

5 SIMPLE ALTERNATIVES TO LOW-PAYING NUTRITION JOBS



LOOKING BEYOND
ONE-ON-ONE
CONSULTS AND
CREATING
INNOVATIVE
OFFERINGS

NUTRITIONIST
ENTREPRENEURSHIP
PROGRAM

Dear fellow Nutritionists,

Thank-you for the overwhelming response to our first post! We feel happy to be heard and we have been receiving emails from people who do share the grief but are happy to learn that what they perceived as problems are in fact actual problems and not a figment of their imagination or an exaggeration.



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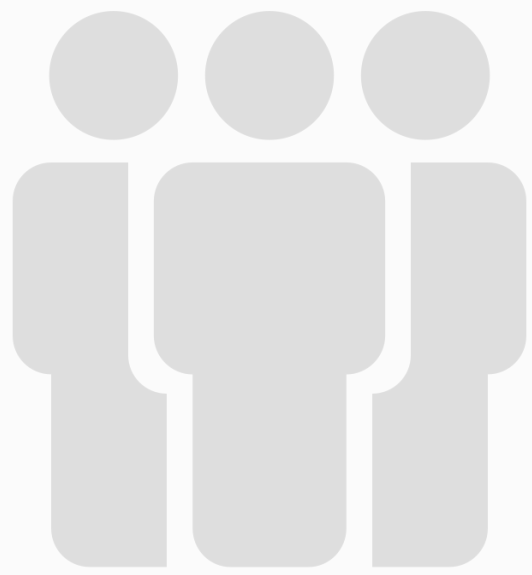
For those of you brave enough to want to walk the entrepreneurial path, congratulations! However, please know that entrepreneurship is something that cannot be learnt overnight, leave alone trying to teach it through a blog post. The purpose of this article is not to train you in entrepreneurship but to open your mind, and to acquaint you with the endless possibilities that have been less explored! If I succeed in inspiring a handful of you to quit your job and ask for what it is that you truly deserve without feeling shame and guilt around it, I would consider my purpose served.

As promised, here are 5 simple alternatives that will fetch you a greater income and more importantly, earn you more respect!



1

GROUP PROGRAMS



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As Nutritionists, one of our key (and sometimes only) offerings are one-on-one diet consultations. However effective these one-on-one consultations may be, they have their share of shortcomings. Firstly, these are very time consuming. Secondly, no matter how good your advice may be, a lot depends on the client's motivation and compliance to the diet plan.

