1501029683?i=1000539034949>

<https://www.apa.org/news/podcasts/speaking-of-psychology/waiting-stress>

<https://psychcentral.com/blog/the-psychology-of-waiting-in-lines-8-reasons-that-the-wait-seems-long#1>

## Wait? Wait. Wait!

Waiting is inevitable.

It happens. More than we want. Understanding why waiting feels so long and difficult may help us flip it on its head.

According to David Maister, in the *Psychology of Waiting Lines*, there are 8 specific reasons why waiting feels very long.

**1. Unoccupied time just feels longer than occupied time.** When we have nothing to do, we often say that we are bored or that time drags. The idea of distraction or getting into flow would be a handy tactic.

**2. We want to just get started.** This is the reason that there is the "shuffle" game or why, while waiting, you are given bits information to peruse or tasks to do.

**3. Anxiety makes waiting feel longer.** Picking a slow checkout line makes waiting feel worse. If a person feels anxiety about their choice, that contributes to a negative waiting experience.

**4. An undefined wait time is more difficult.** Knowing when the wait will actually end is very helpful.

**5. Unexplained waits are longer.** If you are given a reason for the wait, why it is happening, it becomes easier to accept.

**6. Unfair waits are harder to manage.** The well-practiced "first in first out" unwritten rule is easiest to live with.

**7. A more valuable outcome makes the wait easier.** Waiting in line for a new Apple phone is much nicer than waiting in line for a new toothbrush.

**8. Waiting on your own is harder than waiting with a group.** Part of the reasoning is probably built-in distraction but also, when you are together then the wait becomes part of the overall experience.



## To Forgive or Not To Forgive

There are times when you just don't know how you are going to get over a wrongdoing — how can you see your way clear to the more positive side? As Holistic Nutritionists, we know that hanging onto that negative stuff is not good for us, or for our clients.

According to the experts, the place to start is to understand what forgiving is not.

Forgiveness does not mean that you are excusing the actions of another, nor does it mean that you literally have to say that you have forgiven the person. It does not mean that you should forget the incident or that you have to continue to include that person in your life. Forgiveness does not mean that everything is hunky dory now. Forgiveness is not something you do for the other person — you forgive for you!

Forgiveness is a gradual process that may or may not include the person who did you wrong — your choice. In forgiving you are merely accepting the reality of what occurred and finding a way to live with that.

The act of forgiving is to embrace the feeling of **willingness** to forgive. Sometimes

the hurt is just too big to get over. It takes time to process. The process of forgiveness is this: think about the incident that hurt you, accept it happened; embrace the growth that you gained from the experience, understand the lessons learned; focus on the other person and why he or she might have done what they did; and finally, decide if you are willing to tell the person you have forgiven them — you do not have to!

Forgiving will help you put the incident behind. Even though you will remember, you will no longer be bound to the incident or the person if you choose not to be.

Forgiving is a wonderful gift you can give to yourself.

<https://www.psychologytoday.com/us/blog/mindful-anger/201409/how-do-you-forgive-even-when-it-feels-impossible-part-1>

**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.*

### Resolutions for Your Business

January marks the time to establish resolutions for the coming year — everyone knows that! But have you thought about a similar process as it relates to your business? Makes perfect sense to determine how you want the next year to look, for your practice as well as your personal life.

While we all hope for the scenario of “build it and they will come,” business does not often work that way — despite our most sincere hopes. You need to make commitments that are reasonable, reachable and measurable to keep your business proactive. This is the perfect time to make a daily effort in growing your personal business and to take pride in the initiatives that you develop.

