

MAKE MORE MONEY AS A DIETITIAN EP.166: Your ROI

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

Episode start

Christine: Well, hello, my dietitian friends. Welcome back to another episode of The Make More Money as a dietitian podcast. I'm your host, Christine Diane Thompson. I feel like I need to reintroduce myself every now and then, especially with my last name, because what I'm learning is that many people who have just found me think that my first name is Christine and my last name is Diane, which it isn't.

There's a long story behind why I, for many years, have. Been putting on all of my socials and even all my business. Just my first and my middle name, but I won't bore you with that story. Even though those of you who are listening, who are my clients, you know that I love to tell stories. I will not bore you with that story, but I just wanna make it known as I reintroduce myself that my name is Christine Diane Thompson.

Without a p , there's no P in my last name. Welcome to the podcast today. I am super excited that you are here listening to yet another episode of How you Can Make More Money as a dietitian. It's not only about business and marketing, but it's primarily about. Mindset, and this is definitely another episode around that.

But before we get into that, I want to ask you to do me a favor as I have been asking for the past. Several episodes. I would love for you to become an ambassador of this episode by sharing your most favorite episode or an ambassador of the podcast, I should say, by sharing one of your most favorite episodes.

The easiest way that you can share is to just head on over to the podcast tab on our website, manipura.center.co/podcast cast. If you go there on your phone,

you can easily share the episode. From your phone by using one of the little tabs that pop up to share. You can either share via email, you can share via your favorite social media site whatever way works best for you.

You also can share your favorite episode right where you're listening, depending on where you're listening. But I know, in Apple Podcasts, they make it very easy for you to copy a link. So that you can share it directly, whether that is in an email, a text message, or even on your socials. One of the reasons why I'm asking you guys to share the podcast is because I truly believe in this information that I'm sharing with you every week.

I believe in the power of changing our thinking so that we can change the results that we get in our careers as dietitians. Overall, it affects our lives. This work will change your life. So the mission that I have for not only the podcast, but my business is to help to reach as many dietitians as I possibly can so that we can collectively change the industry income standard for registered dietitians across.

So I'd love for you to become an ambassador by sharing this podcast out in any way that feels right for you. So let's go ahead and talk about today's episode, which is all about your ROI. Now, many of you probably think that ROI is all about the return on an investment. Right. I mean, that is what we've been taught, that ROI means return on investment.

So when it comes to business, ROI is all about the return that the business owner gets when he or she invests in the business. And many of us want a financial return when we invest. Monetarily, right? So you put so much money into investing in your business, whether it's ads or whether it's a course or a membership that's teaching you how to build and grow your business, or maybe it is a business coach.

Whatever avenue you decide doesn't really matter. What I know to be true is that most of us want to get some form of monetary return on our investments. True, True. Now, the first thing I want to share with you in regards to that type of ROI is that many, many times until you have become really, seasoned in your business, in the very beginning phases of business, you will likely not get a one to one return on your investment because of that steep learning curve that it takes in the beginning of the business to get it going.

So I'm here to share with you that, when you're just starting out, if you invest, say \$8,000, in starting and growing your business, the likelihood of you making that back in the first six months to a year, it may not be so likely. It always depends on the person though. But the reason why I say this is because of that

steep learning curve and also the amount of money that you often have to invest in your business in those beginning stages.

You may not get that back. As a one to one ratio. So there's the learning curve, and then there is the amount of money that you're investing. And that first six months to a year, you may not get that one to one return on your investment, which leads me into the ROI that I have. Come up with, I should say, I've created a concept of ROI that is slightly different from return on investment.

And when I'm talking about roi, what I'm really talking about is the reality of it. Okay? Reality of it, which also stands for our ROI and what it is. Is, is your business growth? Okay, Now this is a thing, my friends, what it really takes to start and grow a business, especially in the beginning. I believe that what I'm gonna share with you is true.

No matter what stage of business you're in, but I'm talking to those of you who are thinking of getting started or you've gotten started, and it feels like it's a slow start. What it really takes to start and grow your business from the ground up is belief and tenacity. belief and tenacity. So what do I mean?

Well, first of all, when it comes to belief, you have to have a strong belief in yourself as a business owner and why you are starting a business in the first place. You also have to have a really strong belief that the clients are out. Even if they're not coming to you right away, you have a belief in clients, and not only that they are out there, but that they are willing and able to pay you.