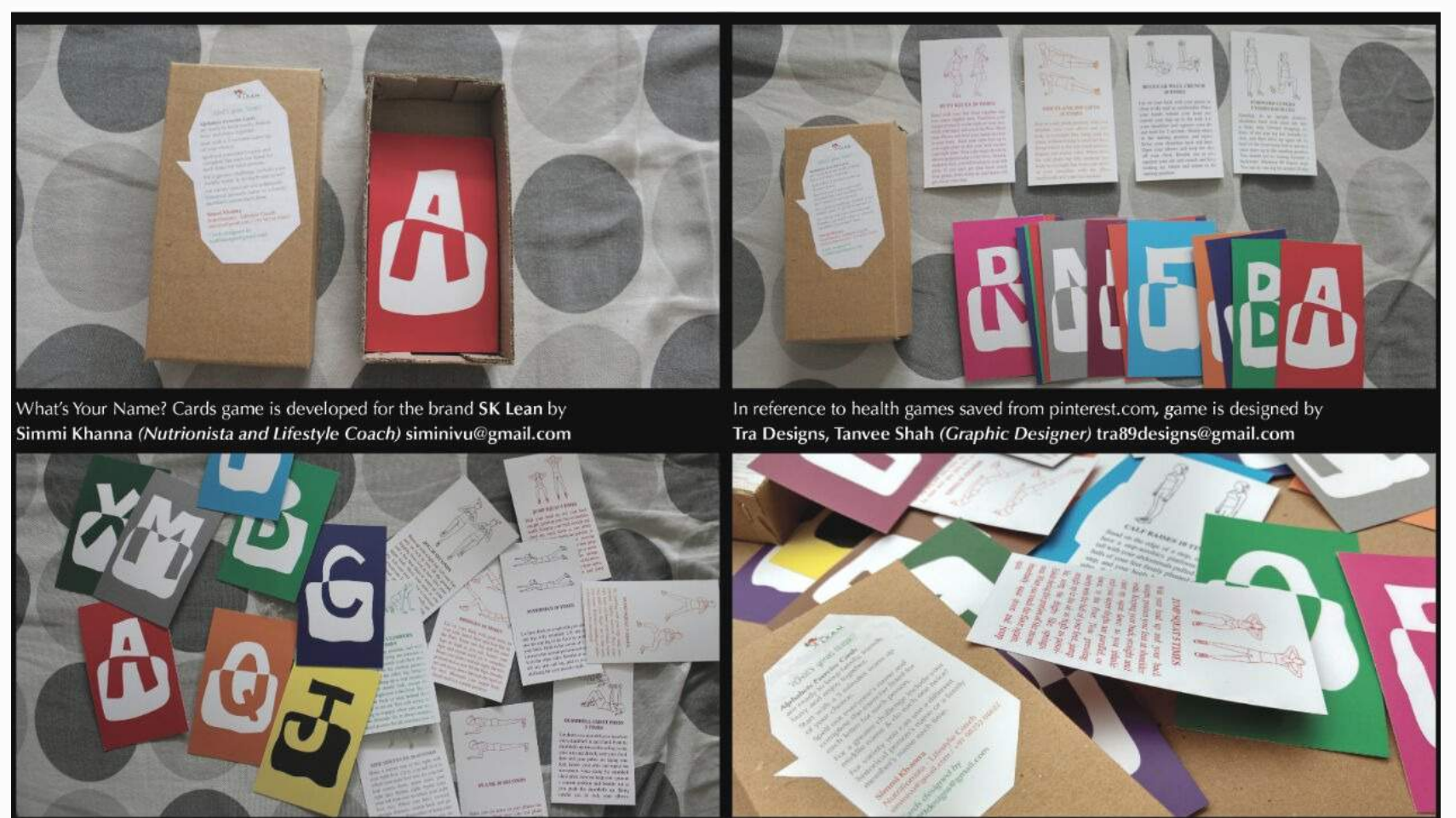
If for some reason, the client falls short of their goals, in some cases, the blame could be transferred to the Nutritionist. Both these issues could be addressed by offering 'Group Programs', where a bunch of clients are counselled together using techniques of motivational counselling and group psychotherapy. It is more fun, less time-consuming and fetches much greater revenue per unit time invested.





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Simmi Khanna, a Nutritionista and Founder of SKLean, based out of Jamnagar, had been offering group exercise classes for years. However, what she realized is that she was spending several hours per day on these classes and charging a very nominal fee. She was afraid to hike up her prices because she feared it would get perceived as exorbitant and she would lose clients, revenue and goodwill. We soothed her concerns and talked her into charging a premium, offering quality and being okay with fewer clients if it did come down to that. To her surprise, people were willing to pay a premium for her services! She was investing fewer hours, earning more, not exhausting herself fully and found more time in her day and her life to work on other goals such as making health themed board games and writing a book!



Another one of our NEP fellows, Anagha Desai (Founder of Zing Wellness), offered to her clients the IMPACT 6-weeks wellness challenge (www.impact-challenge.com), a program that focuses primarily on empowering clients to develop healthy habits. When asked about her experience, this is what Anagha had to say, “The experience was great! Now I barely invest 10-15 hours per month in running the program, and I still earn more than what I was earning earlier with a full-time job. Also, because of the group dynamics, the clients end up motivating each other, and my role is merely that of an enabler”.



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www.impact-challenge.com

IMPACT

6 WEEKS WELLNESS CHALLENGE

First-of-its-kind GROUP Wellness Program!

It takes only 6 weeks to transform your life!

The most FUN way to lose weight, get fit and achieve balance in life

Based on the revolutionary science of habits and lifestyle transformation.

CONTACT DETAILS:
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So if you think you are a people's person, and have the confidence and the public-speaking skills, it would definitely be worth exploring 'Group Programs'. Here are a few ideas for group programs and workshops to get you started:

- Support groups on weight loss, or chronic conditions like diabetes, or PCOD
- Cooking classes where you help your clients explore healthy and tasty recipes
- A health-centric weekend getaway or retreat
- Tour to a grocery store or an in-house visit to look at the groceries and make suggestions





ONLINE CONSULTS: The world is your market!



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In today's age of technology, you need not confine yourself to in-person consultations. There are people across our country and even across the globe who are seeking advice and nutrition services. A google analytics trend search for the phrase 'how to lose weight' shows that on an average 12,000 people are searching for that phrase on a daily basis just in the city of Mumbai!