Below is a barebones outline on how to set some plans into action:

1. For the clients or prospective clients that you have not contacted in a year or more, reach out with a happy new year wish — great timing for a note like that. Tell them you are thinking of them; re-establishing contact and a willingness to address any issues that they may have. Be sure to share any new services, packages or promotions that you have added to your repertoire.
2. For those clients who you have seen in the last year, but not too recently, consider just checking in with them asking how they are doing. Try to include a specific note about something you touched upon when you were last together. Reach into their file for a topical thought, like the wedding of a son or daughter, or something more clinical like how they did with a specific diet change.
3. For those clients who you consider existing and who you are still seeing from time to time, they may be most receptive to hearing from you. These are the folks that might be the most interested in the *Newsworthy* Newsletter, which is an easy way to stay in touch and stay top-of-mind. Alternatively, you can simply send a note highlighting anything new you are doing in your practice and stating that you are available for any new or existing issues they may encounter. The whole purpose is to remind these clients that you are still out there and willing to assist with a number of situations, or highlight your specific area of interest. This is also the group to whom you want to ask this question, “Do you know of someone who you would love to feel as good as you do/did when you are/were under my care?” Word of mouth and referrals are the mainstay of business growth.
4. For new clients it is time to network. Consider joining or forming a group of complimentary practitioners who can meet once a month, either in person or zoom (depending on circumstances at the time.) Be the one to organize this group and require a commitment from each member ensuring that you can share contacts and support one another.

Be prepared to make a 6 month commitment to the above actions before you reevaluate how you might want to alter your plan — keeping in mind that staying in contact and expanding your network is key to growing your business. See page 8 for a helpful plan.

## Simple Brain Exercises

We have been locked in for a while, on and off. We have developed hobbies and new interests; enhanced old ones. We have read books and watched movies but even all of those distractions are becoming a little routine for the brain.

Time to dip into something new to help our brain function better — making you feel sharper and ready for the next big adventure to come.

Brain Gym has been touted to do everything from help with focus and creativity to easing anxiety. It is said to help you study, make better decisions and feel more confident. Who doesn't need that?

The original program was developed by Paul E. Dennison and Gail E. Dennison with the notion of using physical action to access different parts of the brain. There are 26 exercises you can tap into which you can explore on your own.

One of the simplest approaches to Brain Gym that you can share with clients consists of 3 simple exercises, meant to be performed one after the other, taking only a few minutes.

**1. Brain Buttons.** Rest one hand on your navel. With the thumb and fingers of your other hand, search for the two soft pockets below your collarbones about one inch from the centre of your chest breastbone. With one hand rub these two spots for about 30 seconds then exchange hands, one on the spots and the other on your navel for another 30 seconds. Brain buttons helps stimulate the carotid arteries, delivering more oxygenized blood to the brain, affecting focus and attention.

**2. Cross Crawl.** This exercise definitely taps into both the left and right hemisphere of the brain. Begin by marching in place. Then alternate touching the right hand to the left knee and the left hand to the right knee. Continue this for 8-10 complete repetitions. Sometimes it is suggested that you switch to touching your feet with opposite hands in front then in back. Either way, the impact is focused on improving the lateral brain activity.

**3. Hook Ups.** A simple exercise which connects the energy circuits of the two brain hemispheres. It is a little reminiscent of the Eagle pose from Yoga and for good reason. It is the exercise meant to ease anxiety and stress. Start by crossing your ankles, one in front of the other. Then extend your arms and rotate them such that the palms are together, wrists crossed. Interlace your fingers and then pull your arms into your chest, taking your hands between your arms. Rest them on your chest. Gently position the tip of your tongue right where your teeth and the roof of your mouth meet. As with all the exercises, breathe and relax. After about 30 seconds or so, uncross and recross with the other hand on top and opposite leg behind.

That is a simplified Brain Gym that you can try yourself and share with clients. Worth a try!

## Straight Talk from Mel

Making the right decision is not always easy. And though we make decisions, many of them, every day, some are more complex with higher consequences than others. Sometimes you feel confident in a decision and sometimes you are very wary of what direction to take.

Enter Mel Robbins.

Mel urges us to acknowledge that there will be times when we make right decisions and times when we do not. That is just the way it is. But whichever way it goes, the important lesson is to trust that no matter what the outcome, you will figure it out. Wow!

Trust, she says, takes practice.

Mel shares some tools that have helped her in her decision making which has, at times, meant fewer challenges.

### 1. Tune into your body's wisdom.

That is right up the alley of the holistic nutritionist. This refers to that gut feel that we are familiar with. It is what the body has had experience with. Mel advises when a big decision is in the works — get quiet and listen.

### 2. Decisions sometimes need more than intuition.

Use your rational side, as well as the intuitive side. The rational side, Mel points out, may not be as much fun, but it can save you heartache later — so tap into both.

