

MAKE MORE MONEY AS A DIETITIAN

EP.151: Answering Your Mindset Questions

Intro

Christine: Welcome to the make more money as a dietitian podcast, where we talk about all things, money, mindset, and marketing. So your nutrition business can thrive and you can make a bigger impact in the marketplace. I am your host, Christine Dyan, registered dietitian and money mindset expert. Let's get started with today's episode.

Episode start

[00:00:28] Hey there, my dietitian friends. Welcome back to another episode of Make More Money as a dietitian. This is the episode where I am going to answer some of your questions that you have been asking me, whether you've been in the DMS or the email or the Facebook message. Whatever, whatever. I have a slew of questions that I have been keeping tabs of on the backend, on the sly I have.

[00:01:05] Let's see, I'm looking at my document. Holy mackerel. I have over 120 questions that I have been asked over this past three and a half years now, and I've been keeping tabs. Some of them are repeatable questions and just the different way of saying it. You know, we tend to say the same thing in a different way, a lot of times, but I have a hundred, over 120 ya'll. I can't even believe, I didn't know I was that many until just in this moment. So I'm a little surprised myself, but have no fear of my friends. I'm not going to go over 121 questions. Okay. That would be more of a television show than a podcast. But I do want to take a few moments to give you some answers to the ones that I feel are the ones that get asked the most.

[00:02:06] And I'm hoping that this can help you. And I'm also going to give you answers to the ones that are quite unique that aren't asked the most, because I feel like that is important too. Right. So it's almost like not always picking on the same kid in the class. Right. You got to pick on the one kid who's sitting in the back who was just as relevant as the others.

[00:02:37] My brain works in analogies, so stick with me. Okay. So, this should be a fun episode. I've never done like a Q and A type of episode. I was inspired by doing... to do a Q and a episode by watching some YouTubers that I follow. And I see, you know, the trend on YouTube is Q and A or get ready with me. Well, you can get ready with me okay. On audio, but I can definitely get down with this whole Q and A situation. So this is going to be fun. I I'm super excited. So let's get to it. And I'll probably just pick out five today because I don't want to go overboard. And I also think that it'll be fun to do maybe five of these a month until I run out. Okay. Because this is going to be super helpful to you guys who are listening. And also, you know, you might recognize your question on here, so that'll be even more fun. So let's get started. Okay.

[00:03:50] So one of the biggest questions that I ask as the money mindset dietitian is what should I charge? Now, y'all it does not matter if it's for a workshop or if it is for your client services, if it's for a program, if it's for a presentation, we all want to know what, what to charge. Now, in the past, I don't know if y'all can hear my, my shit too, dog Joey, in the background, he is asleep, and he barks in his sleep, any dog moms out there, you know what I'm talking about?

[00:04:34] So if you hear this little noise, that's what's happening. So anyway, I digress. Holy holy. Normally I don't like to tell people what they should charge, because I feel like it's ridiculous to just throw out an arbitrary number. Okay. And you need to really do some calculations. That's my usual answer.

[00:05:03] Now, let me just tell you a few more of my thoughts on this. So first and foremost, the question is, what am I able to charge? That is the specific question that someone asked me, not necessarily, what should I charge? But what am I able to charge? Words are very important, my friends, and I find this very interesting that the person who submitted this said it in this way, instead of what should I charge? What am I able to charge? As if someone is holding you back from charging what you really want to charge. Like there is a specific number or range of numbers that you can charge and all of the rest of them, you got to throw them in the trash. What am I able to charge? Well, the answer to that is you can charge whatever the Frick and frack you want.

[00:06:18] Now I'm not going to be feisty for this whole podcast episode, but I'm just here to tell you that you can charge anything you want. If you don't believe me, then we need to work together because there is truth in that you have proof of that out in the world. You have proof out there in the world and

your day-to-day life. You have proof of that in the online world. People are charging whatever they want and they charge what they want because they believe that they can and they believe that people will pay that price.

[00:07:08] Okay. So if you, if you've been with me for a while, you know that one of my favorite brands is apple. I absolutely love apple. The company, the products, the customer service. I mean, just through and through apple is all of the things except for, you know, my air power pros that didn't last, but maybe a year and a half, but that's a whole different podcast, probably not, but some of the products aren't the best, but I love apple.

[00:07:45] Now, if apple had decided that they had to stay within a certain range of pricing for their products because Microsoft was charging X, Y, Z, then where would apple be today? Right? They decided that they were going to charge premium pricing because they believed in the value of what they were offering. Okay. So to answer that question, what am I able to charge? You can charge whatever you deem is aligned with the value of what you are offering.

[00:08:34] dietitian, friends. If you don't know what the value is of what you offer, then we need to go back to the drawing board. Like let's just erase the whole chalk board and start all over again. I believe the value of what we offer is tremendous. We save lives. We can step in with preventative lifestyle, integrative and functional medicine. We can step in with life-changing and life-saving, enteral and parenteral nutrition. We can step in and do so many things. Prenatal nutrition, child nutrition, pediatric nutrition. We can do sports nutrition, nutrition is everything.

