

the VOICE



Volume 14, Issue 2

There will be times as you establish and grow your business, when you become a little bit self-doubting. It happens to everyone — despite what you may hear.

The question is when that happens to you, how will you respond?

It took CANNP quite a while to find our groove. Part of the reason for that is that we have been pioneers in so many ways — paving a new path in the industry and knocking on doors that knew virtually nothing of the holistic world.

Our goal and vision has always remained that same — support our members in any way we can while providing a unified voice and innovative benefits, to ultimately give real value for dollars spent on membership.

There have been tougher times and more exciting times but we have stuck with it to serve the industry. So how did we sustain during those times of doubt?

For starters, we keep honed in on our vision — we know what is expected by our membership. We have always kept that front and centre.

We became creative and explored new ways to meet our goals. Coupled with that, is the fact that if we try something and it doesn't work out the way we hoped, we pivot. We can do that quite readily now. We alter our initiatives as needed.

We try things — lots of things — lots of approaches and ideas are always flowing around here and we put many of them to the test.

Let's just take Power Hours for example. A member approached us and suggested that she provide an hour of relevant information in a webinar format, during which attendees could be interactive and we could all learn something new together.

We ran it up the flagpole and gave it a whirl. Now some 8 or so years later, Power Hours have evolved into a monthly (or more) event that is well attended by those who really want to take their business to the next level. And more than that, while initially we were scouring for guest speakers or topics, people are now knocking on our doors, unsolicited.

Remember anything worth pursuing takes time and you are way ahead in that you have already started. Don't quit. Don't let those inevitable occasional set backs derail your dream.

Everyday take a step to enhance your position; take it in a positive direction. Take even a small action. And talk to yourself the way you would talk to someone else in your position — with kindness and understanding. Soldier on!

A handwritten signature in black ink, appearing to be 'W. Brown', is written over a white rectangular background.

Be Clear About Claims

CANNP has always maintained that though we continue to do our best to educate the insurance industry about what we offer, coverage is not a given. The value you provide is what will keep clients coming your way.



To tap into a claim, a client's employer needs to opt in to include nutritional counselling in their company policy. The client must also understand that should they be eligible to make a claim, only your nutritional counselling hours can be a legitimate claim. Supplements and hours outside time spent with you cannot be claimed.

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Liability Insurance

While you have been busy building your business, we have been behind the scenes improving services. Now CANNP has a new insurance company to provide Members with a choice.

If you are practicing, you need insurance in order to have Membership. That said, you don't need to use either of the insurance companies that we suggest but secure one you find on your own — we just need proof of insurance.

If you do want to consider the special rates offered by one of the two insurance companies linked with CANNP, we suggest you do your due diligence in making your decision. The new company is competitive and may be better suited to your needs. It has a fast, easy, all on-line interface. More information is available in the Members-only section of the cannp.ca website.

Please remember that CANNP is not in the insurance game and in order to secure insurance, you must deal directly with your chosen company.

Power Hour Know-How

We do our best to make sure that those who have held a spot for a Power Hour have the link a few days before the event. If, on the day before, you have not received it, we ask that you let us know as soon as possible. We would like to rectify the situation well before the following day.

If you can sign in 5 minutes in advance, it is less disruptive to those in attendance. We appreciate your co-operation.

Please do not share the Zoom link with others since Power Hours are a Member benefit. We have, from time to time, had waiting room attendees who were not valid.

We do attempt to record the Power Hours, with permission of the presenter, but sometimes technology is not our friend. We cannot count on a recorded session.

Power Hours Since Jan

We have had some phenomenal speakers so far this year and we have a great line-up coming your way.

November Dr. Cyr spoke to us about the effects of the Vagus Nerve and how important it is to strengthen the nerve for improved overall health. It was a great presentation, well attended, interactive.

January we welcomed chef and coach Kenzie Osbourne. Kenzie provided an inspirational discussion about how to improve one's relationship with food. There were lots of take-aways that one can incorporate into daily life. She summarizes her 3 most favourite strategies in an article on page 4.

