

# MAKE MORE MONEY AS A DIETITIAN EP. 162 Short-Term Gratification & Long-Term Consequences

[00:00:00] **Intro**

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 start**

**Christine:** Hey there, my dietitian friends. Welcome back to another episode of The Make More Money as dietitian Podcast. If you're new here, welcome. If you're an OG listener, welcome back. Now, whether you're new here or you're an OG listener, would you do me a favor? Can you share this podcast out to your colleagues?

I am on a mission, my friends. I am on a mission in this last half of the year, actually, we have less than half [00:01:00] of the year to increase our listenership on the Make More Money as dietitian podcast. And in addition to some of the things that we'll be doing behind the scenes, I would love for you to share your most favorite.

Episode thus far. Okay. If you could share your most favorite episode that you've listened to thus far with one or two RD colleagues, I would be most grateful. The easiest way to share. There's two easy ways actually, in my opinion, the easiest way to share is from our website. Okay. Because there is literally, Share buttons on each podcast episode page.

Off to the left hand side of each podcast, uh, episode page, there are sharing [00:02:00] links for sharing on social media and I believe sharing through an email. So in my opinion, that's the easiest way. And then the other way that you can share is just copy and pasting the link to your favorite episode, and then sharing it via text message or through an email to your favorite.

Rd friends. So pick your most favorite episode and share it out even if you just share it to one person that you feel would benefit. Increasing our listenership is going to be so important for us too. Work on the mission that we have, which is to help increase the industry income standard for dietitians across the globe, and we need your help.

We would love your help in getting this podcast out there further. And with your [00:03:00] help, we will be able to get it out there much faster than if we were to do it on our own. So I thank you in advance for sharing your most favorite episode, and, let's talk about today's episode. Uh, it's all about short term gratification equaling.

Long term consequences. Okay. Short term gratification and long term consequences. Now, interestingly enough, this podcast episode. Came about organically as I was having a conversation with my oldest son. Now for those of you who've been listening for a while, you may have listened to an episode where he and I partnered together.

And so I was speaking with him recently about just life, right? And I was telling him, I said, You know, short-term gratification [00:04:00] can often lead to long-term consequ. And he says, You know, Mom, you should put that out there as a podcast topic. And I was like, You know what? You're right. And I said to him, Hmm, I know I wasn't talking to you about this topic in regards to business, but let me think of how I can switch the context up a little bit.

So this is what I wanna talk to you guys about today because I feel like how you do one thing is how you do most of the things in your. And so even though I was talking about short-term gratification and long-term consequences in a whole different context with my son, I know that this can apply to business as well.

So let's get into it. Okay, So when we are starting, growing, building, expanding, no matter [00:05:00] what level you are at in your business journey, There are going to be options available to you, and a lot of times there will be more than one option, and I don't know about you, but some of these options out here on the internet, they are really short.

Term options. Right. You know, we have people who are creating courses that are only like eight weeks long and, maybe even 12 weeks. And sometimes we get the impression that once we complete the eight week or the 12 week program, we'll have all of the things in place and have our bright and shiny, And there are, course creators, content creators who are out there with

[00:06:00] their social proof of testimonials and things, blah, blah, blah and more, blah

But I'm here to tell you, my friends, that when you are believing that the shorter. Or I should call it the fast track to cash is the way to go over the longer term programs. When you think that the short, shorter way is the way to go, I want you to explore why specifically think about why you want your business in the first place and the reason that you are willing to [00:07:00] take the fast track to make it happen. Why do you want your business in the first place? It is so important for you to really answer that question honestly and write it down. Why do you want your business in the first? If you are coming up with answers like, I wanna hurry up and get outta this job, or, I really hate clinical, or I want my business to provide me with more freedom and flexibility and all of these things, just know that anything that is outside of you.

If you think that that's gonna change how you feel, then there's a problem there. Okay? First and foremost, your business [00:08:00] cannot provide you with any type of feeling at all. Your business is neutral, okay? Businesses don't provide us with feelings. So if you are thinking that your business is going to make you happy in your career as a dietitian, you need to check that because the moment that something doesn't go right in your business or in the building of your business, You're gonna be pissed off

I promise you. If you are believing that your business is supposed to make you happy, and the moment that it doesn't make you happy, you're gonna be upset. That's not good, my [00:09:00] friends. That is not a reason to want to have your business. Okay? So remember, Things on the outside of us do not create our feelings, and that includes your business.

