

Finding, Connecting, and Selling to your Ideal Client in your Nutrition Practice

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Nourished with Emily, LLC

Finding, Connecting, and Selling to your Ideal Client in your Nutrition Practice

Objectives

- To determine who your ideal client is in your nutrition practice
- To determine how you want to market to your idea client
- To determine how you will connect with your ideal client to move them from prospect to full client



My own journey

NOURISHED

With Emily

- December 2018
- Sports RD
- 2019
- Now

What we don't need when we start a business

- A catchy name
- A website
- Branded marketing/ “stuff”
- Logo
- Professional headshots

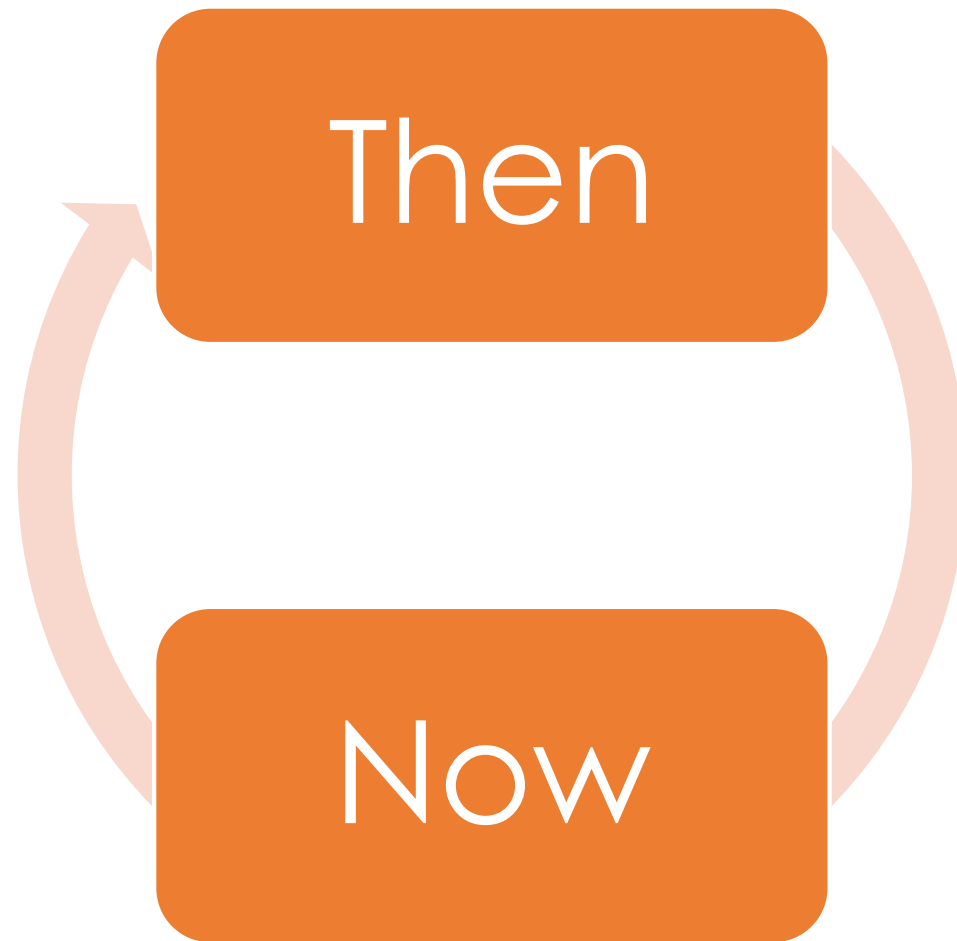
We need an ideal client with a plan on how to market and build connections with them

Everything else is “stuff” that distracts you from getting started

Determining your ideal client

Determining
your Ideal
Client

Ideal Client



Activity- 5 minutes

- Who is this person? Can you draw them or write their characteristics?
- Gender? Age range? Job? Lifestyle? Living Situation? What do they enjoy doing? What are their fears/desires?

Connecting to your ideal client

Connecting to your Ideal Client

The pillars of Nourished with Emily

- Nutrition Education to create confidence in choices
- Behavior change
- Non-Scale Wins due to disordered eating history
- Nutrition for overall health
- How to achieve maintenance

Activity- 5 minutes

- Write: what are your pillars of what you want to do and how will you support your clients? What will you provide to teach them? What do you believe everyone needs to be successful?
- How will we convey your pillars and your values to our prospects?
- What will you be offering your ideal client?

Finding/Selling to your ideal client

Finding/Selling your ideal client

- Building Connections
 - Social Media
 - Referrals
 - Personal Contact

Where we may find your Ideal Client outside of social media

- The gym/workout classes if they value exercise/movement
- Parenting groups if they enjoy the company of other caregivers
- Professional development groups if your target client is in a certain career path
- Church group/lectures if they have strong religious values
- PTA meetings where you can present on childhood nutrition
- Connect with an MD or Provider that you trust that can direct clients your way
- Healthprofs as an online resource for people searching for dietitians
- Therapists and therapy groups
- Tabling at a store that they like to shop at?

Activity- 5 Minutes

- Brainstorm 3 places you feel like your Ideal Client is hanging out/where you can connect with them
- How will you connect with them to show them you can add value?
- If primarily using social media, what is your plan with this?
 - Remember, what's in it for me? Put yourself in the shoes of the person reading your post
 - Show your face, no one buys from a food picture

How we can sell to them

- Providing Value

3 things to keep in mind

- Know who you want to work with
- Know how you want to market to them and get in front of them
- Know where that marketing will happen to turn them into clients

Questions?

Follow me on IG: @nourishedwithemily or on Facebook: Nourished with Emily