[00:09:36] Did y'all know? The value of what you offer is every thing. Do you understand that? Now, once you understand it, are you believing it? Are you living that in your day to day life as a dietitian, even if you're working a full-time job, do you step into your role as a dietitian with the belief in the conviction that what you offer is all of that in a bag of chips? No matter if the others who are on the team, don't see that value. Sometimes it is our responsibility to help the people on the team to see the value and it's kind of, if you think about it, it's a little crazy for us to just expect people to know our worth and our value. Like, just because you show up, you've got your lab jacket on and you have your name embroidered on your jackets and your credential letters. As someone, as someone once said your ABCs and elemental piece behind your name, and then, you just expect that the magic is supposed to happen with your team members really understanding the value, but I want to

encourage you to step into your role as a dietitian and be ready to show and tell your value and your worth on the team.

[00:11:27] Okay. So what am I able to charge? Anything you want, as long as it is aligned with the value of the services you provide. You have to believe in the value first, before you even decide to put the number together before you even go on my website and grab the workbook on how to calculate your rate as an RD entrepreneur, you have to believe in the value of what you offer, all right? All right. I spent a lot of time on that first one, because that is the biggest question that is asked around money, mindset and charging what your services are worth.

[00:12:15] Now, the second question that I have here that I want to address is how will I know that the effort I put forth will be worth it in the end?

[00:12:31] All right. So this is another interestingly worded question, because what I'm reading here is subliminally. This person is believing that they will not yet what they came for, essentially. But there's also this behind the scenes messaging that implies that there is something outside of you that will let you know whether or not the effort is worth it.

[00:13:24] Now, truth. The only way that you will know whether or not the effort that you put forth will be worth it in the end is that you believe it to be so. You are convicted 1000%, you know, and the heart of your heart, that all of the work that you put in will be worth it in the end. You know, that your success is inevitable, no matter what, even through the challenges, because there will be some, you're not jaded.

[00:14:18] You know that there will be challenges and you know, that you will be willing to figure it out. You are in full belief that your success is inevitable. So I want you to ask your own self, how will you know that the effort you put in your career as a dietitian will be worth it in the end? How will you know? What does success look like for you? Will you be able to identify it when it shows up? Because sometimes success will pass you right by, because you haven't identified it yet. You will have reached a milestone and you will just blow right by it because. You haven't really identified what success means to you, but let's go back to this question.

[00:15:16] Will the effort I put forth, be worth it in the end, only, you know that. And if you are someone who has been entertaining, the idea of leaving

this profession, then that means you have a. Bought in to the belief that you can or believe that your success is inevitable. It doesn't matter what career path you take.

[00:15:51] If you're questioning whether or not you should be a dietitian, just because you're not making the money that you want to make. And you think that you should dive into another career path. Then you're not 100% bought in anyway. And I'm only addressing those who have been thinking about it. The ones who I hear talking about, should I go be a PA or should I become an RN or, and that is fine.

[00:16:27] You get to decide your career path, but I think it's important for you to make sure you're doing it for all the right reasons. Because no matter what career path you take, it's going to be hard. You're going to have to put effort in and you're going to have to put money into you. Go down another career path.

[00:16:46] You're going to have to spend a whole lot of money on education again and interning possibly again. It's really interesting to see these conversations. It's really interesting from this standpoint. People will go back to school and spend thousands of dollars to gain another credential in another area like physician's assistant or registered nurse spend thousands of dollars on that because they believe that the return on their investment will give them more.

[00:17:32] More money in that career, maybe more opportunity, but they would not invest in mentorship because they don't see the return on their investment. And the reason is because it is something that they haven't experienced and they haven't seen others fully experience, or at least enough. People to fully experience to get their full return on the investment.

[00:18:07] But I always say that we are responsible for our ROI. We really are. We are 100% responsible for our return on investment. So will the effort put forth, be worth it in the end only, you know that my friend. You have to decide that you are in full belief, that your success is inevitable. No matter what.

[00:18:44] Alright. The third question, let's see a bit here. Here's what. How do I communicate my worth?

[00:19:04] How do I communicate my worth? Now, I just want to say that obviously your worth as a human, there is no communicating of that. Like your

worth is 1000% just because you are here on the planet, your worth is that. Now your worth and your value as a dietitian?

[00:19:39] This is a really tricky question because sometimes I wonder what we are believing when we asked this question, when you. I fully believe that what we offer as nutrition professionals is of tremendous value. You will have no problem communicating your work. You will have no problem communicating the worth of your services, the value of your services.

[00:20:19] It'll be so easy. It will just fall off of your lips. So the answer to that question is to practice communicating what it is that you do in the simplest most succinct way. So, for example, a lot of times people want to talk about what they do and they have like, almost a whole paragraph and it's too long.