So explore why you want your business in the first place and the reason that you wanna take the fast track to make it happen. And a lot of times people wanna take the fast track to make their business happen because they think that it's gonna make them feel a certain way. Like getting out of the clinical job is gonna make you feel better in some sort of, And I'm here to tell you that that is short term gratification, that you could feel a little bit better in your business once you get out of that job and you, you have your business like getting it started, you're gonna feel a, like a little dopamine hit.

Yes, You will feel better. That's [00:10:00] short. But are you in it for the long haul? Because when it comes to building a business, this is a long game. This is not short term. Okay? This is a long game. It's a long term investment, okay?

And long term investment of time, energy, financial resources. And maybe even emotional resources do.

So when you take, when you act on short, short term gratification, the long term consequence of that can be big because you will cause yourself a lot of stress and strife emotionally, mentally. Believing that your business is supposed to make you happy. It's supposed to [00:11:00] make you feel like you have more freedom, but that's not the case.

You can have freedom and flexibility right now if you choose one of the things that. I've noticed with every single client that I have worked with that they don't have the freedom and flexibility in their nine to five because they don't know how to manage time and energy, Time management and energy management.

Two different things and two ways that I always have to support my clients. In the beginning of our work together, every single one, which is very interesting because this is the thing, most of my clients come to me thinking [00:12:00] that they are a victim of time. They also come to me believing that if they were to adhere to a schedule, Every week in their business, then they will have less freedom and that is not true.

Okay, so here's the thing. The potential long term consequence of growing your business too fast is burnout. Burn out my friends. And when you are already working a nine to five, feeling like you're burned out with your nine to five, and then putting on top of that the belief that you have to, [00:13:00] create your business in eight to 12 weeks, that is the recipe for burnout.

It's also the recipe for shame, for guilt, for frustration, and for overwhelm.

So I just want you to know that when you are believing that you. Need to create your business really fast for reasons that are outside of you for short term gratification. It is a recipe for the long term consequence of burnout, and that is actually the number two thing [00:14:00] that almost every single one of my clients.

deal with burnout because even though we are doing the mindset work, many of my clients come to me for the mindset, but they don't wanna do the mindset at first. They want to take action. And so they're still in the belief that they need to hurry up. I need to, you know, get these clients, I need to like to do these things.

Instead of working on the mindset first, and because they don't wanna work on the mindset first, they wonder why it's not working. It's not working. The results

aren't coming, quote unquote, fast enough. And mindset is [00:15:00] everything, and everything is a mindset. So what do we do to avoid burnout? To avoid the overwhelm and to avoid the frustration of building too fast, or at least trying to build too fast?

What do we do? Well, one of the things that I know to be true, is that we need to have a plan that creates new beliefs.

Now no one really teaches this. and there are so many plans when it comes to business, right? We have the marketing plan, we've got the business plan, we've got all these different plans, right? and so, but no one thinks about having a plan for [00:16:00] belief. What about having a belief plan? What are you gonna believe as you're executing all of these other things?

What are you gonna work on? Believe? About yourself as a business owner, not as a dietitian. What are you gonna work on? Be leaving about yourself as a business owner? What are you gonna believe in working on your ugh, believe in working on? I can't get my words together. Wait a minute. What are you going to believe as you work on believing in clients coming to you?

What are you gonna work on when it comes to belief, when it comes to clients actually paying you what you really want to be paid for your service?

When you are working on [00:17:00] believing new things about yourself, about your business, about clients, when you work on those things, then the stronger your belief becomes, the more you take action. In a whole different way. This is how you overcome those long term consequences, negative consequences. You need to work on believing in yourself, believing in your clients, and believing in your unique nutrition business.

You have to believe in it in a way that it just changes who you are. [00:18:00] Now, you may be wondering, Well, how will I know that I've changed and that you know, it's just who I am and how you know is that number one, you'll have clients coming to you on rotation. Number two, you will begin to get even more results in your business than you had before when you were not believing, okay?

Because when you believe and then you become, then you action differently. Let me just say that one more time. When you believe differently, you become a new person, and then you take action from the person that you have become, not the person that you were [00:19:00] before when you were feeling burned out and overwhelmed and frustrated.