What your services are worth. Okay? And you also have to have a strong belief in your service that you're offering, whether it's one-on-one service, whether it's a course, whether it's a group program, whatever it is, you have to have a belief in what you're providing and that it is something that will give your clients.

Their return on investment. Okay. Because a lot of times what I hear, my dietitian clients say, or even peop dietitians who are not my clients yet, I hear people say, Well, what if they don't yet what they came for and they've paid me all of this money, and I wanna address that because I believe that if you have a strong belief in what you are offering and you have a strong belief in yourself as the health practitioner, then you also.

Should have a strong belief in the client's outcome. Okay, so all you're responsible for my friend is showing up, providing everything you know to provide, including support and accountability. resources. If you do any type of testing, like if you're an integrative and functional medicine dietitian, you

provide the test, you provide all of these things, you provide the support and accountability along the way, you make sure that.

Your clients are supported and they feel seen and heard during your client's sessions. You are showing up and you're building rapport and trust with your clients. These are all of the responsibilities on your end, and when you are doing all of this on the other side. Is your client's responsibility? So you have the rest, the clients have their responsibility of doing the work, of showing up for themselves, showing up consistently to client sessions.

and taking the tests when they're supposed to take the tests and getting, coming to sessions and getting the feedback in regards to their testing and taking action on your suggestions. And if you are making suggestions for supplementation of any sort, then they take action on getting those supplements and doing everything that they know is possible for themselves.

That is their responsibility and. Your practitioner and your client, your practitioner responsibility and your client responsibility merged together, there is no way that your client will not get what he or she came for. So there should be no worry whatsoever as long as you're doing your part. Now, that doesn't mean that you have to go overboard and hold your client's hand and you know, call them in between sessions to make sure they're coming into the session.

Or if they didn't show up, you know, do all of these things to try to reel 'em back in because the majority of you are working with adults and even if you're working with children, you're still working with adults. So it definitely is. Frustrating, or I should say it can be frustrating. It can be challenging, and it can be disheartening when your clients aren't holding up their end of the responsibility, in this partnership that you have, right?

It can make you feel as if your hands are tied. Because you really want to help your clients get the results that they came for, But I want you to know that your clients are responsible for their results, and you're only responsible for your results, right? Your results as a dietitian are all of the things that I listed just a moment ago, how you show up, how you support the resources that you provide, how you build trust and rapport with.

All of those things will lead to a result on your end. And then your client, how they show up, how they do the work, how they stay consistent will give them the result on their end. Okay. So I just wanted to share this part with you because as long as you're showing. And you are creating a result from your actions.

That is what you're responsible for. Your client is responsible for creating his or her results from his or her actions, period. Your results are not their results. One more time. Your results are not their results. . Okay. So once again, what it takes to start and grow a business is belief and tenacity. So the belief is in yourself.

The belief is in your program or your service, and the belief is in your clients that they are willing and able to pay you. They're willing to show up, they're willing to invest in themselves through you. Okay? That's your belief. That's what it really takes to start and grow a business. That strong belief and then that tenacity to move forward.

Starting and growing a business is hard. I'm not here to sugarcoat this. Starting and growing a business is hard. The reason why it is hard is because your mind has to shift from one identity to another identity, and if you've been showing up in your career as a dietitian, as a dietitian, and not a business owner, There needs to be work done on changing or not changing, but shifting and molding your identity into a business owner first.

Now, that does not mean that you are no longer a dietitian, but you are a dietitian who owns a business, or you are a business owner who just happens to be a dietitian. Right. But I want you to know that your tenacity through this mindset shift and this identity shift is extremely important, especially in the beginning, and you will have this happen as you grow into different levels of your business.

Belief and tenacity. Do not just stop. After you have just, you know, kind of gained some momentum in starting your business, No. Once you reach one level, you get to that level and it's the next. And it's the next, and it's the next. But for those of you who are just starting out, I want you to know that the roi, the reality of growing your business.

Which is it , the roi, the reality of it is that they take it, it takes a strong level of belief and tenacity in the beginning. Okay. And this to me is not what a lot of business coaches are sharing because what they really are sharing is, you know, it takes this and this and this. And they make it look really shiny.