[00:20:52] You will never remember it and let alone be able to articulate it when someone asks you what you do. Okay. So communicating the value of what you do. Is by simply practicing it, practice saying it in a very clear and succinct way. And the more you say it, the more you believe it, and it will just roll off of your lips.

[00:21:29] Just like your name. That is how easy it should be. I also want to note that your energy behind the words that you say are more important than just what you say. So once again, it's really important for you to believe the words that you say more than anything. Your, um, your clients, your potential clients are really feeling the energy behind the words more than they are hearing the words themselves.

[00:22:08] So it's really important for you to be very enthusiastic about what you do. If you're a dietitian who is like feeling really frustrated and overwhelmed with your career. And you're working a job that you're not really enjoying right now. And you're trying to build your business on the side. And someone asks you what you do.

[00:22:30] That's going to be a whole different energy than someone who may be still working a job and feels really great about the fact that they're, building their private practice on the side. And they're. Put all of their creative juices into the thing that they're doing on the side. And it really helps them to balance their, nine to five.

[00:22:52] Like that's a whole different energy. So communicating your worth is more than just the words that you say. It's also the energy behind the words. So I really want to invite you to number one, get really clear and succinct with what you do. And feel good about it. And when I say succinct, I really challenge you to just, narrow it down to one sentence.

[00:23:23] If you can narrow down what you do to one sentence and say it over and over and over again in a way that you really feel good about it. I promise you, you will perk up the ears of the people you are meant to be working with. All right. So the next question is how do I stop second guessing myself and not realizing my worth?

[00:23:54] So first and foremost, let's just talk about why we second guess ourselves in the first place. One of the reasons why we tend to second guess ourselves is because we. I don't have a strong belief in ourselves. And this is due to the fact that we all have these limiting beliefs about who we are and what people think and all of the things in between.

[00:24:25] So. Of course, then any time you're starting something new, you will likely be second guessing yourself. So the work, my friends, if this is applying to you, you tend to second guess yourself. The work is doing the work on you for. It is so important that you start to work on, dismantling these limiting beliefs.

[00:24:53] And there are ways that you can do that, that I am almost sure. You don't know how to do on your own. Like I am literally, I'm going through it myself right now, peeling back the layers. I'm doing a lot of forgiveness work and, just, oh my gosh. Layers upon layers upon layers of work. Okay. So second guessing yourself.

[00:25:21] Is something that is related to limiting beliefs about yourself, not realizing your worth is also the same thing. It's equated to, feelings of not being enough and. These are things that really need to be worked on that is inner work that needs to happen. It's not something that is as easily as just journaling things or saying affirmations or things of that nature.

[00:25:53] You really have to dive deep. And I really encourage you to find a mentor who can help you dive deep and who was. Also support you in moving forward at the same time with achieving your goals. Okay. Now this last one is something that is a big deal and I've talked about it. I think I did a whole podcast on it not too long ago.

[00:26:23] And the question is how do I balance my time? Meaning, how do I create work life balance now, creating life work? Oh, work-life balance is not something that is a cookie cutter solution. It really depends on you first and foremost, committing to a realistic schedule. First and foremost, let's just talk about that.

[00:26:59] Okay. I think that that is the answer committing to a realistic, and if I had a pen, I would underline realistic schedule. What most of us tend to do is create a schedule. That we think we should be doing based off what we see others doing. And the others are usually five to 10 years ahead of where we are currently.

[00:27:28] So creating work-life balance, create a realistic schedule based on your lifestyle. And also, I really believe in this and anyone who's listening that as a client, you know how I feel about this. I really believe it's also important to blend in creativity and self care. First, when you build in creativity, And self care and then build your schedule around that.

[00:28:09] That is how you create work life balance. Okay. And I work with my clients on that. We have a whole time management workshop inside of our group program and my private clients get access to that. All of the elements inside of the group program, they get access to that, which is. The time management workshop in all of the other things.

Conclusion

[00:28:39] All right. My friends, that is what I have for you today. I don't want to keep this going. Like I said, I have over 120 questions, but I think what I'm going to do is do a Q and a once a month. This was fun. Let's keep it online. So this was your Q and A for may, and we'll do another one in June. And if you have any queues that you want answers to follow me on Instagram and send me a DM and I'll add your question to the list, you can follow me at money dot mindset dot dietitian.

[00:29:18] On Instagram, DM me any cues you have so that I can answer your questions on an upcoming episode of make more money as a dietitian until then have a great rest of your week and the weekend ahead. And I'll see you on the next episode.

Outro

[00:29:36] Hey there. Do you want to make more money as a dietitian then head on over to our website @manipuracenter.co again, that's Manipura Centre.co, where you'll find free resources to get you started.

[00:29:53] And if you are so inclined, Get your name on the wait list for an upcoming incubator program. I hope to see your name on the list so that I can help you get started making more money as a dietitian.