

# The Power of Support

How to grow your practice by providing a meaningful support system for your clients.

Presented by:

Aimee Ames, FNTTP, RWP

Owner of Evolve Nutrition and Wellness



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# Where are you today?

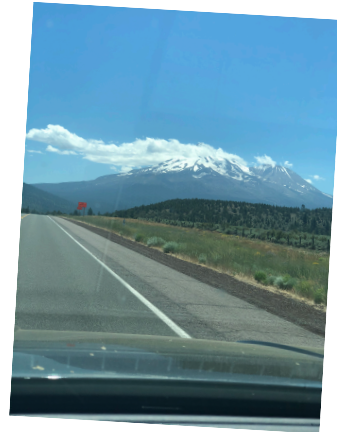


# Objectives

- Understand the many benefits of a support setting for both clients and practitioner
- Learn how to provide an ideal support group setting, including specific ideas for one-on-one and group clients
- Gain strategies and inspiration to help turn your current practice into a **support focused** practice that allows your business to grow with increased referrals and return clients
- BONUS: Learn about the interactive software I am using to help increase client participation in live classes  
AND get a special offer at the end of this presentation!

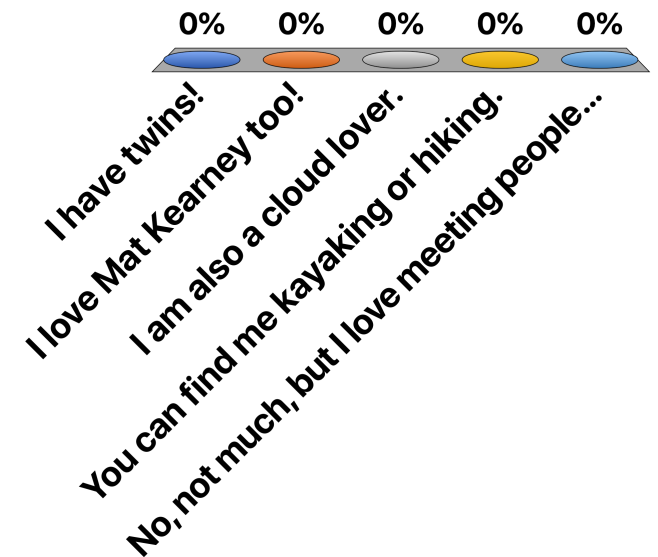


# A Little About Me



# Do we have anything in common??

- A. I have twins!
- B. I love Mat Kearney too!
- C. I am also a cloud lover.
- D. You can find me kayaking or hiking.
- E. No, not much, but I love meeting people who are so different from me!

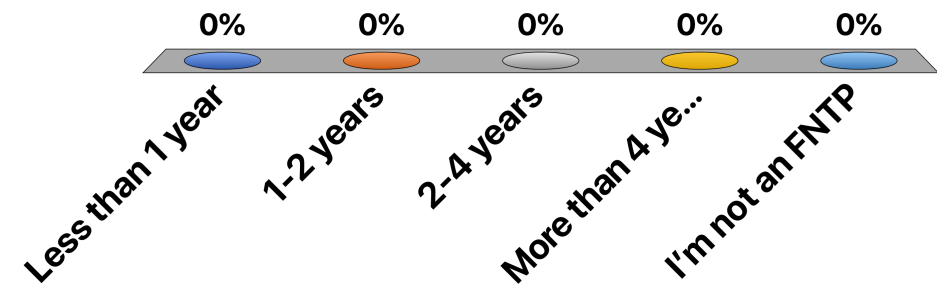


Your Turn to Share!

What is your favorite outdoor activity?

