



jump start  
your day

be  
inspired



increase  
mental alertness



feel  
more  
energetic



# VN Advanced Coaching - July 14<sup>th</sup>, 2010

## The 5 Step System to Building and Expanding Your Nutrition Business



eliminate  
sugar cravings



create  
healthy habits



sleep  
soundly

manage  
stress





# Your Business Theme.....

- **Find Your Rhythm....and Stay in Your Rhythm**
- **Just like your Health Structure**
- **We all fall out of Rhythm, Your Business Success will be Determined on quickly you GET BACK into Rhythm**



# Licensing & Support

- **Know Your Support – For All Nutrition Coaches**
  - **Coaches Network**
  - **Webinars**
  - **Fellow VN Coaches**
- **Choose a VN Licensing Package**
  - **Standard**
  - **Advanced**



# 5 Steps

- **5 Steps To Build & Expand Your Nutrition Business**

- **Find a Location**
- **Develop Your Action Plan**
- **Get Marketing Material**
- **Apply Your Action Plan**
- **Keep Learning**



# Step 1 – Find a Location

**How can you Build a Business without a Home for Your Business?**

- **Best Choice is to Partner with An Existing Health Business**
  - **Gym, Health Club, Doctors Office, Studio, Etc...**
  - **You Are Bringing them a Service**
  - **Increase their Member Retention & Revenue Stream, while providing you with steady flow of assessments, exposure, all while keeping your overhead low**
  - **Let Them Experience the Program by Registering the Decision Maker**
  - **Bring a Marketing Piece and Your Price Sheet**
  - **You Can Pay Rent or a Percentage of Sales**



## Step 2- Develop Your Action Plan

**“You Must Build Your Business Before You Have a Business” – Robert Kiyosaki**

- **Fill Out Action Plan Document – It is Your Foundation, Like the Health Structure**
- **Determine Your Schedule**
- **Follow Your Schedule**
- **Adjust Your Schedule When Necessary**



# Step 3 – Get Marketing Material

**“Simplicity is the ultimate sophistication.”**

**-Leonardo da Vinci**

- **You are the best marketing strategy**
- **Marketing “Must’s” –**
  - **Business Card**
  - **One Marketing Piece Promoting a Health Assessment**
  - **Different Flyers that can be printed from Coaches Network for a Variety & Targeting Different Demographics and Businesses**
- **Marketing “Extras”:**
  - **Website – in time will become a must**
  - **VN is adding a Location Tab for Standard Licenses in August**



# Step 4 – Apply Your Action Plan

**“The greatest mistake you can make in life is to be continually fearing you will make one”**

**-Elbert Hubbard**

- **Your Action Plan is Your Foundation**
- **It is a Living and Breathing Document, that will Constantly Change**
- **Become Clear on Your True ROI (*Return on Investment*) in Time & Energy on Your Strategies**
- **Adjust Your Action Plan**



# Step 5 – Keep Learning

**“The World we’ve made, as a result of the level of thinking we have done thus far, creates problems we cannot solve at the same level of thinking” - Albert Einstein**

- **Think of Apple**
- **Improve Your Skill Set in Anatomy, Physiology, Communication, Business and All other interests that will make you Your Best**
- **Attend Webinar, Seminars, Courses....possess a Thirst for Knowledge & Then Timely Apply that Knowledge**
- **Stay Hungry**
- **Keep Showing Up**
- **Be Open to Change**



# Your Takeaway.....

**“There are no great limits to growth because there are no limits of human intelligence, imagination, and wonder”**

**- Ronald Reagan**

**Your Business Success Comes Down to 3 Intangibles.....**

- 1. Your Passion and Knowledge of Your Message**
- 2. Your Desire to be Your Very Best**
- 3. Your Ability to Maintain Structure and Consistency**

**Exactly What we Teach our Clients.....**