



HEALTH WITH HOPE

- presents -

Private Practice + Entrepreneurship

HOPE ANDERSON, DIETITIAN NUTRITIONIST

OWNER + FOUNDER OF HEALTH WITH HOPE



*First, let's hear about
You!*



Intro

P A S T + P R E S E N T

- University of LA at Monroe - ***BA in Mass Communications*** (2010)
- **Miss Louisiana 2011**
- Louisiana Tech University - ***BS in Nutrition & Dietetics*** (2014)
- **Vanderbilt Dietetic Intern** (2014 - 2015)
- Associate Editor - ***Edible Nashville*** (2015 - 2016)
- Owner + Founder of ***Health with Hope*** (2016 - present)



Objectives

AFTER THIS, YOU WILL...

- Know what it takes to start a private practice
- Be able to define branding
- Understand the value of a great brand
- Weigh the pro's and con's of starting a business
- Be aware of different paths in dietetic entrepreneurship
- Become empowered to start your own business



Private Practice + Entrepreneurship

THE HWH STORY

- Original career goal was to be in broadcast journalism and host a TV segment called "Health with Hope", even before deciding to become an RD
- Non-linear entrance into the field of dietetics
- Private practice was my intention from the beginning
 - kept open-mind during internship



Private Practice + Entrepreneurship

B U S I N E S S P L A N

- Began building HWH while working at *Edible*
 - saw clients on the side here in Nashville
- Business grew fairly quickly in 10 months
- Opened practice in already established cardiology clinic
 - aligned with already-successful doctors
- Launched full-time June 2016



Private Practice + Entrepreneurship

S E R V I C E S

- Nutrition Counseling

- The Basics: Introductory Consult
- Finding Normal: 6-week Package
- Body Balance: 3-month Package
- The Whole Soul: 6-month Package

- Consulting

- Lunch-and-learns for area pain management clinic



Private Practice + Entrepreneurship

ADDITIONAL SERVICES

- Kitchen Renovation
- Grocery Store Tour
- Small Dinner Party Catering (for 8-10)
- Healthy Cooking Classes (private + public)
- Corporate Wellness



Branding

DEFINITION

- A **brand** is a company's promise to the people it serves; leads to loyal following, which leads to business!

ESTABLISHING A BRAND

- A **logo** helps people recognize your brand
- Determine the **voice** of your company
- Design **brand standards + marketing templates**
 - logo placement
 - color scheme
 - consistent look + feel



A Day in the Life

TYPICAL DAY

- Day-to-day work varies:
 - Nutrition counseling + consulting
 - Food photography
 - Communication
 - calls + emails + managing social media
 - website + newsletter
 - Menu/recipe development
 - Event design + planning
 - TV segments+ speaking engagements + workshops
 - HOPE bars



The Creative Side

H W H E V E N T S

- HWH Cooking School
- Pop-up Dinner
- FLOUR + FLOWERS: Mother's Day Workshop & Brunch
- Empty Bowls Fundraiser for the Food Bank of NELA
- Farm-to-Table Dinner



The Creative Side

HOPE BAR

- The HOPE Bar was born while working with Nashville Ballet Company dancers
- Set out to create wholesome option with balance of complex carbs + healthy fats + good protein
- Became my go-to sample for health fairs; hundreds of taste testers asked where they could get it
- Recently became an offering at a local coffee shop



HOPE BAR

FULL OF:
fiber
omega-3's
protein
whole foods

FREE OF:
dairy
refined-sugar
eggs
flour



Where to Start

PRIVATE PRACTICE CHECKLIST

- Determine name + establish social media accounts + purchase website domain (GoDaddy.com)
- Determine business set-up (LLC, sole-proprietorship, etc.)
- Apply for Employer Identification Number (EIN) from the IRS (tax ID #)
- Apply for licensure in the state(s) you will work in
- File articles of organization with the state



Where to Start

CHECKLIST CONTINUED....

- Set up business checking account + open biz credit card
- Find office space
- Acquire professional liability insurance (Mercer, Proliability)
- Acquire property insurance (if physical location)
- Set up HIPPA-compliant record keeping system, or EHR (ex: Healthie, Mind Body, etc.)
- Create your business support team: attorney, accountant, mentor, business coach, etc.



Challenges

OBSTACLES IN BUSINESS

- Cancellations and no-shows
- Schedule varies; often late hours
- Carrying emotional burden
- Scalability
- Insurance
- Keeping sessions to the allotted time



The HWH Rotation

TWO-DAY EXPERIENCE

- Day 1:

- 9:00 am: Coffee + Orientation (via Facetime)
- Remainder of day: work on projects
- 5:00 pm: Day 1 wrap-up call

- Day 2:

- 9:00 am: Coffee + Check-in (via Facetime)
- Remainder of day: finish projects
- 5:00 pm: Day 2 wrap-up call (*all projects to be submitted by the end of Day 2)



The HWH Rotation

PROJECTS

1. Menu Development

- Create a menu for an upcoming event (starter + salad + main + sides + dessert)

2. Website/branding Input

- Look over healthwithhope.org and provide feedback on the branding and content of the site

3. Well-Traveled Guide to Nashville

- Give one recommendation on something active to do in Nashville to someone traveling here + one suggestion on a place to go eat something fresh and wholesome. Write a blurb and include a photo of each (if possible)



What I've Learned

VALUABLE LESSONS

- 1st year is a roller-coaster
- Income and outcome are unpredictable
- Don't settle for less, even if it's less \$
- Separate business decisions from emotions
- Look for moments to connect
- Leave space to live out your own health practices



Valuable Resources

WEBSITES

- nutritionsimp.ly
- char-co.com
- sba.gov
- entrepreneur.com
- marieforleo.com
- RDentrepreneurs.com

PODCASTS

- Creative Empire
- Masters of Scale

BOOKS

- Why Johnny Can't Brand
- The Creative Habit
- The 4-Hour Work Week
- Designing your Life: How to Build a Well-Lived Life
- Welcome to the REBELution: 7 Steps to the Nutrition Counseling Practice of your Dreams

OTHERS

- Nutrition Entrepreneurs DPG
- Belong Magazine



Recap

TO REVIEW...

- ➔ Name at least 2 action-items needed when starting a private practice.
- ➔ What are some benefits to being a nutrition entrepreneur?
- ➔ List a few challenges to running a practice.
- ➔ What is branding and why is it valuable?



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STAY IN TOUCH

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love, peace, eat your beets!