February brought Josh Gitalis to our Members, who spoke about one of his passions — Fasting. He broke fasting into manageable pieces such that anyone can partake if they so choose.

The March Jump Start Your Business series has been a big hit as always. We like to keep this one small so that we can interact and have some discussion. Each week we explore a pertinent topic: Consultations: Best Practices — a general idea of how you might want to build an effective consultation Sticky Situations — an exploration of 10 common situations that you might come up against and how to handle them Positioning, Branding and Marketing — an explanation of these three concepts and how you can tackle them TrueView — this is the must have symptomology tool but no reason to take our word for it — we explore how it works, what it does and how to best use it.

What a Powerful Line Up

April 16, 11 am - Iron Deficiency with Marla Samuel

May 9, 10:30 am - Karlien Bester discussing Antinutrients based on her book

June 11, 11 am - Chronic Stress with Marla Samuel

July 9, 11 am - 6 Steps to Start Your Nutrition Business & Sign Your First Paying Clients with guest Stephanie Long

August - Free graphic Critique - have your logo or brochure looked at for constructive feedback

September 16, 11 am - Sleep is one of Dr. Cyr's favourite topics

October 16, noon - Mentoring Round Table is back! This is the opportunity for you to get your questions answered — you will be able to send them in advance

November 12, 11 am - Building Effective Websites with Sabra Way

Every Reason Counts

Our intent with *1,000 Reasons Why* is to gather authentic reasons why people use your services, and then present this information to insurance companies and government — a vast amount of data, that cannot be ignored.

We continue to gather this data and ask that your clients "Take Action." Please direct them to click on that link on cannp.ca and complete a very short survey — name, email, province and one simple reason — why. You can use the list in the For Your Use section of the site to help facilitate the process.

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.

Registered Title

The title is meant to identify those with exceptional expertise — 3 or more years plus other well defined qualifications. To become a Registered Nutritional Therapist a Member must **also** be a **NNCP** in good standing to remain eligible for the use of the title. The title comes with a one-time fee of \$75.

As a NNCP, you are governed by the standards set out in your particular province. It is your responsibility to determine what you can and cannot do.

For example, Members in certain provinces are not allowed to use “Registered” in their title so purchasing the use of the Registered Nutritional Therapist title would not be wise. Check the *Legal Guide for Canadian Holistic Nutritionist* to verify specific provincial information.

Mentoring

Next Mentoring Round Table is in October. This is an unbelievable opportunity for you to tap into the experience of 6 of our most successful Members. Gather your questions, and send them to us starting now.

Subject: Mentoring Questions

Email: info@cannp.ca.

Please Provide Specifics

You are invited to contact us for a number of reasons and in a various formats, including Paypal. Please ensure that when doing so, you provide your complete name and if possible, include your NNCP number.

When completing information that includes your address, please ensure that you include apartment or unit numbers so that we can minimize returned mail. Keeping these costs to a minimum helps us all out.

Some people go by their business name in some instances and personal name for others. Some people use their spouses account to pay and associate it with their personal name. And on it goes. It takes a lot of time to sort these things out at our end. We want to get it right every time. We appreciate your help!

Free Monthly Giveaways

Who doesn't want something for free, especially if it's super useful!

A quality product that you can share with your client does more than give them valuable information — it keeps your name around while you can't be. It makes a great marketing tool to remind them of you when they are not in immediate need of your services.

December brought the bi-annual free graphic critique. Professional Members are invited to share a pdf of their logo or brochure for a constructive graphic critic — for FREE!!! Yup — participants receive information on what you are doing right and what you may want to consider changing.

In January we created a giveaway Teetering Balance. As people were evaluating how they would tackle the coming year, it was the ideal time to reinforce the need to pursue everything in balance. This free giveaway explored the need for balance in nutrition, exercise, supplementation, sleep and sunshine. It reminded clients that we are always in flux and need to "check in" from time to time to ensure we redefine what balance means.

Eating on the Run was a giveaway during February, the month when everyone can't wait for more sunshine and are looking forward to eating to help make us feel better! Many folks are eating on the run so this helped them do that in a more healthy way. Good for anyone, any time.