# How long have you been an FNTP?

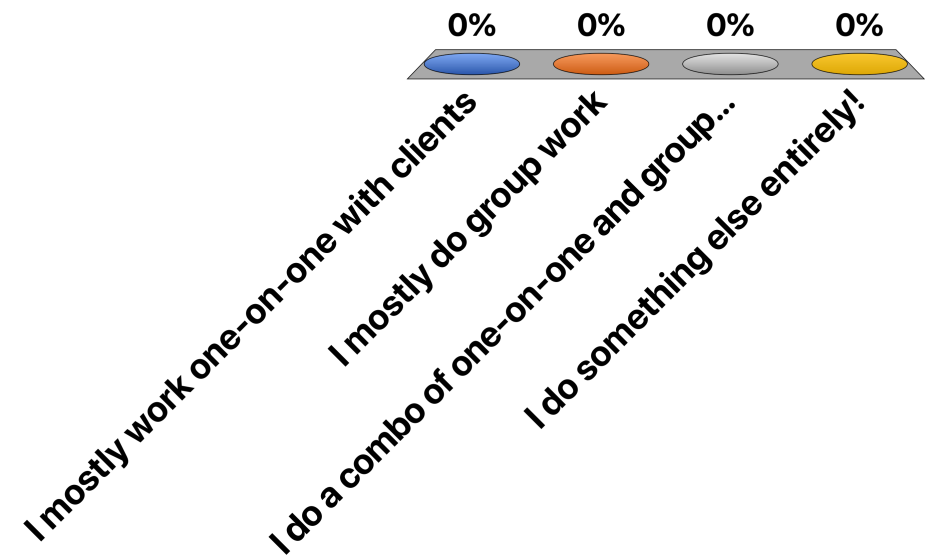
- A. Less than 1 year
- B. 1-2 years
- C. 2-4 years
- D. More than 4 years
- E. I'm not an FNTP





# Tell me a little about your practice.

- A. I mostly work one-on-one with clients
- B. I mostly do group work
- C. I do a combo of one-on-one and group work
- D. I do something else entirely!



I am looking to increase  
my group offerings.

A. True

B. False



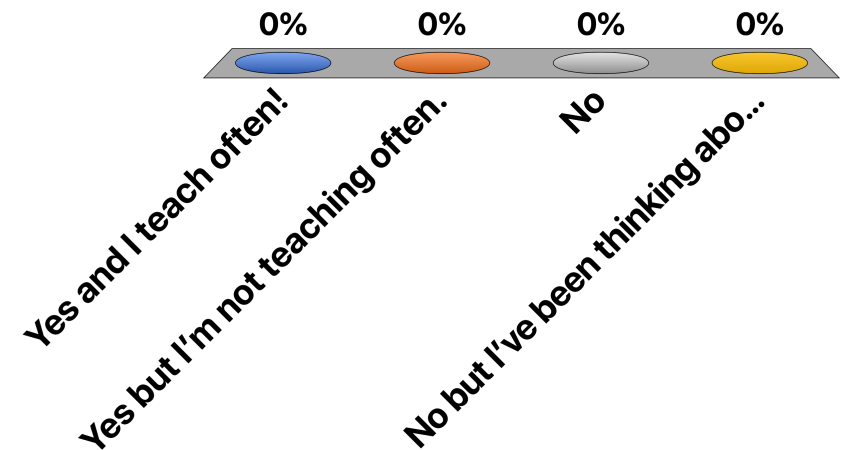
# Support Group Work Changed My Practice

- 2 years of teaching RESTART®
- Over 110 women
- 40% of those were from referrals
- 30% have been repeat group clients
- 15% have turned into one-on-one clients



# Are you a licensed RESTART® instructor?

- A. Yes and I teach often!
- B. Yes but I'm not teaching often.
- C. No
- D. No but I've been thinking about it.



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We don't have  
to do it alone.  
We were never  
meant to.

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Brene Brown



# Benefits of a support group for clients

*Being a part of a support group provides an opportunity to be with people who have a common purpose and are more likely to understand each other.*

- Feeling less lonely, isolated or judged
- Reduces feelings of distress, depression and anxiety
- Provides an opportunity to share feelings openly and honestly and to be heard
- Gaining a sense of empowerment or hope



# Even MORE benefits for clients!

- Can increase release of oxytocin!
- Increases commitment and accountability
- By increasing commitment, increases positive “results”
- The benefits of learning from others; hearing and celebrating peer experiences and successes and supporting set backs
- The benefits of helping others; feeling useful and purposeful
- More affordable than one-on-one work



# Benefits of a support group for the practitioner

- More opportunities to change more lives
- You feel less lonely and more supported!
- More happy clients=more referrals!
- Increased opportunities for deeper one-on-one work with clients
- Potential to make more money by including more people
- Potential to make the same or even more money in less time
- Reduce burnout for both client and practitioner with the unmotivated one-on-one clients





Vulnerability is about showing up  
and being seen.

