

BRANDING, BLOGGING, & BEEF!

Karman Meyer RDN, LDN



The Gig Economy



Gig workers are spread among diverse occupation groups and are not easily identified in surveys of employment and earnings. But they are similar in the way they earn money.



Gig workers could be in contingent or alternative employment arrangements.

Any occupation in which workers may be hired for on-demand jobs has the potential for gig employment.

Vanderbilt Dietetic Internship (2009-2010)



BRANDING

Branding is your reputation, it is **building** a name for yourself and showcasing what sets you apart from the competition.

*Your brand can, and will
most likely, **evolve.***



A New Chapter...

Liz Weiss, MS, RDN
[Liz's Healthy Table](#)

Janice Newell Bissex, MS, RDN
[JaniceCooks.com](#)

Thanks for visiting [MealMakeoverMoms.com](#). For those of you who have followed us since 2004, when we wrote **The Moms' Guide to Meal Makeovers** and launched this website, to those landing here for the very first time, we're glad you came and we're grateful for the community we built together.

For well over a decade, this website has been home to hundreds of blog posts, nearly 300 [Cooking with the Moms podcast](#) episodes, two cookbooks, three foodie-themed coloring books, and more social media posts than we could ever count. **But now it's time for a new chapter.** We all come to points in our lives when our kids grow up and we get to recreate ourselves and pivot in exciting new directions.

Both of the Meal Makeover Moms—Liz and Janice—are moving in **new directions**. We are still online, so we hope you'll follow each of us as we continue sharing what we love best: **wholesome and delicious family food.**



reganmillerjonesINC



visit my brands:



2010

2014

2017

Clinical



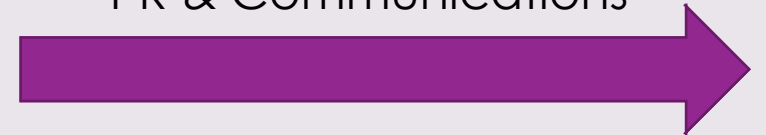
Foodservice Management



Environmental Services Mgmt



PR & Communications



Blogging & Consulting



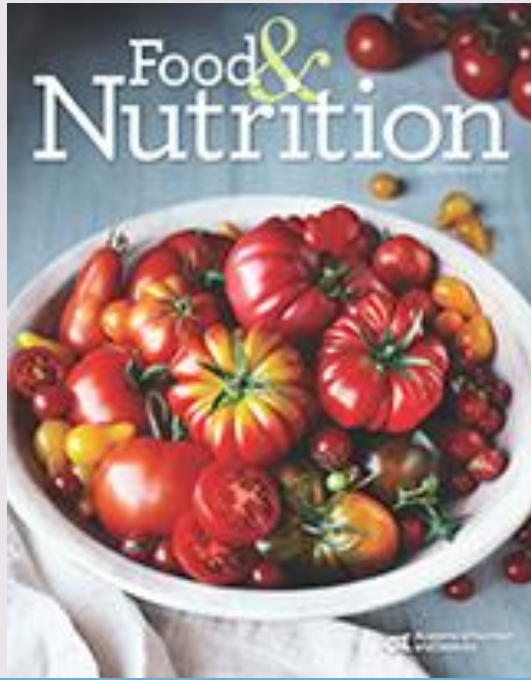
MY BRAND



MY BRAND & SERVICES

- *Recipe Development*
 - *Writing*
 - *Media*
 - *Cooking Demos*
 - *Additional contract work (varies)*
-





tiesta tea®



california
almonds®
Almonds.com

SUDIA

The Southeast
United Dairy Industry
Association, Inc

GLORY
FOODS®

the Nutrition Adventure



When you become a blogger, you become a:

- Content creator
- Web designer/developer
- Photographer/videographer
- Social media manager
- Accountant
- Contract negotiator
- Marketing director
- The list goes on....

#bloggerlife

blogbr^lée

setting fire to better blogs



Emily Kyle, MS, RDN
Emily Kyle Nutrition



**Ameer Livingston,
CPT, PNI**
Ameer's Savory Dish



**Kara Lydon, RD, LDN,
RYT**
The Foodie Dietitian



**Karman Meyer RD,
LDN**
The Nutrition Adventure



**Anne Danahy, MS,
RDN**
Craving Something Healthy



Jodi Danen, RDN
Create Kids Club



**Rachael Hartley, RD,
LD, CDE, CLT**
Avocado A Day Nutrition



Julie Harrington, RD
RDelicious Kitchen



**Marisa Moore, MBA,
RDN, LD.**
Marisa Moore Nutrition



**Deborah Murphy MS,
RDN**
Dietitian Debbie Dishes



Natalie Rizzo, MS, RD
Nutrition A La Natalie



Annemarie Rossi
Real Food Real Deals



**Lauren Harris-
Pincus, MS, RDN**
Nutrition Starring You



Meme Inge, MS, RDN
Living Well Kitchen



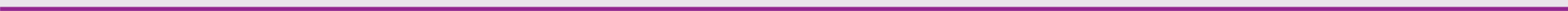
Tawnie Kroll, RDN
Kroll's Korner



**Sally Kuzemchak,
MS, RD**
Real Mom Nutrition

BEEF!

- *Connected with Tennessee Beef Council in spring of 2015 for contract work*
 - *Went on Nebraska Beef Tour in summer of 2015*
 - *Left job at Vanderbilt Behavioral Health in Oct. 2015 to pursue contract work full-time.*
 - *A week into working from home, called to interview for full-time job as Director of Communications with Tennessee Beef Council*
-





What is the Beef Checkoff?

