

MAKE MORE MONEY AS A DIETITIAN EP.165: What I've Learned After 18 years as a Coach

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 Dyn, registered dietitian and money mindset expert. Let's get started with today's episode.

Episode start

Christine: Hey there, my dietitian friends. Welcome back to another episode of The Make More Money as a dietitian podcast. If you're new here, welcome, welcome. If you're an OG listener, Welcome back. I wanna start this episode once again by inviting you to be my ambassadors for this podcast. And what I mean by that is that I have a simple question.

I would love for you to share your favorite episode from this podcast, whether it is. One of the episodes from the very beginning when I started back in 2019, or if it's a newer episode, as of the recording. It's 2022, so anything from this year or anything from the past, I would love for you to share. One of the reasons why I'm really asking you to be an ambassador for this podcast by sharing is because I know that this work is so super important to our profession.

Mindset is everything. Everything is a mindset. And I also know that if we keep operating collectively in the same mindset that we, we've always had, then we won't progress as a profession. So I do need your help. You can simply share by going to our Website over @maniracenter.co and finding your favorite episode, and you can share directly from our website, easy, breezy, lemon squeezy, as they say,

Or you can just copy and paste the link directly from whatever. Podcast listening app you are using at the moment. You can share on your social media. You can share in a simple email or a text to a dietitian friend. Whatever works for you, my friends. But I thank you in advance for sharing this podcast so that

we can all collectively and individually begin to change our mindsets around what is possible for us.

As we all make more money as dietitians. All right, so that's my little spiel for the moment, but let's get on with this episode of what I learned over the past 18 years as a coach. Y'all, I did not know that I had been coaching this long. Oh my goodness. Some of the things that come out of the coaching sessions that I have with my clients is not only for the clients, but it's for me too.

And I just want you to know that, not too long ago was in a session with the client and I realized that I've been a coach just as long or maybe

I mean, I've been a coach. For a very long time, my friends. I was gonna say, just as long as I've been a dietitian, but that's not true. What? But it's almost true. I've been coaching for the past 18 years and That's a long time, y'all. That is a long time. I did not realize that. But let me just, put a little pause for a moment before I get into the things that I've learned.

If you've been listening to me for the past three episodes or so. you know that I've been talking about how dry I am. Y'all, this is still going on. This is still happening. I think it's the air in my apartment, but right now my lips are so dry that I'm holding my water bottle and my right hand and my mouth is like paste.

So once again, if you hear me taking a sip, give me grace cuz here I'm getting ready to take on right. Mm. I really don't think there's anything wrong with me per se, but I think I need to hook up my humidifier in here or something, because I don't know what's going on, but it's crazy. Anyway, let's talk about what I've learned after 18 years as a coach.

So let me give you a little backstory on this whole 18 years of being a coach. I started out as a coach after taking the well coaches program. back in, I think it was 2004 or five. Okay. They had actually just launched their program, so I was like one of the first inaugural classes that went through their program.

If you're not familiar with coaches, you can find them on the Internets and, what is their, let me see what their, , their website is, Hold on you guys. Well coaches school.com. Well coaches school.com. So you can learn more about that program if you haven't heard about it. I'm not in any way affiliated with them and, I'm not an ambassador or anything like that, but I digress.

So I started. And around 2004. And, I just, I loved coaching from the start, and I believe that I loved coaching from the start because I just wasn't into, quote

unquote counseling. It didn't feel right for me. probably because I wasn't someone who really loved medical nutrition therapy and. I knew that I wasn't moving in that direction.

I wanted to. Have a little more autonomy around how I operate in helping my clients and I felt like m and t was a little too structured for me. So I went the coaching route and I joined good coaches and it was amazing. I really loved it. And I've been coaching ever since then. Dang. You know, time flies when you're living this life as a human.

And I just wanna thank my client for helping me to, not on purpose, but helping me to remember how long I've been coaching. I've been doing this thing for a long time before there was an Instagram or. Facebook or any of that. I was a coach and so I have five things that I want to talk to you guys about in regards to what I've learned, and the first thing that I have learned after 18 years as a coach is that everything changes and nothing stays the same.