March we featured Baby Steps or Leaps and Bounds all about how some folks need to be nurtured along, while others can just dive in. For those who want to take baby steps there was a good number of tips for this approach.

Challenge and Accountability - May/June

If you are on the Mentoring list or are looking for some practical assistance in getting started or redefining your established practice — this might just be the answer you are looking for.

A limited number of members will be given very manageable tasks to tackle, usually one every other day, and be paired with another to be accountable to in any format that suits you both. Then twice a month we will all meet virtually to review, revise and answer questions.

These sessions have been so motivating and helpful with strengthening my business. What I've learned during this time from yourself and other practitioners has been invaluable.

Gail

Be sure to hold your spot for this limited group today by sending us a note at info@cannp.ca.

Three Key Strategies for Helping Client Create a Positive and Nourishing Relationship with Food

by Kenzie Osborne NNCP, Chef, Coach

The diet industry in the USA is worth approximately 76.2 billion dollars — and, as the market continues to grow, it's no wonder there is always a new "fad diet" circling on social media. As humans, we often search for quick and easy solutions to our biggest problems. We don't want to think too much, experiment with different strategies, or do "inner work" to figure out the solution.

We want simple answers. We want a clear cut plan that promises a specific result.

What most diets promise (long term weight loss solutions) is not what is delivered. In fact, experts suspect that between 80-95% of dieters gain back the weight they lost while on the diet.

But that's not even the worst part...

After trying a few rigid diets without success, some people experience disordered eating habits, dips in self-confidence, and a fear of certain food groups that causes stress, overwhelm, and an unnecessary burden on daily life.

As NNCPs, it is our role to help guide our clients towards a way of eating that includes plenty of whole, nourishing foods — while also helping them to foster a healthy & happy relationship with food. There are three key strategies I use in my daily coaching to help my clients.

Strategy #1: Replace "Good and Bad" with "Supportive Vs Unsupportive Choice".

There are no foods that are globally "good" or "bad". However, depending on the scenario, some food choices can be either "unsupportive" or "supportive". For example, a cookie is not inherently bad. A cookie could be a supportive choice if...

- Your client has mindfully chosen to have a cookie and is enjoying each bite
- Your client is at a party or gathering and is mindfully choosing to have a cookie to celebrate - perhaps in addition to fresh fruit, nuts/seeds, or other nourishing foods to accompany it

On the other hand, a cookie could be an unsupportive choice if...

- It is being used as a coping mechanism for stress or emotional burden
- It is hard to stop after having just one. It may result in increased cravings, hunger, and eating more than the client would like to have

In practice, rather than terming a food as "good or bad", encourage your client to think: "Did I make a supportive food choice in the moment?" If the answer is yes - great! If the answer is no, encourage your client to "get curious" about the situation and make a plan/strategy to support themselves better next time.

Strategy #2: Add Rather than Remove

Many diet plans focus on removing foods ("don't eat this") rather than adding foods to a meal. For most clients, the idea of adding food tends to be appealing — more than removing something.

Instead of telling your client to "eat less of X", encourage them to "add something nourishing". For example...

- Enjoy a cookie WITH berries and greek yogurt on the side.
- Have a couple of chips WITH a fresh chicken salad.
- Enjoy a slice of cheesecake WITH fruit and some almonds on the side/on top.

As practitioners, we know that by adding something to the plate, the client is likely to eat less cookies, chips, or cheesecake - but, it feels like a more positive approach.

Pro Tip: Rather than providing suggestions for what the client should add to their plate, try asking them "what could you add to this snack to boost the nutritional value so you can feel good AND enjoy the meal?" The client is more likely to adhere to something that they have come with.

Strategy #3: It's Not Failure, It's Just a Learning Opportunity

Clients may feel down on themselves or discouraged if they do something they

deem to be "bad" or "wrong". In reality, there is probably a very good reason that the client made that decision. For example, perhaps they got home from a long day at work, were very hungry, and decided to make a freezer meal. While the meal was cooking, they grabbed a few chips. Was this a "failure", or just a lack of a supportive strategy at that moment?

