Growing a Successful Nutrition Counseling Practice: Your Roadmap to REBEL RD

Featuring the RD authors of Welcome to the REBELution: Seven Steps to the Nutrition Counseling Practice of Your Dreams
At the conclusion of this teleseminar, the learner will be able to:

- List the steps to becoming a REBEL RD
- State three REBEL traits to cultivate
- State two reasons why it is important to excel in one area of dietetics
- Describe one way to create a practice niche through marketing or program/service offerings
- List two ways to create a ‘win-win’ when hiring a new RD
- State two concrete ways to empower clients, to maximize success and encourage retention
- List two areas of your practice to track and explain why they are important
- List three specific marketing ideas to generate referrals for your practice
- List one step you could take to unleash your inner REBEL
About the Authors

- Kait Fortunato: volunteer turned visionary
- Rebecca Bitzer: inspirational innovator
- Dana Magee: fearless business-builder
What’s a REBEL RD?

“A REBEL Dietitian is one who has decided to break out of the traditional clinical Registered Dietitian career path.” (p.1)

■ R: Realize your potential
■ E: Excel in your niche
■ B: Build your private practice
■ E: Empower your clients
■ L: Learn way to keep your practice successful
■ R: Reach new heights
■ D: Dare to be a REBEL
“Create a fulfilling private practice by doing what you love and earning what you deserve.” (p.1)
R: Realize Your Potential

Make it Happen:
- Find your strengths
- Cultivate REBEL traits
- Get support!
“Where do you want to put your energy?” (p. 23)
E: Excel in One Area of Dietetics

Make it Happen:
- Find the clients that energize you
- Create a program that will appeal to your ideal client and grow your business
"You need to be conscious of your income-earning time, because you can only see a limited number of clients each day." (p.35)
B: Build Your Private Practice

Make it Happen:
- When and how do you hire another RD?
- Seek win-win solutions for your business and your RDs.
- Develop a mentorship track for dietetic students
E: Empower Your Clients to be Successful and Happy

“Create client protocols for consistent customer service.” (p.63)
E: Empower Your Clients to be Successful and Happy

Make it Happen:
- Set up the client appointment the RIGHT way
- Follow up promptly and with care and consideration
“Just because you are booked solid does not guarantee you are making a profit.” (p.77)
L: Learn Ways to Keep Your Practice Financially Successful

Make it Happen:
- Know what to track and do it!
- Establish financial goals
R: Reach New Heights

“Grow your business through strategic marketing.” (p.91)
R: Reach New Heights

Make it Happen:
- Reach out to healthcare professionals who will refer to you
- Grow your practice with social media
- Make your website work for you
D: Dare to Be a REBEL

“Be a Registered Dietitian AND a Business Owner.” (p.105)
D: Dare to Be a REBEL

Make it Happen:

- Do the work: complete self-assessment activities, get coaching, keep learning and building your strengths
- go to Facebook.com/REBELRD to get entrepreneurial nutrition resources and tips
- sign up for the REBEL newsletter at www.rbitzer.com and read REBEL blogs there
- Go after your goals!

“Expect problems and eat them for breakfast.”
- Alfred E. Montapert
Question & Answer
Thank You!

- Thanks for joining us!
- Please give us your feedback here: https://www.surveymonkey.com/s/SkellySkillsCE
For Your Continued REBELlion

- Welcome to the REBELution: Seven Steps to the Nutrition Counseling Practice of Your Dreams (18 CPEU/CEU)


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