Everything changes you guys so much has changed. Over these past 17, 18 years. and initially if you had told me that I was dipping into the pool of becoming a coach, because I would eventually be coaching my colleagues, I would've really laughed hard, hard in your face. I would've never dreamed that I would be coaching and mentoring dietitians.

And, that's the first thing. Secondly, everything changes and nothing stays the same in regards to your career choices. Right. So what you choose to do right now may. Be what you're doing later on. Okay? So I don't want you, my friends, to get so stuck in your mind on what you should do. Be doing right now, or a lot of people get stuck in niches.

You know, what should I choose as my niche? I say choose something and keep moving forward because the likelihood of it changing is high. You can be passionate about something right now, and after working with many clients over a period of time, you will shift gears. Even if you shift gears slightly, you will shift.

And that's what happened to me. Like I feel like I have shifted gears even so slightly. So even though I'm no longer working with the regular public, at least right now, this mindset works, food embodies the same way it applies to money. And that is why it was very easy for me to make the transition because mindset is everything and everything is a mindset.

So the same principles apply to money as they did for food and body and all of the health and wellness, things that I was coaching on in the past. So, If you are struggling right now around what to choose as your area of focus, I just want to encourage you to just choose something. It's better to just make a decision than to stay stuck and in decision, okay?

Because everything changes. And nothing stays the same. All right? Allow your career to unfold in the way it is supposed to unfold, And the way that you do that is just being willing to make decisions along the way and don't allow yourself to get stuck and in decision. All right? All right, so now the second thing that I have learned over.

The past 18 years of being a coach is that personal responsibility for my career is everything. Woo. Okay? So if you have been here with me for a while, you already know how I feel about personal responsibility. Now, personal responsibility for, for me is like the top tier. Like core values and back in the day I.

Was not taking personal responsibility for the results of my career. I was stuck in victimhood a lot. and as a result, I was frustrated a lot. And it wasn't until I came across this mindset that I understood the role of personal responsibility in my life, and I really did not even understand it in the way that I do now.

because what I ended up having to do to fully understand it was to actually integrate personal responsibility in my day to day life, in my day to day personal life, in my day-to-day work life. Personal responsibility had to be integrated in order for me to have a full understanding and really, to be honest with you, to go beyond understanding and just allowing that to just be what it is in my life and allowing personal responsibility to be what it is in my life has really transformed my life.

You know, I no longer am a victim to circumstances. Circumstances will always occur, and there are many, many circumstances that we don't have control over, but I've learned to take personal responsibility for how I show up, for how I, react, how I decide to make decisions based on circumstances that show up, all of that, and so personal responsibility for my career.

It has been a game changer. So I just want to encourage you to think about ways that you can begin to take personal responsibility for your own career. Okay? Because you are not a victim to any circumstance, that is, out there in regards to the profession of dietetics. You're not a victim to that, but instead, you can be your own advocate and you can create whatever it is that you want to create in

your career as a dietitian, as long as you're willing to take personal responsibility and move forward in the direction that you really want for yourself and your career.

So that's what I have for you in regards to personal responsibility. I think it's like one of the top core values that we all should have if we want to move forward in our careers and prosper as dietitians. Now the third thing that I learned over the course of 18 years of being a coach is investing in myself and how it has given me the biggest ROI in my business and in my life.

So investing in myself over the years has definitely given me the biggest return on investment in my business in life. Hands down, I have never been one to not want to invest in myself and. There have been times when I didn't have enough money to make big investments in, in myself and in my business, and that was, I guess, you know, hindsight being 2020, that was okay, but at that moment I was not feeling great about that.

But, over the. I definitely have made many investments in my personal and professional growth that have got me to this point right now, and there have been times when I have, Hired coaches and I have bought courses and programs and memberships, membership programs, like all of the things I've done, all of the things, and there have been some that.

Maybe it gave me more of an ROI than others, but I can honestly tell you that there has been none that gave me a zero return on my investment, and I believe that is because I go in believing that no matter what, I'm going to get something out of this like I may. Not getting what I thought I was gonna get, but I definitely always set the intention on getting some type of return on my investment.