The client didn't "fail" - they just didn't have the tools they needed at that moment to make a healthier choice.

In fact - it's a great opportunity to encourage them to "get curious" and think about what might have been supportive. Having an afternoon snack? Preparing a freezer friendly meal on the weekend for the week? Having a few nutrient-dense grab-and-go snacks to replace the chips?

Work with your client to come up with a strategy to try next time that situation occurs - then, focus on how the client can best support themselves in this moment.

These three strategies are some of my favorites, but there are many additional ways to support your client in fostering a positive relationship with food that feels freeing and nourishing for their mind, body, and soul. If you are interested in learning more strategies for fostering a positive relationship with food I'd love to invite you to join my email list.

<https://www.kenzieosborne.com/#footer>

Coach Kenzie Osborne is a Natural Nutrition Clinical Practitioner, chef, and anorexia survivor and speaker. Since beginning her practice, Coach Kenzie has coached over 100 clients from 8+ countries. Her unique combination of education, culinary knowledge, and personal experience has provided her with a depth of tools to support her clients in fostering a positive relationship with food that is nourishing for the mind, body, and soul. Her mission is to empower clients to customize their approach to eating so they can comfortably enjoy healthy foods and feel confident with their choices. info@kenzieosborne.com with questions, comments, or feedback.

Growing Quote

Our choices accumulate. Each choice of and by itself is as insignificant and weak as a single strand of thread. But weave enough of these daily choices together and you've got a cable of habit that can lift you up or pull you down

Jim Clemmer

Your business is made up of a long list of decisions that reflect you. Make them wisely so that your business is sustainable. Use the tips and techniques that you have at your disposal from the CANNP to help you and your business grow and become profitable.

For an overview of all that we offer go to <https://online.flippingbook.com/view/2915913/>

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.

Stick to Bells and Whistles

With social media in every home and on every computer, people are generally more dubious of what they see, read and believe. So what's the best approach in the current climate? It is my opinion that in order to sustain a business for the long haul, the best approach is to eliminate the "smoke and mirrors" and stick to "bells and whistles".

In the holistic nutrition industry there are many examples of the former. Start with perpetuating the belief that this profession is regulated and that as such, we need to adhere to certain regulated practices. The belief is often implied or the use of "unregulated" is conveniently neglected. The truth is that we are unregulated and as such we are not "licensed" or need to partake in board exams etc. It does mean that affiliating with the CANNP adds a needed credibility to your credentials.

Another great example of attempts to lead practitioners and their clients astray is to emphasize the need for "certified" or "registered." To be certified/registered only means that you are deemed so by the board of the particular organization which is giving you that credential — nothing more. Many would have you believe that it means that you are one step above. CANNP has a registered title and it is a step above in that it is only given to those with more in-depth expertise. But it still is a credential offered by this professional organization.

An alumni group often presents itself as a professional association but the truth is that it is made up of predominately individuals who graduate from a particular institution, hence the "alumni" name. Professional associations are open to a wider, qualified group.

A final example is coverage of services by insurers. Though CANNP has made huge inroads for the entire industry, this is not something that a practitioner can count on — there are too many variables. What you need to do is become valuable to the client despite coverage. Coverage then becomes a bonus but your excellent information and care is the prime reason for engaging your services.

So, you can see that sometimes even you need to see beyond the "smoke and mirrors." To be successful in the long term, stick to "bells and whistles."

Always be honest in your approach and the dissemination of information. If you are uncertain about something, be up front but then find the answer. Don't promise more than what you can offer because a savvy client will see through this.

Always do what you say you are going to do. If you say you are going to find a client an answer and email it — do that. You owe a paying client excellent service and maybe just a little bit more. Remember this level of attention is not something that they will be used to with the present mainstream services.

Always present yourself as exactly who you are. That means do not represent yourself as a dietician or doctor of natural something or other or a naturopath. You are a Holistic Nutritionist and you educate people about what their particular needs are in terms of food intake, lifestyle and perhaps supplements, in order to strive for their optimal health goals.