They make it look like, Oh, that's all it takes. And no, that's not all it takes . It really does take some shifting in your mindset about your identity as a business owner, and it takes strong belief in all of the areas that I just mentioned. Now I also wanna talk to you about the biggest mistake that I see a lot of arti entrepreneurs make when they get started.

And this one is huge too, because this one can set you up if you don't work on this. This one can set you up to feeling like you're failing. Before you hardly even get started. Okay? And the biggest mistake is underestimating the time that it will take to achieve your initial goal. Now, one of the things that I know for sure.

As humans who have brains, we tend to underestimate the time that it'll take to achieve a goal in a short period of time. So when we have a short period of time, we tend to underestimate how long it's gonna take. Okay. If you really think about it, I feel like I'm not even explaining this correctly, so let me start over.

If you think about if you've ever gotten coaching or if anyone has ever asked you, So what would you like to work on for the next 90 days? And then you have this whole huge list of things in your brain like, I need to do this and I need to do that. I wanna do that, and I wanna do this, and X, Y, Z is coming up.

I need to put this together. You can name all of the things that you wanna get done in three months of time, but then if I were to ask you, my friend, what would you like to achieve 10 years from now? , you probably can only come up with one or two things, right? So we underestimate the time it will take to achieve.

Our goals in a short period of time. We have all the laundry list of things, but then when it is like a five or 10 year plan, we don't even give it a possibility for maybe one or two things. Okay. This is a thing I want you to commit going forward to. Only focus on creating one to three goals per quarter, preferably two, that middle line, and then after you've gotten those one to two or maybe maximum three things completed, only then do you move forward to the next.

Even if. , you have to move beyond the three months time, okay? So if you have a laundry list of things that you wanna get done in the next three months, I want you to pare it down to just one to three things, because if you don't, you stand a chance of not getting all of those things. and you start to shame yourself.

You start to get frustrated, frustrated, or feel overwhelmed. And this is when you feel like you're comparing yourself to others as if you are not holding up your end like the others. And just a whole spiral of mind trash. Okay, And the last thing you need, Is to carry more baggage. Okay? So I want you to practice constraining your goals every quarter to just one to three projects, oftentimes, depending on the project that you're working on.

You really only need to be working on one to be very honest. But I know if I told you to work on one thing per quarter, you'd be like, Oh my God, Christine, that's only one, four things a year. My business will never grow, blah, blah, blah. But here's the thing, if you are working. With someone who can help you identify the priority projects that will give you the biggest return on your investment, those four to eight projects, easy, breezy, lemon squeezy, and you're going to be making the money that you would love to be making in that first year of.

So constrain it down, my friends. Constrain your time, constrain your energy, and constrain your focus so that you're not trying to do all of the things all at once and setting yourself up to feel like a failure. All right. Now I wanna share with you the biggest ROI that I've made in my business. And whether we're talking about ROI as reality or ROI as return on investment, I believe that this, thing that I have committed to for myself and my business.

Transformed everything for me. So the biggest ROI that I've made in my business to date is taking responsibility for my results. I no longer feel like my coach or the program, or the course or the membership. are responsible for me getting the results that I want in my business. All of those are resources that are in my resource toolbox that assist me with getting the results that I want.

Okay, so listen up, Buttercup. Anytime you hire someone. Anytime you purchase a course, anytime you join a membership, anytime you decide to become a part of a community that supports your business growth, your career growth, whatever it is, those are resources for you. They are not responsible for your results.

Zero. Not a Zil. The only thing, the only one who is responsible for your results is you. So the next time you decide to make an investment in your career, I want you to decide ahead of time that you will get what you came for. That no matter what, you are going to get the results. I also want you to understand that there are gonna be times where you may not get what you came for, but you're gonna get exactly what you need.

I see this a lot in my business when I work with my clients. There are times when people come to work with me and they wanna start their business and their life is getting in the way. And when life gets in the way, which it will do for a lot of us because we are often juggling many things at once, wearing several hats at the same time.

When this happens, when life gets in the way, there are times when you have to push pause, not stop, but you have to push pause on what's going on in the business to focus. Whatever is happening in your personal life, and I want you to know that just because you need to push pause does not mean it's a full stop.