It's tough to do that when  
we're terrified about  
what people might see or think.

———— Brene Brown ————



# General Tips for Creating a Safe and Meaningful Support Setting

- Take enough time to set the stage in the first meeting/class
- Lead by example: be vulnerable yourself and share your story
- Refer to people by name and situation as much as possible
- Creating or sharing group guidelines for sharing and listening  
(for both live gatherings and messaging)
  - Uninterrupted time to share (no crosstalk)
  - Time limits if necessary
  - What's allowed to be shared and what isn't
  - Confidentiality is essential



# Small Group Tips

10 or smaller

- Giving everyone a few minutes to share each time
- Getting to know your group, using their names often
- Know your meeting tools and plan how, when and why to use each one
  - chat and/or Q & A for general questions or comments
    - check on it often and acknowledge all who say something
  - poll for an anonymous response
    - may be more comfortable for participants in some situations
- If wanting participation like reading, have a safe option for non-participation



# Larger Group Tips

More than 10

- Know your meeting tools and plan how to use each one
  - Chat, Q & A and polls
- Create opportunities to connect in smaller groups
  - Use smaller breakout rooms during calls
  - Host smaller accountability groups of 4-8
  - Assign accountability partners/groups for self check-ins
  - Have participants share a short video to introduce themselves
- Send automated supportive text messages to your group (many services provide this for a nominal fee)
- Offer an ongoing online support chat group for interaction between meetings/classes



# Ways to Include 1-on-1 Clients

- Create opportunities to connect with other one-on-one clients
- Host monthly Q & A's, "tea time", "Ask Me Anything" sessions
- Offer a monthly group session with a relevant topic
- Offer optional support/accountability partners
- Offer an ongoing online support chat group for interaction and support



What platform do you use or like for an on-going chat or support group?

# Include an Ongoing Chat Group

- Add an ongoing sharing group to your program, like Facebook groups or on Kajabi or other platform
  - Regularly check in and comment as the coach; be clear with your boundaries
  - Honors the bio-individuality of how participants contribute
    - Honors the “lurkers” and the “posters”
  - Allows participants to coach each other-empowers them!
  - More opportunities to connect and learn...and market to your clients!



# Get those Referrals!

- When offboarding or ending a group program, ask participants for testimonials you can share in newsletters or via social media
- Ask participants to tag friends on social media who may be interested in your program or services-you can DM them!
- Offer a referral “thank you” with a discount on future services or a favorite product, etc.
  - Have an email they can forward on to their referrals with a personal note
- Get 3-5 names from all “graduating” clients, reach out via email or social media and offer a complimentary call or a larger Q & A session
- Use your chat/support platforms to keep clients up to date on future offerings

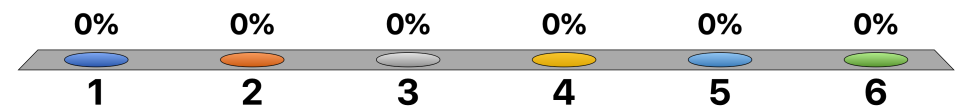




# What is your niche??

Rank

Responses



# How do I include more Support Offerings?

- Your niche is your topic!
- If you have no idea where to start, consider RESTART®
- Start small with a webinar/workshop on a topic that appeals to your niche
  - Invite them to “join the discussion” in a Facebook/other group
  - Get them on your email list
- Offer a book group with a weekly engagement call and start an online discussion group



# Resources and Offers

Interested in becoming a RESTART Instructor?  
Registration is open THROUGH TOMORROW for training in November!

Use CODE **support100**  
for \$100 off registration until 12/31/2020



I used TurningPoint software for real time polling and increased engagement. If you want to learn more about this software go to [www.turningtechnologies.com](http://www.turningtechnologies.com) or DM me!

Have more questions? I'd love to talk with you!  
DM me on IG @evolvenutritionandwellness



Please share a quick response as to  
the value of this Teach and Learn for you.  
Responses are anonymous and are for the instructor only.  
Thank you!

Thank you for joining today!

There is only one you in this world.  
Shine your light.

*Xoxo Aimee*

