

Becoming the Nutrition Entrepreneur

by:

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Food Therapy



CUSTOMIZED
NUTRITION
NEWSLETTERS

foodspiration!TM

BE INSPIRED. BE EMPOWERED. BE THE BEST YOU CAN BE. *You got this!*

FEED YOURSELF RIGHT & YOU CAN DO ANYTHING



The Field of Nutrition

- +Clinical
- +Outpatient
- +Food Service
- +Education
- +Management
- +Sports Nutrition
- +Private Practice

The Field of Nutrition

- +Sales
- +Pharmaceutical
- +Consulting
- +Research and Development
- +Media
- +Software Development
- +Freelance Writing

The field of nutrition is the field of...



Dream Job Not Advertised?

Integrative
Nutritionist

Sports Team
RD

Private
Practice

Health
Coach

Fitness Center
RD

Now
What?!?!?

RD in
Doc Office

Corporate
Wellness
RD

Online
Business

Grocery
Store
RD

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Create It!



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Be ready to put a lot of work, passion, unpaid time and energy, as well as some financial investment into creating your dream job.

But if you believe in it...you can do it!



Be willing to embark on one of
the greatest journey's of your
life.



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Becoming the Nutrition Entrepreneur You Will:

Step Out of Your Comfort Zone

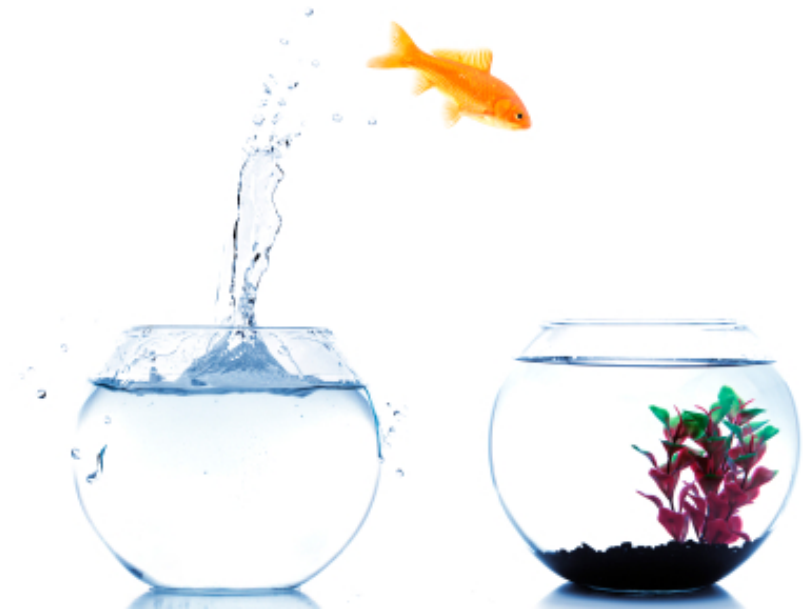
Work Very, Very Hard

Be Humbled...Many Times

Learn that there is sooo much more to learn

*Begin to understand that you cannot do
it all*

Question yourself



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BUT... You Will Also:

Evolve more than you could have ever imagined

Meet many amazing people

Gain much respect for business owners

Learn how much everything cost :)

Never really feel like you are going to work...unless you are doing the paper work!

One thing I've learned...

the advise and principles that go with starting a business is just like the
advise and principles of weight loss!!

REALLY?



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The “get rich quick schemes” are just like the
“lose weight fast” programs.

They promise quick, temporary results, and
usually cause more damage than good.

Ready to take the jump!?!



