

MAKE MORE MONEY AS A DIETITIAN EP. 163 Your True Expertise

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 start

Hey there, dietitian friends. Welcome back to the Make More Money as a dietitian podcast. I'm always super excited to have you here, and today is no exception. I'm so glad that you were able to join me for another episode. And before I get into our topic for today, I want to ask you for. Now, last week I asked you for a favor and I hope that you listened to the episode and you were able to help me out a little bit.

You know, today it's the same favor . I would love for you to share this podcast with one or two of your favorite r. Friends, this work that I'm doing on the podcast and even off of the podcasts on my website and things like that in my programs is so important for the progress, the progression of our.

Profession, wouldn't you say? I think it's so important for us to shift our mindsets around what is possible for us collectively and individually when it comes to earning what we believe our services are worth, and it really all starts with mindset. So if you could. One of your favorite episodes. Maybe it's one from the very beginning or maybe it is one of the most recent episodes, whatever it is for you.

If you could choose one of your favorite episodes and share it with one or two of your favorite art colleagues, I would really appreciate it. Now, how would you go about sharing that? There's a couple of easy ways. The easiest way in my opinion is just heading over to our website@manipuracenter.co and clicking on the podcast tab and choosing a.

Your favorite episode from there. The reason why I say that that's the easiest way to go about it is because there are share buttons, right on each individual podcast episode. So when you wanna share out whether it is. A social media share or via email we have you covered on each individual podcast episode on our website.

So that's an option. Or maybe you just wanna share directly. From the podcast platform that you're listening to this on. So there's always a way to just copy and share the link to each individual podcast episode within the podcast platform that you're listening from. So there are two ways that you can share out and I would really appreciate it if you could do that.

Thanks so much in advance. All right, friends. Now let's get started with the meat of the episode, the meat, the juice, whatever we want to call it. Why is it that US dietitians always equate things to food? Have you noticed like we equate just about everything to food? Is it just me, or is it most of us? I am going to say that it's not just me.

dietitians. We just have this affinity towards food and drink in so many areas of our lives because we love it. We love food, drink, nutrition, health, wellness, all of these things. Am I right? Yes, of course. So let's talk. Us and our expertise today. Today's topic is all about your true expertise, and this topic came to mind because I want us collectively to begin thinking out of the box in regards to our expertise and what it truly is.

Because I believe that most of us think that our expertise is, uh, what we have been educated on in undergrad, grad school, internship, all of the things in between. And even after getting your credentials, you gain even more knowledge and skills over the span of the five. Years of incremental time that you have to gain continued education hours.

Am I right? So most of us think that all of that blended together contributes to our expertise. Excuse me, y'all, for some reason, let me just pause a minute. I'm diverting. My mouth is super dry today, so if I start just taking sips in between, can y'all just give me grace because I don't know what's happening.

I literally am dry. Like I feel like my whole body is the Sahara desert and I actually had to go to the eye doctor last weekend because of my eyes. It is so extremely dry every single morning that I have to keep lubricating eye drops on my nightstand, before I even open my eyes. I have to plop these things in.

Otherwise my eyes are just ridiculously dry. I can hardly open 'em. So anyway, , I don't know what's happening, you guys, but all of these things happen when you turn 50. I'm just here to tell you, I'm gonna be your friend. And I'm gonna tell you, if you have not hit this age milestone yet, it's coming and I wanna be a friend and I wanna tell you that all of the things begin to change when you hit 50.

Don't say, no one ever told you. Okay, So let's go back to what I was talking about, which was your true expertise. Right. So your true expertise is not only in your education and your skills and your knowledge that you've attained up to this point. I believe your true expertise lies in your life experience, your true expertise Also.

Is in alignment with you becoming a dietitian. There is no mistake that you are where you are on your professional journey. Right now, you are a dietitian because part of your life experience has contributed towards that.

Some of you may be familiar with the term hero's journey, and I want you to explore what your own individual hero's journey would be. So a hero's journey, in case you're not familiar with what that is, is your journey from where you started. And how you became a dietitian to where you are now. Okay. And what you have achieved along the way.

There's likely a reason why you want to teach what you wanna teach in your journey as a dietitian or in your business, or, maybe in your. As an employee, you likely have some burning desire inside of you that you wanna help others learn, or that you wanna help others overcome. You wanna help them because in some way you have overcome that yourself.

So why is this hero's journey so important? Is that this, my friends, is what actually helps to set you apart from any of your colleagues who are doing a very similar work because your story, your hero's journey, when you set it up in your business in a way that really speaks to your true I ideal client, they will, when they read it, when they hear it from.

They will come seek you out for help because you will speak to them. There are people out there in this world who need exactly what you have because you have gone through the process in a way that resonates for them. They will not seek out the other nutritionist or the health coach, or even another dietitian who works in a very similar way because your story helps them feel seen and heard.

