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America's Virtual Nutritionist

HEALTH CARE PROFESSIONALS:

10 THINGS YOU ARE PROBABLY DOING WRONG RUNNING YOUR BUSINESS

*Work
Smarter...
Not Harder*



www.healthylifestylesmt.com

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Disclaimer

This information has not been reviewed by the FDA :}



Hey there!

I'm Tracy Konoske and I'm America's Virtual Nutritionist® and for years I've been teaching others how to start and grow their businesses.

How do you take what you love to do - your passion - and turn it into a successful business that gives you a great income, gives people real results, and if you want, gives you the freedom to work and live anywhere you want?

Or, if you already have a business, how do you grow your business?

So here's the deal. **The Internet has completely changed the online business world.** And it has opened doors that weren't possible even 10 years ago.

If you think about it...

- You can work from anywhere (I live in rural Montana).
- You can have patients or clients anywhere (I have patients throughout the USA and mentor business students throughout the world).
- You can work with your ideal client every time.
- And, if you have physical or digital products or trainings, the internet is open 24/7, 365 days a year. Yup, you can make money while you sleep!

The internet can help you grow your business - and fast. With an organized website, some decent traffic to it, and some efficient systems in place, you can "**Work Smarter, Not Harder**"

You can make an impact and enjoy a comfortable life.

This isn't just for big companies with a big staff full of marketing and SEO experts. My usual audience is solo-preneurs....regular people like you and me.

**But you can't build a house without a set of plans right?
The same holds true for growing your business.**

Let's get started with business mistakes I see All.The.Time.

Mistake #1

You have used low-quality and/or stock photos on your home page.

People are going to hire YOU. You are not a big company like Boeing right? So put your picture on the home page.

Talk to your web developer about ideas that suit your website theme. Be sure that you hire a photographer for this. Ask your photographer to blur the background so that it looks like a professional photo. Wear colors that complement your website. Get your hair done and dress up.

Mistake #2

You are not using your website home page as a selling tool.

Be sure that you have put some thought into who you are, and what you are promoting.

If you are selling yourself, be sure a prospective client knows exactly where to go if he/she wants to work with you. Use call to action buttons like “Start Here”.

If you are selling a group class, or downloadable courses, again, be sure your visitor knows exactly what to do and where to click to get more info!

Do you want your visitor to opt in to your newsletter? Be sure it's in their path then.

Mistake #3

You haven't quickly & clearly stated what problems you will solve for your potential new client.

I hate to say it but people only want to know what you can do for them. This is their immediate concern. Let's be honest. You don't really care about what training I have or how successful I've been right? You really only want to know if I can help you get from A to B with your own business.

No offense. I get it. So...if you can help them with their migraines, tell them! If you shine helping people lose weight, tell them.

Mistake #4

You don't have a virtual scheduling system.

If you - or your assistants - are still emailing or calling and playing tag with your clients, you are FAILING at time management.

If this is still your system, you need to research online schedulers and find one that suits your needs.

Mistake #5

Your website and newsletter are not mobile-friendly.

I told you, the internet has changed everything. The average American is checking email within 10 minutes of waking, and just before bed. 66% of newsletters are opened with a mobile device. We've gone mobile as a society, and your selling tools need to be mobile-friendly.

Mistake #6

You aren't charging what you are worth.

This includes both an hourly rate, as well as charging for time you spend outside of the actual session (prep and follow up). I see too many health care professionals undercharging – in either or both areas.

Let's drill down on this. In your area, what does a massage therapist charge? Your CPA? Your mechanic? Your plumber? If you don't know these, you need to do your homework and find out. And assess your training, and your years of service accordingly. If you can eliminate migraines once and for all, by identifying food & chemical triggers, it is PRICELESS! If you can save a child from living on the autism spectrum, it is PRICELESS!

The other piece of this is that if you charge per hour, that hourly rate needs to include any prep and follow up time you put into a case. But people are funny about hourly rates in healthcare, and it's why I walked away from an hourly rate years ago. See #8.

Mistake #7

You are answering telephone calls or emails without being compensated.

As long as we're talking about giving your time away and being underpaid, let's talk about your business boundaries.

Do you have any boundaries in place, in regards to returning calls or emails? If not, it's time.

Do you expect your own health care provider to answer lengthy questions pro bono? No. What do they do? They ask you to schedule an appointment so you have some dedicated time to dive into the issue.

Be sure that you have clear boundaries for new patients.

Mistake #8

You are (still) selling yourself by the hour, and one session at a time.