Always keep it simple. You won't get into trouble with a straightforward approach and you will always do better touting your bells and whistles without complicating your offering with fluff.

As a good lawyer friend once said to me, "the truth is a full and fair defence" — so be you, offer the best you have, give a little bit beyond expectations and share honestly. Be proud of the valuable services you provide.

The World Obesity Federation (WOF) estimates that by 2035, over 4 billion people will be overweight or living with obesity. The key to helping people living with this complex disease is identifying the causes and effects of obesity and this study based out of University of Tokyo may provide some insights. Obesity can affect health through how it affects our extraction and storage of energy. Researchers compared the livers of mice which were considered normal weight with mice which were considered obese. Their surprising finding was that biological regulation of metabolic activity, after a period of feasting and fasting, was reversed. In typical mice the process which controls metabolism was inhibited during feeding and activated when fasting. However, in obese mice, the process increased during feeding and decreased when fasting.

<https://www.sciencedaily.com/releases/2024/02/240226114551.htm>

Research published in *Cell Reports*, a team from the University of Cambridge describes how fasting raises levels of a lipid in the blood known as arachidonic acid, which inhibits inflammation. When volunteers ate after fasting the levels of this lipid dropped. Previously researchers had thought that the lipid was responsible for increased levels of inflammation not a decrease. The study states, "It's too early to say whether fasting protects against diseases like Alzheimer's and Parkinson's disease as the effects of arachidonic acid are only short-lived, but our work adds to a growing amount of scientific literature that points to the health benefits of calorie restriction." The potential ramifications for all sorts of inflammation triggered diseases is very exciting.

<https://www.sciencedaily.com/releases/2024/01/240130133642.htm>

In an Australian study, researchers looked at avocado intake and how it impacted cardio and metabolic risk factors. Avocados are considered high in monounsaturated fats, fibre and a variety of healthy chemicals. The conclusion requires a more in-depth examination since the consumers of avocado also ate more fruit and vegetables in general. The sample was also small and seems as though there were uncontrollable variables. All that said, in general, participants who consumed better food choices showed better overall health markers. Imagine that!

<https://nutritionj.biomedcentral.com/articles/10.1186/s12937-024-00915-7>

In a 14 year cohort study involving 48,632 participants, in Northern Iran, the researchers found that there was a relationship between a higher intake of dietary fibre, fruit and vegetables and lower mortality, both overall and cause specific. They hasten to say that to verify the findings a larger sample is required as well as longer term studies. The paper states, "These findings further support the current national recommendations on following a healthy diet containing proper amounts of these health-protective dietary items." It goes on to say, "There is strong evidence that increasing the consumption of vegetables and fruits can reduce the risk of hypertension, coronary heart disease, and stroke. It is also likely that the risk of cancer is inversely related to the consumption of vegetables and fruits." There does not seem to be a downside to increasing these food items yet many clients do not do so. Our job then, is to gently and firmly guide those who desire a more healthful existence to follow suit.

<https://nutritionj.biomedcentral.com/articles/10.1186/s12937-023-00883-4>

www. Wild, Wacky, Wonderful

www.foodsafetynews.com

An up-to-date site that provides critical information about important food safety topics. Though American, the information is of interest to everyone who cares about the safety of the food supply. It is manned by an international team of reporters who bring you outstanding, award-winning coverage of topics ranging from policy and politics to foodborne illness outbreaks to science, sustainability and research from around the world.

www.foodallergy.org

This non profit membership organization has participants which include families, doctors, dietitians, nurses, support groups, and food manufacturers in the United States, Canada, and Europe. The group provides education about food allergies in addition to support and coping strategies for people who are allergic to specific foods. There are links to updates, daily tips, newsletter and excerpts. The site's best feature is a no-charge email alert system providing allergy-linked news and information about recalls of troublesome products.

thekidshoudseethis.com

This collection of 6,000+ kid-friendly videos, curated for teachers and parents who want to share smarter, more meaningful media in the classroom and at home. Videos include history, and culture-focused content by museums, organizations, and creators who celebrate curiosity, collaboration, creativity, critical thinking, problem-solving, kindness, and other essential themes for all ages. 10 to 15 newly-added videos are added every week. You can browse the collection and archives.