### 3. Imagine the worst case.

By listing the imagined scenarios, one removes the fear of the unknown — since you have visited there, the potential disaster becomes less scary.

### 4. Think positively.

This does not mean to ignore the hard parts or gloss over the tough bits. Mel says to keep a focus on the things that you can control — both thoughts and actions. The result is that you focus less on the obstacles and more on the best course of action.

### 5. Reflect.

Learn lessons from your previous experiences — both the good ones and the hardships. Think about what you learned and how you might take that lesson forward, to help improve potential outcomes.

*The 5-Second Rule by Mel Robbins, 2017*

[high5habit.com](http://high5habit.com)

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

## Science Catching Up

7

Researchers at the University of Tsukuba in Japan, gave a group of mice a powerful dose of antibiotics over a period of four weeks — meant to deplete their gut bacteria. They then compared the intestinal contents of the depleted group and a control group which were fed the same diet. They found that the biological pathways that were most affected by the antibiotic regime were those involved in making neurotransmitters — the molecules that allow the brain cells to communicate. Subjects were also deficient in B6 which accelerates the production of serotonin and dopamine. Also of interest, is that they found that the depleted microbiota led to more REM and non-REM sleep at night — when mice are supposed to be active — less REM sleep during the day. They tended to mix their day/nights. Professor Yanagisawa, leading the study, speculated that the lack of serotonin was responsible for this abnormality.  
<https://www.tsukuba.ac.jp/en/research-news/20201127032643.html>

A study at the University of California, San Diego, discovered that the makeup of a person's gut bacteria is linked to their levels of active Vitamin D. Published in *Nature Communication*, researchers claim that the standard blood test only detects one, inactive, precursor of Vitamin D that can be stored by the body. To be used, the body must metabolize the precursor into an active form. The diverse make up of gut bacteria was closely related to the active form, not the inactive form, of Vitamin D. This implies that it may be not how much Vitamin D you supplement with but how you encourage the body to use it — ensuring a diverse gut bacteria as part of the protocol. Of course more study was encouraged.  
<https://www.nature.com/articles/s41467-020-19793-8>

The title got our attention — Age is no barrier to successful weight loss. A new study claims that obese individuals over the age of 60 can lose the same amount of weight as younger people using only lifestyle changes. The findings were reported to the journal *Clinical Endocrinology*. The importance of the study was related to not only the excess weight but the effects on the co-morbidities related to obesity. The randomly chosen 242 participants were instructed in lifestyle changes including dietary adjustments, psychological support and the encouragement of physical activity. More than 50 of the ailments associated with obesity were reduced as the weight was lost. The conclusion was that the positive effects of tackling obesity at any age should be pursued and facilitated and can be quite effective.  
<https://onlinelibrary.wiley.com/doi/10.1111/cen.14354>

ADHD seems to be associated with a deficiency of magnesium in otherwise healthy children. A small study of 25 children with ADHD was compared to a control group of 25. Magnesium deficiency was found to be in 72% of the ADHD children while other studies showed a higher percentage. Those who then received a supplementation of magnesium, showed cognitive function improvement as well as a significant improvement in hyperactivity and impulsiveness. The highly significant improvement seen in hyperactivity could be due to the fact that magnesium is needed for relaxation at the neuromuscular junctions.  
<https://www.sciencedirect.com/science/article/pii/S1110863015000555>  
[https://scholar.google.com/scholar\\_lookup?title=Assessment%20of%20magnesium%20levels%20in%20children%20with%20attention%20deficit%20hyperactivity%20disorder&publication\\_year=1997&author=T.%20Kozielec](https://scholar.google.com/scholar_lookup?title=Assessment%20of%20magnesium%20levels%20in%20children%20with%20attention%20deficit%20hyperactivity%20disorder&publication_year=1997&author=T.%20Kozielec)

## www. Wild, Wacky, Wonderful

<https://www.drugs.com/?fbclid=IwAR0oJ6f7itQTCJ8WNfb0XihqnQlwiNXGTSpSYE8CeC2ZFNVcuQsyxDjeWAs>

More and more of our clients are on more and more medications, particularly as they age. Though we may agree that medications have a place and time, understanding how they react in the body would be very helpful to all practitioners. When we are attempting to look at the body as a whole, understanding what the drug is, how it is used, its warnings and interactions can't be anything but helpful. We do need to mind our scope of practice but the more knowledge we have about the state of a client, the more effective we can be.