It doesn't mean that you are behind, like who are you behind? If you're focused on your own growth, your own career growth, your own personal growth, Who are you behind? Who are you judging or, or putting yourself up against or up against? What am I trying to say here? You know, like you're never behind.

That's my point. You are never behind my friend. Stop holding yourself up to someone else's level of success when the truth of the matter is you have no idea. What's going on in their life either. There's so much going on behind the scenes in my life that I don't talk about, but people often come to me and say, Oh, you look like you have it all together.

I know you have it all together. Yes, in business, I finally got it together, but in my personal life, that's always a work in progress. Always, always, always. So my friend, we're all a work in progress and even in my business, I'm not even close to where I would like to be right now, but I know that this is where I'm supposed to be.

I'm not trying to convince myself that I should be somewhere else, because once again, I have taken responsibility for my results, and I wanna encourage you to do the same because it will become the biggest return on your investment, investing in personal responsibility, and in turn, that will give you a return on your investment financially when you.

Financially invest in your business and you take responsibility for your results, you will get a return on your monetary investment as well. Now, the final thing that I want to share with you today on this episode is all about the identity shift that I believe you need to make in order to become successful.

And this is through every stage in business. It does not matter if you're just starting or if you are in business and have been for some time, the strongest belief is that you need to develop in yourself, that's gonna carry you through every stage of your business growth. I am a business owner. That is the belief that you need to develop.

Develop the belief in yourself as a business owner. I shared that at the beginning, and I wanna end that. I wanna end this podcast with you making a commitment. to believe that you are a business owner. This is something that I

1000% believe needs to shift in order for you to become a successful business owner.

Because if you don't believe that you're a business owner, then how can you be a success at that? Like if someone was a sports, Football player, but they didn't really believe that they are a good football player. I don't think they're gonna be so great, even if they had the best coaches in the nfl. Okay.

The athlete has to believe in himself beyond a shadow of a . . . You my friend. You have to believe in your ability as a business owner. You may not have developed the strong ability to become a full-fledged business owner in the beginning, but you didn't even know how to be a dietitian in the beginning. But you decided ahead of time that you were going to learn that you were going to invest in learning all of the things that you needed to learn to become a registered dietitian.

So why isn't it a priority for you to invest in all of the things that you need to learn in order to become a business owner? Truth be said, it actually doesn't take as much time to learn about being in business as it does to become a dietitian. So to become a dietitian, you have four years of undergraduate study, you have a year of an internship.

Some of you will be required to have another year or so of master's degree training, and then you have to study and sit for a national exam. What? To become a business owner. My god, that is, It is such a short trajectory. , you do not have to go to school. You do not have to get a master's degree. You do not have to be in an unpaid internship.

You do not even have to become certified. It's a much shorter trajectory that gives you a stronger if. Very strong return on your investment as a health practitioner, as an RD entrepreneur. So I just wanna encourage you to begin to develop that belief in yourself and your ability to become a real business owner, not someone who is just doing this as a hobby.

Like, why would you wanna play around with building a business as a hobby? Like seriously, No, you don't wanna do that. That's a lot of money. And then there's time invested, right? So be for real about it. Be committed to it. Committed to learning about what it takes to market your business. And marketing is only about.

Telling people who you are and how you can help. There's really no other way around that and that is the simplest way to put marketing. Marketing simply is

just you telling people who you are and how you can help them solve their biggest. that they have in your area of expertise. Simple. Don't make it mean anything other than that.

Conclusion

All right my friend, that is what I have for you today. I just wanna report that I'm not dry today. I didn't even have to take a sip of water. Like I'm, I'm really killing it. And if you don't know what the heck I'm talking about, then that means you need to go back and listen to a few of the previous episodes right behind this one because oh my god.

I could not even go through a whole episode without drinking water, but I did today. So something's going on. Maybe we're shifting in the air in some kind of way because we are slowly transitioning out of summer into the winter, which is so weird. Well, not winter, but fall because when I think of the fall weather, I'm thinking of cooler air.

When you think of cooler air, you think of drier air. But of course this, you know, this body of mine is doing its own thing. This body says, Girl, we are doing what we want to do. We don't care what the environment is. So I am grateful that you guys are here. I cannot wait to share another episode with you because this work is so important for all of us.

So 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 by my friends.

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.