Can you help someone in one, two, or three visits? And each visit is a month or more apart? Probably not. I know I can't. I've been a nutritionist for almost 20 years and I can tell you that people are sicker today than ever. They have multiple health conditions.

If you are really going to help someone, it takes commitment by both parties. Your patient needs to commit to the process of changing his/her diet and lifestyle which takes time. And you need to know that if you spend 1-3 hours researching and planning his/her treatment protocol that he/she will re-schedule.

The solution is to offer packages. There are a number of ways to do this. You can offer 5 or 10 sessions for a certain price and your patient still schedules as needed. You can offer 5 or 10 sessions but they must use those sessions within a certain time frame or they expire. You can offer to meet 2x/month for 6 months. You can offer a package of unlimited sessions within a certain time span.

There are a lot of ways to do this better than a session-by-session model. This is about attracting and keeping clients who are in it to win it.

Mistake #9

You are promoting other brands with your social media account.

The goal in using social media is to promote YOUR brand. You want to drive traffic to YOUR website, your Pinterest page, your newsletter sign up form.

95% of your social media posts should be sharing YOUR own unique content so that your audience perceives YOU as the expert.

There are times you'll want to discuss some new research, or highlight something in the news, but you don't want to make a habit of sending traffic to other websites.

Mistake #10

You aren't using a lead magnet.

We are all protective of our email address these days. So in exchange for your visitor's email address, you need to provide a quality piece of content. It's a commensal relationship. By opting in to receive the content, your visitor agrees to get future emails from you, and you agree to provide worthy content.

If you didn't know it, you are reading a lead magnet RIGHT NOW. Hopefully, it was worthy, met your expectations, and offered you some tips that could enhance your business. If so, you are likely to stay on my newsletter list and learn more right?

That is the whole idea of creating a lead magnet.

I offer one-one-one business mentoring....

Tracy – your amazing experience in business has changed my professional life. My practice is sooooo different now.

Your recommendations fit like a glove. I was overworking myself greatly and undercharging for my workload and experience. I was getting burned out and frustrated. I did not have a system to fall on, or rationale created to protect both me and the patients from overusing my services.

- *You provided processes that have made my practice efficient and allow me to focus more time on what I love the most – supporting my patients.*
- *I have fewer sessions a day but my revenue is up and soon I will have a waiting list like you!*
- *It feels like I am given permission to finally charge what I need to be compensated for and have structure in place so that both parties are honored best.*
- *I am no longer crushed by email from patients between sessions. It is so nicely quiet.*
- *I am more of the clinician I have wanted to be for a long time. I can spend 3-4 hours studying a case without guilt and I do love to study!*
- *And I am NOT on the phone at all. What a difference.*
- *The website explains things well, so well that I do not have to explain much about how much work is involved but we discuss more of their health concerns – it is a lot of fun.*
- *Patients take more responsibility.*



Your experience fixing the common pitfalls in a nutritionist's practice is priceless. I really appreciate your help.

I found you at a time when after a decade in private practice I was burning out and ready to snap at a patient who sent yet another email.

This has been an incredible journey working with you the past few months. I cannot thank you enough.

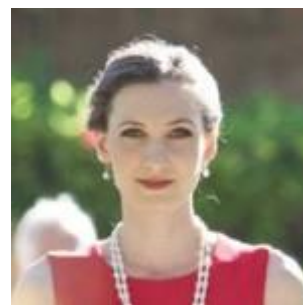
Kasia Kines RD

I also offer a year-long “Work Smarter Not Harder” group mentoring class....

"After only the first 2 sessions Tracy's knowledge has already made a huge difference to the way I think about my website and my business. I used to dread working on my site and now I look forward to it. I feel like the changes I am already making make my message so much more clear and direct, and make it easy for the right people to find me and work with me.

I look forward to this class every week and I can't wait to see how the rest of the year unfolds. I'm so happy that did this for myself and for my business this year.

“ Robyn Puglia



"I am a member of Tracy's group mentoring program. We are only a few weeks in at this point and already I have made HUGE changes to my private practice. Tracy gives you the confidence and support needed to be brave and make those scary changes for the better! She is very specific with her recommendations and has clear cut direction with her mentoring. I highly recommend any dietitian or healthcare professional to utilize this program to improve their practice. Don't work harder, but work smarter! Learn from someone who has done it with great success!" **Erin Peisach RD CLT**

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Want to live ANYWHERE?

Want to dictate WHEN you work?

Want to make a difference AND make a good living?

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Ask Your Questions.

Get Personalized Direction.

Grow Your Business.

Love What You Do!