So if you're holding back on your story, I wanna invite you to no longer do. If you want to stand out in a crowd where you know there's a lot of people teaching the same thing, or a very similar thing that you teach, if you wanna stand out, it's time to talk about your story, your hero's journey. Now I want you also to know that when clients work with you, they are not just paying you for your time.

As a matter of fact, they are not paying you for your time at all. Your clients are paying you for a transformation and it's so much easier for them. To really understand that they can get that transformation by working with you when you have achieved a very similar transformation, it is so important.

It doesn't have to be the same thing in a very exact way, but you have to know how to speak your client's language without even speaking it out loud. They have to understand from you and the way that you have your business set up, and maybe if you have a website, some of the copy, the story behind your business, they have to understand it and they have to be able to relate to it.

But if you are buttoning yourself up and you're afraid to tell your story, And you're thinking all these different thoughts about why you shouldn't share your story, then you are providing a disservice to the clients who truly need you the most. So let me take a sip of water, because like I said, I am the Sahara Desert today.

And I want to get you to understand why you're probably here. And one of the reasons that you're probably here in my community as a podcast listener or a podcast subscriber is because there have been parts of my own story that have resonated with you. So for those of you who are. and maybe those of you who maybe missed the story or maybe those of you who have heard the story and wouldn't mind hearing it again, I wanna share some parts of my story with you.

So my story begins way back when I was eight years old. At the time I was living with my grandparents because that's just what happens sometimes. And I was a chubby little girl and I was taught to eat everything that's on my plate. You have to eat everything on your plate because you know the people over and other countries are hungry and you have plenty of food.

And why would you not? Eat all of that food on your plate. And then because I learned this way of eating and believing, I became an overweight child. And all throughout school I was teased and taunted, ridiculed, picked last on. The teams in gym class. I was not an athlete at all. As a matter of fact, I hated Jim because I was overweight.

I really, really hated gym class and I just, you know, we moved a lot and I didn't really make friends for very long and I was just kind of awkward. In grade school, I felt socially awkward because I knew I wasn't gonna stay for long and fast forward to high school and you know, maybe part of your story is a little bit similar to mine, whereas I felt like I was fat.

But when I look back at those pictures, I wasn't. And so my weight would fluctuate up and down, up and down all around. And when I went away to college, I actually did not even know anything about becoming a nutritionist. And so I initially thought I'm gonna go into med school because, or I was , not med school, but at least starting out with pre-med because all of the women in my family were nurses and I really didn't wanna be a nurse.

But I was fascinated by science and how the body worked, and I just thought it was so fascinating. Like biology, it was one of my favorite classes in high school, So I was like, Oh, I'm gonna go into pre-med. And I quickly learned. That I didn't like it for some reason, and it just felt like it was a lot of work.

I really was, I wasn't an AB student in high school and I knew, I'm like, Ooh, if I have to go through all this and be really good in school, maybe this isn't the best track for me. So I decided to venture out and get curious about other professions. I went and I sought out computer science when honey computers were just being created.

So that was super boring. Oh my God, just thinking about it. I, I have the vision of these computer screens and they were black and all you could see was like the code, like we had to like put all kinds of code in. I'm like this. Who likes this? This is super boring. And then I had the audacity to consider law enforcement as scared as I am of guns.

Okay. I don't know what I was thinking , because I know that I wasn't thinking about becoming an attorney. So. I was like, Oh, this is boring. Like this is not me either. And so I don't know who this person was. I don't remember if they were a friend or just a random person on campus, but this person must have been an angel sent from God in my opinion, because I just, they shifted the trajectory of everything for me.

And they said to me, You know, you should check out the nutrition they have. Back in that day, it was the Department of Home Economics. Home Economics. Go to the Department of Home Economics and check out nutrition. They have like a whole degree in that. You should check it out. And I was like, Yes, I should because I need to learn how to get myself together.

And I thought that by learning all of the science behind nutrition and all of these theories and concepts and this and that and the other, that I could finally stop fluctuating in my own weight, learn how to eat healthy and get my life together in that way. So, That was the degree that I sought out and I absolutely loved it.

I would read my textbooks for fun. Friends would come to my dorm room and say, Hey, let's go. And I would be laying on my bed reading my nutrition science book. One of my friends in high school, I mean in college, named me the nutrition nanny because I used to babysit my books,

I wouldn't babysit my textbooks, so she called me the nutrition nanny. Oh my gosh. So I loved it. And that was the only time in my school career that I was getting A's and B's and maybe a few C's in between. But by choosing the dietetics track, I became a student who really loved learning about food and nutrition in our bodies and all that.

I was truly fascinated with, with a high hope on the side that I could work through my own issues. But as a lot of us already know, that doesn't work in that way. It just doesn't work in that way. And so I still struggled with my weight throughout my twenties, my thirties, my forties, my entire life.