<https://www.checkout51.com/>

This is kind of a cool concept. You download a free app, browse and shop making an online shopping list of what you would like. Tap "Redeem" and check off the items you purchased on your receipt. This tells the system what to look for. After making your selections, use the app's built-in camera feature to take clear, readable photos of your receipt. When your receipt is approved, we credit your account with Cash Back. Cash out when you hit \$20, woohoo! We have not tried this app yet but it sounds like a deal. Available in Canada too!

<https://www.bbnimes.com/companies/15-fun-business-facts-that-you-probably-never-knew>

Just because it is time to lighten things up a bit, we thought we would throw this one in for your enjoyment. Some crazy but interesting notations about some of the most successful companies and personalities out there.

Enjoy and be sure to laugh out loud!

## Legal Essentials for Your Nutritional Business

**PLEASE NOTE:** Due to the amount of valuable information that Sharon shared with us, we decided to include just a synopsis here of the entire Power Hour which is available now on our website.

Members only, Podcasts and Power Hours. Hope you find it helpful and see you next time!

### 1. Choosing the appropriate business structure

We looked at the two most common business structures for nutritionists: sole proprietorship and incorporation and some benefits and drawbacks of each. Ultimately you should choose the structure that best meets your current needs while supporting your long-term business goals.

### 2. Choosing the appropriate insurance

Your insurance should match the nature of your practice and the type of business structure you have. It's extremely important to have the right type of insurance for the exact type of modalities you perform. It's also extremely important to ensure that your insurance is active from the day you start seeing clients.

### 3. Minimum legal agreements you need

All nutritionists should, at minimum, use

the following legal agreements to properly protect your relationships and limit your liability:

- Consent form and/or waiver — which one you need will depend on the nature of your practice
- Client service form — you need this whether you offer services 1:1 or in a group setting

If you have a website, you should also have these legal agreements:

- Website privacy policy — this is required by law for all Canadian businesses
- Website terms of use
- Website disclaimer

### 4. Holding yourself out as a nutritionist without overstepping your scope of practice

Our scope of practice isn't defined in law, however, the CANNP Code of Ethics provides guidance on what we can legally do. To stay within scope, be careful that you don't hold yourself out as doing any of the

“controlled acts” that are restricted to regulated professionals, as defined in the laws that govern each regulated profession. This includes:

- Diagnosing a disease or health condition
- Prescribing medication
- Treating or curing a disease or health condition

### 5. Simple ways to stay out of legal trouble

Some of the best ways to avoid legal trouble are the simplest: be proactive, be professional and treat people well.

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## Warm Winter Soup — Super Easy

2 tsp oil

Approximately 6 cups of mixed mushrooms, coarsely chopped

1 cup coarsely chopped onion

2-3 cloves chopped garlic

Equal parts tomato sauce and broth of your choice

1 can of beans, rinsed and drained (cannoli or butter work nicely)

2-3 tsp smoked paprika

Approximately 2 tsp balsamic vinegar or to taste

Heat oil in a pan.

Add mushrooms, onion and garlic and saute until release moisture., about 4-5 minutes.

Add sauce, broth, beans and paprika.

Cover and simmer for about 15 minutes.

Flavour with salt and pepper and vinegar to taste.

Remove from heat and leave covered, heating again when you serve.

***If you have a great recipe that you want to share, send it along and if we have room we are happy to put a Voice to it!***

## Business Buzz Plan

Divide a blank page into 4 quadrants. Label each as follows:

Current Clients  
Recent Clients  
Prospective Clients  
Past Clients

Under each title put a 3-4 word describer if you wish ie. Prospective may be “contact but no action.”

Then in a different colour of marker, note your action plan: are you going to send a new year greeting? are you adding a new promotion or just a catch up on your offerings? are you going to send them a newsletter or article with valuable content?

Finally, in each area start listing names. Your goal to begin, is to list 5-10 names in each of the 4 sections.