I'm not attached to any specific outcome and I believe that just believing that and showing up for myself in that way has allowed me to continue to grow and. Benefit from the things that I've invested in over time. So if you are out there and you are wavering about making investments in yourself, in your business, in your career as a dietitian, I wanna invite you to always think about how you can.

set the intention to get what it is that you came for. I hear a lot of people talking about, Well, I didn't get anything out of that, or, I didn't get what I thought I was gonna get out of that. And I just wanna tell you that, you still have your own personal responsibility for getting what you want. Come for when it comes to whatever it is you're investing in, whether it's private coaching with a private

coach or a course or a program or whatever, you still have a certain level of responsibility for getting something out of the investment.

A lot of times what I know to be true is that we don't get what we came for. Because we don't speak up, we don't advocate for ourselves. We don't say, Hey, I need help, or, Hey, this wasn't the direction I was trying to go. Can you help me shift the TRA trajectory going forward? We don't speak up, and if you don't speak up, you're not going to get what you came for.

Okay? Don't always expect someone to spoon feed to you. In the way that you need to be spoon fed. Sometimes you have to say, Hey, no, I need this instead of that, or can we go in this direction instead of that? Because in the same program or the same coach that you've hired, there can be another person who gets exactly what they need and they are off and doing big and better things, and it's.

Maybe it's not because they spoke up, but it's definitely not always a reflection on the program or the course or the coach. You know, it's, it's usually us, my friends. We need to just speak up and be an advocate for ourselves and get what we need from the investments that we make. And so I say that because this is what I have done over the years.

I always get it. From my investments always, and I don't have such a, a hardcore hold or expectation on the outcome. I just go in knowing I'm going to get something and then I get something and that's cool. And then that's something that moves me forward to the next step of whatever is necessary for me to continue growing and learning.

So investing in myself has given me one of the biggest ROIs in my business and in my personal life. Now, the fourth thing that I wanna share with you about what I've learned after 18 years as a coach is that money is in everything, but if for damn sure helps. Okay? Look, money is not everything. But when you have been in a position to have not had a lot of it, and then you have an abundance of it, you know the difference.

Okay? Money isn't everything, but it sure helps. There is a quality of life that is different when you have enough money versus not having enough. So I personally don't. I don't wanna say I don't listen, but I really like it. Don't pay attention to the people who say, Well, money isn't everything and money doesn't bring happiness and all of this.

Sometimes my mind says to those people, You're someone who hasn't had a struggle. If you truly believe that money isn't everything. You've not struggled.

You've not been in a position where you didn't have enough food to eat or you didn't have enough money to pay your electric bill, or you've been evicted.

You haven't been in those positions. And I personally have. Okay? So I know when, during those times when I didn't have enough money versus what I'm experiencing now in my. I would say that money isn't everything, but it for sure helps my quality of life. There's no way that I would've been able to take a trip to Bali in Indonesia back in 2001.

There's absolutely no way that would've happened. Absolutely no way. But you know what? It was always on my bucket list. There was some part of me that believed that it was possible. I didn't know how it was gonna happen back in 2001, but I knew that it was a desire of mine and I was gonna do whatever it takes to make it happen.

So, yeah, money isn't everything my friends, but it definitely helps and we need to stop shaming money and we need to start feeling more empowered about money and the potential it can bring into our lives, the potential of. first and foremost being, to being able to help ourselves do better. And when we help ourselves to do better, we in turn can help others do better.

There's no way that I could help others in the way that I do now. Back when I didn't have any money. So once again, money isn't everything, but it definitely helps. And that's what I've learned after 18 years as a coach. Okay. And coaching has helped me learn this because coaching puts you into a different mind frame.

then counseling. Sometimes I feel like counseling puts us in the mindset of believing that we're an expert. And when you're believing that you're an expert, then you think you know everything or you need, you feel like you know everything about a particular subject and it keeps your mind closed off to, receiving other things.

