

The Power of Support

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While the concept of a support group may seem simple, how you foster it in your practice and programs makes more difference in the success of your clients than you may realize, especially now when connection is even more important than ever.

Benefits of a support group for clients include: reduced depression and anxiety, feeling less lonely, provides an opportunity to share feelings with people who are in a similar situation, increases commitment and accountability, increases "results", sense of empowerment and hope, learn from each other, sense of purpose, more affordable than one-on-one work

Benefits of a support group for practitioners include: more opportunities to change more lives, you feel more supported, increased referrals and potential for more one-on-one clients, potential to make more money in less time, reduced burnout for you and one-on-one clients.

Foster a safe space for sharing in both meetings and online discussion groups:

- lead by example and give time to develop trust
- use names and meeting tools thoughtfully (Q&A, chat, anonymous polls)
- state clearly the group guidelines
- create opportunities for everyone to be heard, in the group, small breakout rooms or accountability groups
- allow for participants to support each other in discussion groups

Encourage referrals when offboarding programs: ask for testimonials, encourage tagging in social media, offer thank you discount on future service, reach out directly to potential clients

Don't know where to start?

Create a workshop, book club, discussion group or a series of classes around your niche.

Need something already done and ready to share with your clients?

Become a RESTART® Instructor and start there! Use code **support100** when registering to become a licensed instructor and get \$100 off! Code is good until 12/31/2020.

The NTA Vision:

We empower a passionate community of life-changing nutrition professionals to create a ripple effect that transforms lives and shifts the outlook of health to one of hope, today and for generations to come.