Because you were taking action too quickly and you were trying to get results from your actions before you even worked on your belief. So my friends, short-term gratification, trying to get to the end goal really fast does not pay off. It creates long term consequences. Of burnout, overwhelm, frustration, and all of those things because you're believing that you need to have your business because it's going to change who you are.

Your business is not going to change who you are. You change who you are when you work on believing new things. . [00:20:00] So I wanna invite you to think about number one, why you want your business in the first place. And if you find that you want your business for reasons that are outside of you, like you think that your business is supposed to change you, I want you to turn that around because I'm telling you today that your business is not responsible for changing.

you are responsible for changing. You start believing in yourself. Start believing in your business, being a viable business. Start believing that clients will pay you for your expertise because you do have expertise. Even if you're a generalist, you have an expertise. You are a registered dietitian.

You are someone who is highly [00:21:00] skilled and trained. You are someone who is worthy to be paid for your expertise, and you are someone that likely has a personal story that can contribute to your professional, uh, skills that sets you apart. From everyone else. So you should get paid and get paid what you believe your services are worth, and only you can determine what you believe your services are worth.

Especially if you go beyond like uh, trading time for dollars. When you understand the value of what you're providing, value based pricing. Not hourly based pricing, but that all comes from [00:22:00] believing new things. What are you willing to believe? Wanna invite you to write out what you're willing to believe about yourself, clients, and your business.

Can you create a belief plan just like you would create a business plan? Of course you can. So write out three things for each category. Once again, the categories are believing in yourself. What are three things that you wanna start to believe about yourself as a business?

Three things that you can believe about clients and their willingness and their ability to pay you. What three things do you wanna begin to believe about that? And [00:23:00] what three things do you wanna believe about your

business and its ability to become a viable. True business that can support you full-time, just like any full-time job.

What do you wanna believe about that?

When you have a belief plan, you work on believing those things every single day. You don't just write them down once and then think it's supposed to miraculously shift your mindset. You actually do the work in becoming the person who believes these things. Just like you believe your name is X, Y, Z, whatever it.

So for me, I believe in my business. I believe that my company will become the company that I will leave behind. That will continue to [00:24:00] be the legacy that I have imprinted on this profession that will change the industry income standard for dietitians across the globe. I believe that, like my name is Christine.

I have no idea. The step by step, step by step of how we're going to do that. But I know that it will happen, I believe at 1000%, and from my belief, I will create actions on a regular basis. We are living our mission every day. Every day we are living the mission. Okay. What do you want to believe about your business?

Like you believe that your name is whatever this is the juice, my friend. It's not necessarily, or only I should [00:25:00] say. Having access to modules that you actually watch the videos and you do the worksheets and this and that, because if you are watching videos and doing worksheets to create the foundation of your business, but you're not really believing in yourself.

you're not really believing that you can make this business work. You're not really believing that clients will come to you to help you because you know other dietitians and nutritionists and health coaches are doing a similar thing. And if you believe in that way, it doesn't matter how many videos and modules and worksheets you do, you're not gonna take action in a way that you need to to make your business viable.

You're not gonna put yourself out there and take action, you're just not going to do it. So create your plan for believing new things. First and [00:26:00] foremost, do that mindset work because if you don't, all of the other things that you try to do. They're going to fall flat. That's why those short term gratification type programs lead to long term consequences of burnout because you're constantly trying to action your way to a result without believing in it first.

## Conclusion

All right, my friends. That's what I have for you. My goodness. Let us just thank my oldest son, Randall, for this topic today, because it actually turned out pretty good in my opinion. Maybe this is your favorite episode so far. If this episode is something that really deeply [00:27:00] resonated for you, I invite you to and if you really feel like you need help with the mindset work because you've been struggling with actioning and not getting the results that you desire, I invite you to head over to [Manipura center.co/private coaching](https://manipuracenter.co/private-coaching) and take a look at private coaching with. Because you and I together, in addition to all of the resources that you'll get and the community that you'll be a part of, of other dietitians who are doing the same work, all of that will help you get the results that you desire.

All right, have a great rest of the week and the weekend ahead, and I'll see you on the next episode of Make More Money as a Dietitian. Bye friends.

## Outro

Hey there. Do you wanna make more money as a [00:28:00] dietitian? Then head on over to our website [@manipuracenter.co](mailto:@manipuracenter.co). Again, that's Manipura, CENTRE.co, where you'll find free resources to get you started.

And if you are so. Get your name on the waitlist 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.