Business Basics: Setting Up Shop

- Business Name
- Business Type
- Business Brand
- Logo
- Website
- Marketing
- Finances
- Cost of Business

Business Basics: Business Name

1. Put the name of what you are offering in your business. (i.e. nutrition consulting, fitness, dietitian)
2. Your Name vs. Unique Business Name?
3. Keep your business name short and simple so that it's easy to remember, keeps you're URL manageable and looks better on marketing materials. (i.e. Food Therapy vs. Customized Nutrition Newsletters)
4. Choose a name that's easy to spell.
5. Make your name one that can grow with you. If you think you'll be adding services or products or growing your one-man business into a firm, choose a name that will fit your company when it reaches its potential. Renaming can be costly and you'll lose brand identity.
6. Reserve your URL before filing your business paperwork.
(www.foodtherapy.com vs. www.foodtherapyonline.com)

*Unless you are a technology company, you want your company name URL to be a .com. If you're a technology company, .net is acceptable. And if you are a non-profit, then .org is preferred over .com.

Business Basics: Business Type

LLC
vs
Corporation
vs
Sole Proprietorship

Business Basics: Business Brand

You are your business brand.

Find success in your business by bringing out the unique qualities of YOU and how these qualities set your business apart from other businesses like yours.

Business Basics: Business Brand

Your brand is NOT the way you copy or model your competition.

Your brand needs to be authentic and unique to you.

Everything you do and everything people can “see” is all part of your brand



Personal.
creative.
INSPIRING.
EMPOWERING.
CONSULTING SERVICES

Business Basics: Design & Logo

Logo should represent your brand

Colors, design style, tag line

The files you need! (jpeg, pdf, gif, high res)

Include your logo on all handouts, business cards, social media, etc.

SAMANTHABELL
LIFE+NUTRITION COACH


WELLNESS FOR LIFE
Ashley Smith RDN, CSSD, LDN

nutrition
by andie wallis

stacey  pollard

ERICKA jennings
registered dietitian

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Business Basics: Website

Every business needs one!

Easy to use and update

Pay a professional or DIY

Free Template or Custom?

Hosting (i.e. GoDaddy)

SEO? Ad Words?

Business Basics: Marketing

Word of Mouth

Newsletters

Website

Social Media

Talks and seminars

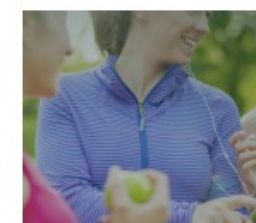
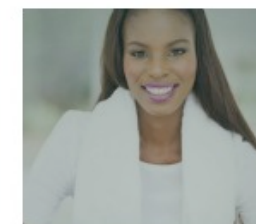
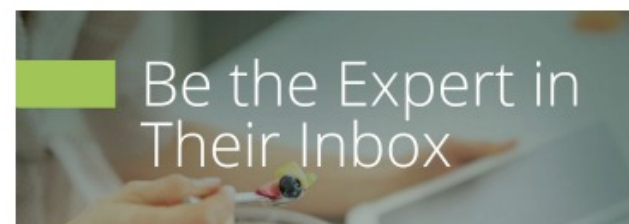
Teleseminars

Referrals (physicians, trainers, etc.)

Articles

Promotions

HOW WILL YOU STAND OUT?



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phone call

personalized
email

educational
newsletter

Postcard

Follow Up Is Key

acknowledge
in public

Text??

*Handwritten
note*

1 week
2 weeks
1 month
8 weeks
6 months

Business Basics: Finances

How will you accept payment?

Credit card, check, cash, pay pal??

How will you pay for business expenses?

Checks vs credit cards

How will you keep books?

Quick Books, Fresh Books, Quickens, Book Keeper?

Business Basics: Hidden Cost

- Professional Memberships (i.e. ADA Membership, DPG Dues)
- CDR Renewal Fees
- Continuing Education Cost
- Travel Cost
- Insurance
- State Registration Fees
- Office Space
- Phone Service
- Fax Service
- Computer Service
- Taxes
- Office Supplies
- & More

Once you get out there...

The Sky is the Limits!



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If at first you don't succeed
and you believe in the program....

Don't Give Up!

Offer the program again with new dates / times
or

Try a new approach to marketing

If you don't believe in it...
don't market it.

Questions?

Always Remember...

You are in the people business.



*In your journey for generating income, it is ESSENTIAL to always remember the reason you got into this field...to help people. If you lose sight of that, then you will be in trouble as far as the foundation of your business.

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