5 Pitfalls to Preventing a Successful Practice

by Glenn Rumbell and Wendy Gibson

There is always room for improvement when running a practice. Being present and aware of what is working and what is not, can be key. Here are 5 common pitfalls that can make a difference to your success. Do any of these sound familiar?

1) Treating your business like a hobby.

It's so important to make sure you are not "dabbling" in your nutrition practice. Have you fully committed to making your practice a professional enterprise? The risk of dabbling is that you are not fully committed to making your work a success and without your commitment, it won't happen. There are some telltale signs that you may be dabbling:

- i) Paying for your business expenses out of your personal banking account. Setting up your business in a professional way, tracking business expenses and validating your income is foundational. A separate business account allows you to keep an eye on expenses, business deductions and your actual income.
- ii) Giving priority to other activities such as household chores, socializing etc. at the expense of time spent on your practice. To be successful, you need to dedicate a pre-determined allotment of time to your work. Set aside certain hours each day to make it happen. Perhaps set up online booking software that allows clients to book in with you virtually. This requires you to commit to definite office hours.
- iii) Not paying yourself a salary. Even if your income is minimal, set up a plan to allocate funds to yourself and your business. You need to treat it like a bigger enterprise than it might actually be at the moment.
- iv) Not having confidence in your own abilities. Trust that the studies you've completed mean that you know more than your client. Trust that your education is worth something and you will only learn more as you work with more clients. Trust your skills. Let everyone see that you appear to be genuinely who

you are striving to be.

2) Not having a business plan.

As George Harrison wisely said, "If you don't know where you're going, any road will take you there." You can't get from A to B without a plan. If your business feels like it is lacking in specific direction or that you are simply being reactive to unexpected details and happenings daily, it is because you haven't established an actionable business plan. Look at the reality of where you are in your business – how much income are you earning and how much time you are working at your practice are good starting points. Now build on that – who is your ideal client, or in other words, what is your special niche? how are you going to attract those clients? what is your system – are you offering packages? what problem are you solving for your clients? what is the pay structure that makes sense so that you are compensated for your time? what is your marketing strategy? These questions and more help you to bring structure to your business.

3) Building a business by continually attracting new clients.

Setting up a business that relies on continually attracting new clients, developing plans for them and not seeing them again after the first appt is not sustainable. Determine what you wish your income to be and work backwards from there. How many clients do you need to see in a week, how many per year? Retaining clients through developing a systematic plan for their success over a few months will mean a better likelihood of them achieving successful results due to the accountability and the support you offer. It will also mean better use of your time. You will not be spending hours researching for a new client, but adapting plans that have already been established and guiding returning clients to success. More successful clients mean more referrals to you which means less work for you in bringing clients in the door.

4) Giving away information for free

because you just want to help.

You've just finished school and you are brimming with information to share. You are excited and enthused. Remember that the people who seek out your services, and are willing to pay for them, are the clients who will commit to a plan and be successful. If someone asks you for a quick answer, it is okay to say, "In order to make a suggestion I would need to do a thorough evaluation of your current health and make a proper plan. Let's book you in for an assessment." Giving info away "off the cuff" is not professional and doing a disservice to all involved. You deserve to be paid for your time. Respect the time and investment that you've made in your health knowledge.

5) Not establishing a niche.

People love a specialist and are quite used to this in the allopathic world. Very likely there is a health matter that brought you to nutrition school. Perhaps it was digestive or hormonal issues. The extra research time that you have spent has most probably been on looking into your own health issues. This makes you very likely more of an expert in that area than someone without those health concerns. This can be your niche. You don't want to turn anyone away, and you don't have to. But if you develop a niche and gear your marketing material to answer the questions related to that niche, you will attract more clients that you have a ready expertise to help. It allows you to focus your upgrading in a specific area of interest making you more of a specialist, and thus able to attract more clients within your expertise.