A producer-funded beef promotion and research program, aimed at building demand for beef and beef products, both domestically and internationally.

- The Beef Checkoff Program was established as part of the 1985 Farm Bill
- The checkoff assesses \$1 per head on the sale of live domestic and imported cattle
- States retain up to 50 cents of the \$1 and forward the other 50 cents to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

BEEF!

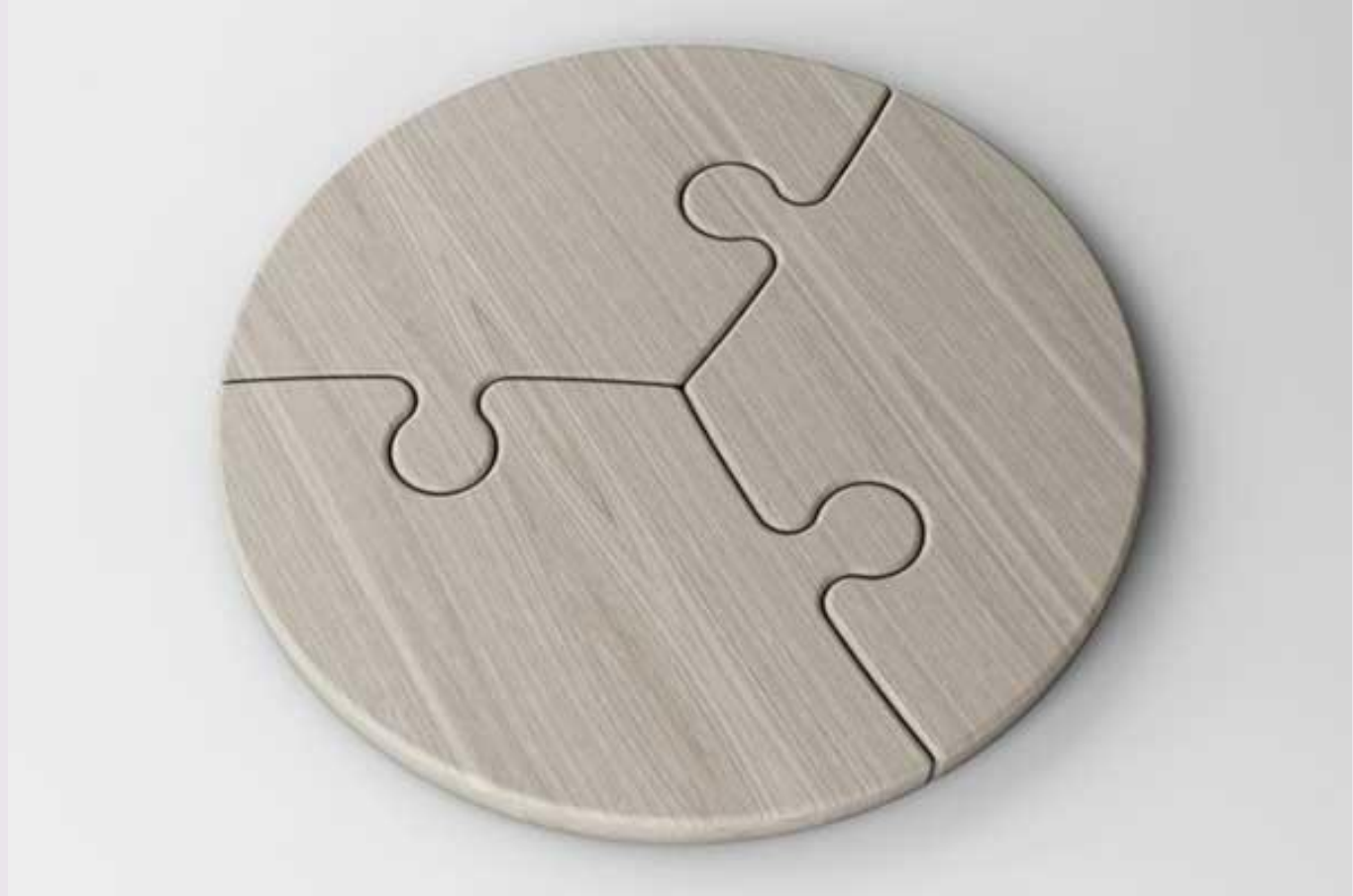
- *Skill set to do media interviews*
 - *Building communication skills*
 - *Networking*
 - *Video production*
 - *Stay current on social media trends and changes*
-

BEEF!

2 days with TBIC

- *Recipe video creation*
- *Social media promotion*





“A comfort zone is a beautiful place, but nothing ever grows there” – Unknown”



RESOURCES

Branding

- Academy of Nutrition & Dietetics “Marketing Center” (under ‘Practice’ tab)
- “5 Steps for Branding Yourself as a Nutrition Expert”, FoodandNutrition.org
- Nutrition Entrepreneurs DPG

Blogging & Media

- SoundBitesRD.com
- Pinch of Yum’s Food Blogger Pro Podcast
- Facebook groups for food bloggers/RD bloggers

BEEF!

- TnBeef.org
 - BeefItsWhatsForDinner.com
 - FactsAboutBeef.com
-

QUESTIONS?



LET'S CONNECT!

Blog:

TheNutritionAdventure.com

Social:

Insta: [@karmanmeyer](https://www.instagram.com/karmanmeyer)

Twitter: [@KarmanRD](https://twitter.com/KarmanRD)

Facebook: [@TheNutritionAdventure](https://www.facebook.com/TheNutritionAdventure)

Email:

karman@thenutritionadventure.com