That are helpful to you. And so coaching, in my opinion, is one of the skill sets that has led me to expand my mind, expand what is possible in my life, increase the level of abundance and not having any attachment to a specific timeline when the things are to occur in my life. Coaching is a skill set that I feel all of us dietitians should learn in one form or another.

and the final thing that I wanna share with you, this one is first and foremost, I feel, super important beyond personal responsibility, I want you to hear this. What I have learned as a coach is that I could burn it all down to the ground

right now, meaning my business, I can burn my entire business down to the ground.

Stop being a coach for dietitians. I could stop it tomorrow, and I am 1000% confident in the fact that I could rebuild a very successful business as a dietitian. I know this. I know this to be true 1000%, just like I know my name is Christ. And the reason why I know this to be so very true is because I am 100%, 1000% committed to my results.

I know that I have that level of commitment, and I have learned how to garner that level of commitment over the past 18 years of being a coach. There's no way that I can coach others on commitment and behavior change and mindset if I haven't become that person who does that on a regular basis myself.

So I know beyond a shadow of a doubt that if I were to burn my business down to the ground tomorrow, that I can rebuild it right back up, probably even better as a dietitian. Just a, you know, regular dietitian. One of my passions aside from coaching on mindset is integrative and functional medicine. I think it is the wave of the future for our profession, and if w.

More of us would grab hold to that. Oof. We would be changing lives and doing big things, and if I were to ever burn my business down and not coach dietitians anymore, that is the direction that I would go in, and I'm 1000% confident that I could do that. I'm just as passionate about that work as I am about coaching my dietitians on mindset and what is possible in their careers and in their lives.

So my friends, What are you most passionate about? What are you most confident about? You know, there is this misconception that the only way that you can make money as a dietitian is if you are a business coach for other dietitians. And I'm here to tell you that that is not. What is necessary for you to make more money as a dietitian is for you to be 1000% committed to getting the results that you want in your career.

So the amount of money that you make in your career as a dietitian is on you. It is not on anyone else. What is your level of commitment? What is your level of personal response? How will you take action going forward? How will you continue to take action even when it feels like it's not working? What intentions have you set for your career?

Or are you just flying by the seat of your pants thinking that something is gonna stick? It doesn't work like that. You have to be intentional. You have to be

intentional about what it is that you want and how you're gonna go about doing it. Do you set goals? Do you circle back and then evaluate those goals?

How often are you evaluating your processes? How often are you tweaking things and moving forward? Do you look at and assess, evaluate the analytics on your website, on your social media? Or anything else, maybe SEO and all of that kind of thing. If you're not blending together the practical things like knowing your numbers, your analytics, and all that with the other things, right?

What are you doing? What are you doing? Like , what you are doing. If you're not doing that, you're, you're flying by the seat of your pants. That's what you're doing. And then there is no absolutely no reason for you to get upset when you're flying by the seat of your pants. There's absolutely no reason for you to be angry because you're not making enough money.

There are other professions that are very similar to ours that complain that they do not make enough money for the amount of education they have. I recently was watching a video on YouTube about a woman who was a social worker and verbatim. She said everything that I hear dietitians saying that she was in the beginning of training to be a social worker and she was told not to expect to make a lot of money, that this is a profession of service.

Come on. We're not the only ones. My friends, we are not the only ones. So, No more being a victim. No more being a martyr. No more waiting on someone to spoon feed you. Something lets us do more of advocating for ourselves individually and collectively. Let's do more personal responsibility for our results.

Let's do more of investing in ourselves over and over and over again, and getting what we came for no matter what. Let's do more of that because that is what is necessary for you to get what you want out of your career as a dietitian. Okay? All right, my friends, that is what I have for you today. This is what I've learned after 18 years of being a coach.

And if I can become your coach to help you make more money as a dietitian, I would love to. So if you're interested in my private coaching program, head on over to manura.center.co and click on the private coaching tab on our website. Learn more and sign up for a consultation. I can't wait to meet you soon, but until then, have a great rest of your day and the weekend ahead and I'll see you on the next episode of Make More Money as a dietitian.

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.