So what pitfalls to success might you be making? What changes can you enact today that will move your practice in the direction of success?

Glenn is a lawyer and founding partner of Ross Rumbell Professional Corporation, an Ontario based full service business law firm. Glenn Rumbell is a CANNP director. If you have a question for Glenn to tackle in The Voice, email us at info@cannp.ca.

Appropriate Greasiness

Not all oils are created equally as we know. Your client may be a little bit confused about which are the best oils to cook with and to use in the kitchen. Let's make it simple.

Given that we are folks who want to keep everything as wholesome and natural as possible, we favour pure butter over margarine and the like. Used in moderation, given the clients specific ailments and needs, the more natural way is better.

Olive oil is always a favourite. It has a rich taste and a fairly high smoke point. It is best stored in a dark glass container so advise against the bulky plastic jugs. It does solidify in the refrigerator so make certain the client is aware of this and use accordingly. Choose the best quality you can afford for the purest product.

Avocado oil is another we often recommend because it has a higher smoke point than olive oil, but tends to be a little bit pricier. It has a similar fatty acid profile to olive oil.

Camelina oil is a Canadian manufactured product that claims to not only have a high smoke point but is also higher in omega fatty acids making it a favourable choice.

Steer away from other vegetable oils as they can enhance inflammation and others like Flax Seed oil which are more perishable. Keep it simple for your client.

Soup Recipe

Delicious Clean Soup – ready in 20 minutes!

Keto friendly and easy to adapt to whatever ingredients you have on hand.

Heat 2 tbsp oil in a pot (avocado, coconut or olive)

Add 1 lb ground turkey (or other meat of choice – adjust herbs to fit meat choice)

Add 1 clove of garlic, minced

Add ½ chopped onion or 2 shallots chopped

Stir until turkey is cooked through

Add 2 stalks chopped celery

Add 2 chopped carrots

Add 2 cups chopped broccoli

Cook for 5 minutes

Add 2 cups chopped bok choy (thyme or tarragon as an option)

Cook for 2 minutes

Add 2 – 3 cups of water (enough to almost cover veggies)

½ tsp of sea salt

Bring to a boil and cook for 5 minutes

Dish into soup bowls and top with a drizzle of good olive oil and some sea salt

Be Clear About Decision Making

Mel Robbins recently aired a podcast featuring Steven Bartlett, entrepreneur, speaker, investor, author, and host of Europe's #1 podcast. They exchanged views on making decisions and they provided a number of notable take aways.

Bartlett spoke in terms of two types of decisions that he learned from Jeff Bezos —type 1 and type 2.

Type 1 is the kind that there is no coming back from; the kind that is irreversible. These are rare and you do need to really think about these decisions. In some instances, Mel points out, the decision may seem irrevocable but by just exposing the potential decision itself can alter the course of action.

Type 2 is the kind that may or not work out but that you can reevaluate and change at a later time. This is the most common type of decision and these are the kind that you can make more quickly and with more confidence.

The 51% Rule is based on achieving just slightly more than 50% certainty in your decision. Often this is curtailed by the act of overthinking or doubting — which are themselves decisions. Bartlett goes on to point out the obvious — you will never get to 100% certainty because that only happens in hindsight. After you put your plan into action and look backward, only then you will know if you actually made the perfectly right direction.

Any challenge Mel says, starts with action so if you are struggling with going forward, break the task into smaller bits to tackle with a little more ease and recognize each little task as a victory. Bartlett says every step is a first step and every positive move is breaking down the pre-existing image you may be holding onto that has been a cumulation of your history, childhood and past experiences. This image of you may not hold true at this time of your life.

So if you are having trouble knowing what your next step is meant to be or having difficulty getting started — just do it. Take one small step and then another, with the knowledge that each step probably has a type 2 decision behind it.

Be sure to check out this Mel Robbins podcast called *The 51% Rule (and 3 More Strategies to Think Like a Millionaire.)*

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