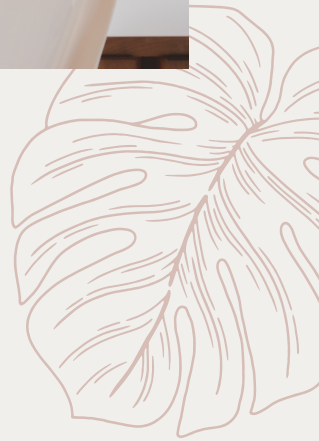


How to run a robust, seamless online nutrition business



By Sylvie Ndenn, RN & FNTP



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Learning Objectives

1. How to use the right tools to run an online nutrition business
2. How to use technology to your advantage
3. How to connect with clients even while working together virtually



How to use the right Tools

& using technology to your advantage

PRACTICE BETTER

CANVA

NUTRI-Q

PLANOLY/PREVIEW

FULLSCRIPT

ZOOM

REAL PLANS PRO

ADS/MARKETING



Practice Better

**Secure, cloud-based practice management designed to save you time
and money**

(Free version & Pro Versions Available)

better

- HIPPA-Compliant Client management
- TeleHealth Video Chat
- Protocols & recommendations
- Booking: Customize your availability and allow clients to book appointments right from your website or the Client Portal.
- Set up services, sessions, products and programs
- Food Journals
- Receive payments
- Send & receive faxes

Nutri-Q

A Nutritional Analysis Tool

The logo for Nutri-Q, featuring the text "Nutri-Q" in white on a dark blue rectangular background.

- A Comprehensive nutritional analysis tools available backed by the Nutritional Therapy Association. Nutri-Q
- Offers Nutritional Therapy Practitioners and Wellness Professionals a wide range of tools to more efficiently work with their clients.
- Onboarding new clients with the Nutritional Assessment Questionnaire
- Analyzing your client's symptom burden
- monitoring your client's food log

FullScript

An online supplement dispensary



- An extensive catalog of professional-grade supplements.
- An easy way to incorporate supplements into your practice without keeping inventory in hand
- Helps you find quality supplements from trusted suppliers
- Enables you to send professional-grade recommendations for supplements

Canva

Your graphic design solution. Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The platform is free to use.

(Free version & Pro Versions Available)



Examples of my Canva Creations

Logos

Client handouts

PDF Guides

Flyers

Social graphics

Examples of Canva Creations

PDFs Guides, Client handouts, Guidebooks,

Smoothies

PICK ONE FROM EACH OF THESE CATEGORIES



Liquid of Choice

Coconut Water
Almond milk
Cashew Milk
Coconut milk
Water



Protein

Grass-fed Beef Protein
Hemp & Pumpkin Seed
Collagen Protein
Goat Whey Protein



Healthy Fats

Flax or Chia Seeds
Cashew Butter
Almond Butter
Coconut Butter
Fresh Coconut
Fresh /Frozen Avocado



Frozen/Fresh Fruit

Berries
Banana
Pineapple
Orange/Citrus
Apple
Papaya
Mango



Greens

Spinach
Moringa
Swiss Chard
Collard greens
Kale
Romaine
Arugula

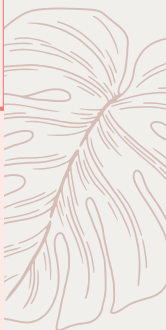
Optional Additions

SuperFood Powders
Moringa
Baobab
Spirulina



Sample Recipe

- Handful of frozen pineapple
- Handful of organic spinach
- 1 tablespoon chia seeds
- 1/2 small avocado
- 1 scoop Thrive Market collagen protein
- 3/4 cup full fat canned coconut milk (like Thai or Native Forest brand)
- Optional superfood: 1 tablespoon baobab powder



Examples of Canva Creations

Flyers

NOURISHWITHSYLVIE

'FALL INTO WELLNESS'

30 day challenge



Fall into Wellness this fall season -with a tribe of individuals who are on the same journey as you! Get support, accountability, and the exact tools you need to start the fall season with better health and body. Join us!

Price: \$99

**GET 25% OFF WHEN YOU SIGN UP WITH A FRIEND!
TEXT 214 494 0519 TO SIGN UP**



More tools

& using technology to your advantage



REAL PLANS PRO

Meal planning software

CANVA

Graphic design

PLANOLY/PREVIEW

*Apps for Social media post
planning*

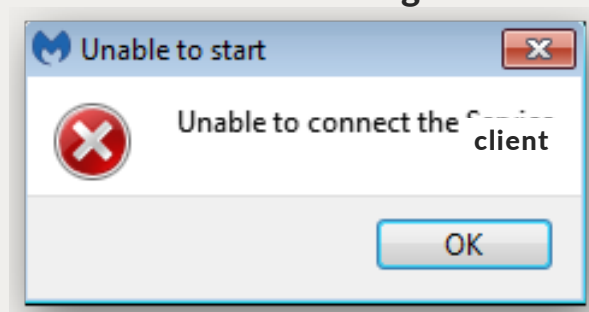
ADS/MARKETING

*Email marketing options like
mailchimp, but don't forget fb
/Instagram stories, ads,*



Tips to prevent you from losing interpersonal connection with your clients

even while you're working together virtually so that you don't get this error message....



Certainly working online with clients is not for everyone. One of the things I was most worried about when transitioning to online was losing that interpersonal connection with clients. But I found out that was not the case & that there are so many ways to prevent that. So I want to share some of those.

Virtual Connection Tips

How to connect with clients even while you're working together virtually.



1. Free 15 minute consult -via phone, so they can get to know you, your services, personality, etc.
2. Initial consultation -I love to do this on video. I describe Practice Better as my HIPPA-compliant Tele-Health portal that has video. And I always give clients the option to turn off their cameras or simply do a phone call instead.
3. Checking in more (whether that's every few days or weekly)
4. Having time carved out in your schedule for being available & answering questions.
5. Having easy ways for clients to reach you whether that's through email communication or phone calls
6. Have them upload pictures of their meals in their portal (and review it with them during their consult.
7. Having boundaries set for when clients may contact you. If you are not a 24/7 service (which I hope most of you are not) be sure to also include specific times that you are available & exactly how clients can reach you. So setting clear, professional boundaries that serve both client and you is absolutely essential! I also include this in my disclaimer/waiver that they sign.

How to put it all together

*Getting started with your online nutrition business set up
(P.S. You don't have to have it all set up at once)*



**FIGURE OUT YOUR FLOW/ STRUCTURE OF YOUR
SERVICES AND CONSULTATION**

**HAVE A CLIENT MANAGEMENT SYSTEM IN PLACE.
SET UP AUTOMATIONS (FORMS, EMAILS,
SCHEDULE, BOOKING LINKS, TO DO LIST)**

**DETERMINE YOUR UNIQUE WAYS TO CONNECT
WITH CLIENTS VIRTUALLY.**

**DO A PRACTICE RUN TO ENSURE EVERYTHING
RUNS SMOOTHLY**



Connect with me Sylvie Ndenn, RN, FNTTP Nourish with Sylvie

INSTAGRAM

@nourish.with.sylvie

EMAIL

info@nourishwithsylvie.com

FACEBOOK

@nourishwithsylvie



Sources/Resources

Websites to some of the tools mentioned

- <https://practicebetter.io/features>
- <https://nta.nutri-q.com>
- <https://fullscript.com>
- <https://realplans.com/pro/>