Still up and down, back and forth. And, you know, in the midst had babies, had marriages, yes, with an s and. I've been divorced once and throughout all of that time and all of the struggles. I also had money problems. I had money problems. I was never a good manager of my money ever. I was never taught about managing my money well.

There were times when I had non-sufficient fund fees up the wazoo in my bank account. There was a time when I was so broken that I was on WIC coupons with my children and food stamps through the government assistance program, and it was just a horrible time. And during that time I actually thought I was a victim of my circumstances and I couldn't understand why this was happening to me.

Why was it happening to me? I, you know, I was thinking I'm a good person. Like I'm just hitting a rough patch. Like, why is this happening though? Why can't I pull myself out of these financial ruts? And even when. I had come into a large inheritance of money through a lawsuit that I had to, I had to create a lawsuit, or what do they call it?

They don't, you don't create 'em, but whatever it is, due to the malpractice of my mother's death, I had gotten a large sum of money from that, and you would think.

That money would've helped me get my stuff together when it comes to money. But it didn't because I was still the same person. I was still that same person who had no understanding about money. I was also that same person who didn't believe that she could have more money. And I was still that person who wanted to do things better and differently with myself and for others, but I didn't believe that I could.

And so I spent that money over the span of two or three years and was back in the same financial state. Boat that I was in before I got the money. And during that time I had actually pulled away from operating as a dietitian and became a health coach. And one of the reasons was because I was just disappointed in our dietitian community and our profession.

And I know that some of you can relate to. And so I became a health coach. I didn't wanna practice. It just didn't feel right to me for myself and my core beliefs and values. And so during that time of pulling away and becoming a health coach, I made some real big shifts. I took a lot of coach training and I also got myself educated on my own mindset around money, and I realized that everything that was happening to me was actually happening for me and that I wasn't a victim to my circumstances. That. What really needed to happen was that I needed to take full ownership of how I was operating around money and what my beliefs were about money and what my beliefs were about myself.

And then someone else came along the way during my health coach journey and another angel once again sent from God, and she says, I don't know why you're not telling people you're a dietitian. Like, do you know what that could do for your career? And I explained to her why I wasn't. But then just having that conversation led me to become curious about what would happen if I went back to the dietitian community and I did, and I started to join dietitian groups on Facebook, just out of curiosity. And I started listening. So to speak, watching a lot of the posts and I was just like, Oh my God. As a profession, we're still talking about the same stuff. We're still talking about money and why we're not getting paid and all of these things.

and the disappointment around not getting paid what our services are worth and disappointment around the academy, and just pure disappointment. But no one was talking about how they were disappointing themselves. They, their dis, the

disappointment was projected outward and a light bulb went off for me in that moment and I realized that, wow, they don't get.

They don't understand that the treasure that they're seeking is on the inside, that no one on the outside or nothing on the outside is going to give them anything, that it's all within. The work is within, the money is within, all of it is within us. They don't get it. So I had a couple of trusted dietitian colleagues that I had met and in a different program, and I said, You know, I really wanna help us, like we need help

And I told him my idea and I simply just created it. An Instagram page called Money Mindset dietitian. I had no intention of making it a full out business or anything like that. I just really wanted to help and here we are today, my friends, and as I tell my story,

I'm tearing up. Because I truly just want us to win. For those of you who know me well, you know I'm a crybaby, so roll with me , for those of you who don't know, yes, I am extremely passionate about this work. I just want us all to. And I know that we can win if we would just get over our own shit, if we would just take responsibility for our lives and stop playing victim. And that's why I do the work that I do.

Conclusion

So my friends, Why do you do the work that you do? Why do you want to get out there and help more people in the way that you want to help more people? You have a story inside of you, just like I have one inside of me and your story. What I consider your true expertise is what is going to set you apart from the rest, because I will tell you there can, there will be others who will do work very similar, if not the same as you, but no one will be able to do it like you.

Because you have a story that can be your guiding force. So it is important for you to get your story out there. It is your true expertise, and when you get that out there, your business will flourish. . All right, my friends, that is what I have for you today. My God, I did not know that I was gonna start crying, but when I tell this story, it really stirs me up because it is so important.

It is so important. This work is not about me. It is about us. So get out there. Create your story. It should be easy because it's already on the inside of you. And then get out there and start telling it to everyone who will listen. You may have, in the beginning, a very long version of your story, and then as you tell it, you'll be able to curate it into a very short Cliff Notes version.

And. You'll also be able to distill it down to one or two sentences. That is my hope for you and I know that you can do it. Let us all get out there and tell our stories so that we can help more people and make more money. See you guys next week. Have a great rest of your week and the weekend ahead. Take care.

Outro

Hey there. Do you wanna 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.

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