We asked a few of our NEP fellows to share their online experiences. This is what Anagha had to say: "After completing NEP, I started creating and posting informative posts on Facebook and LinkedIn. I got my first online client from LinkedIn within a week. Soon, I had my website up, and now I am getting more clients. I love working from the comfort of my home, and a laptop with an internet connection is all I need to counsel my clients."





Tehzeeb Lalani, Co-founder of NEP has online clients from across the globe. “What’s amazing about the work we do is that the physical location doesn’t matter- neither ours nor our clients’! This is great because we don’t have to limit ourselves to clients from our neighborhood, our city or even our country!”

People are looking for you and your services; you just have to be discovered! So here are a few simple tips to get your online business rolling:

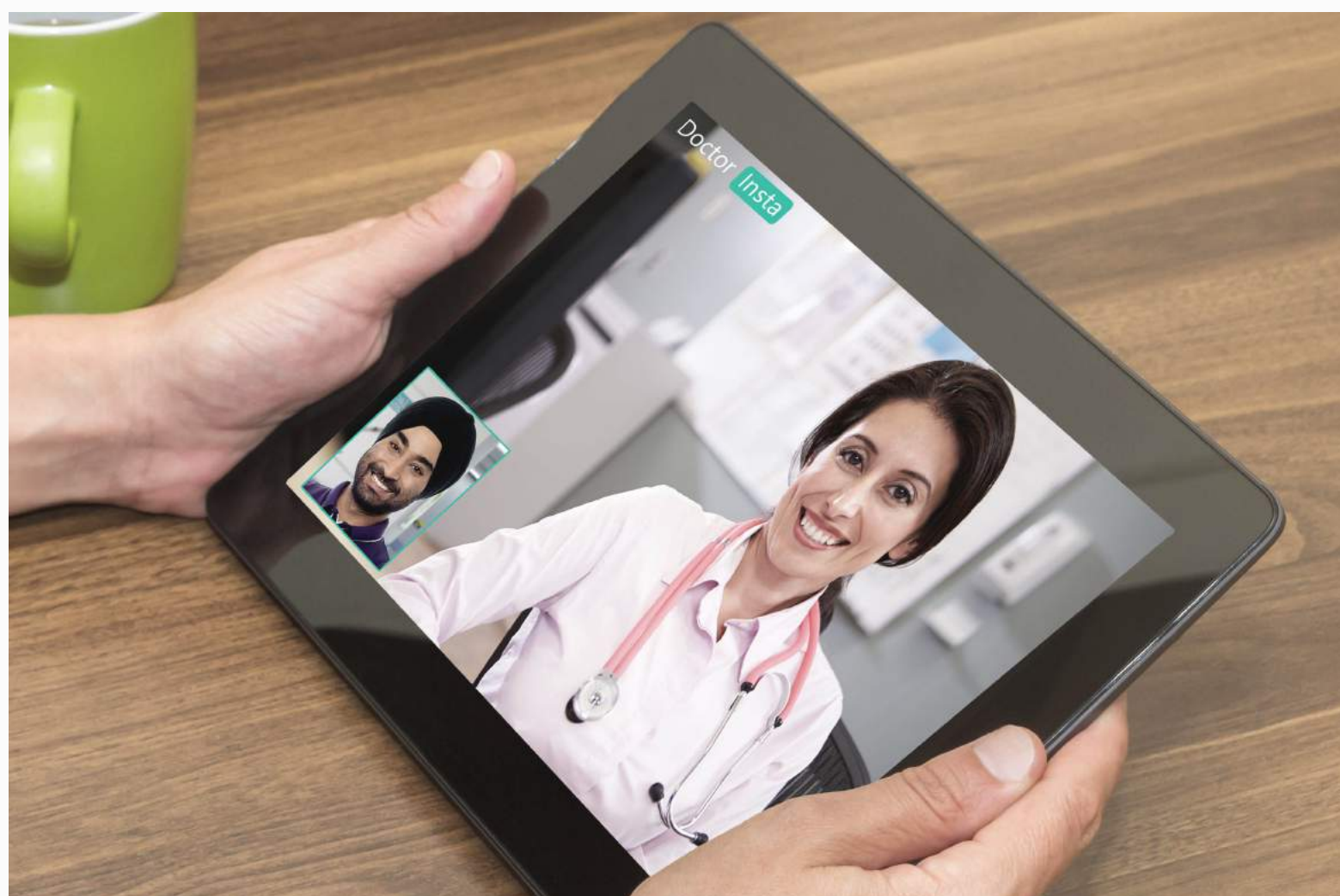
- Get comfortable with technology - all you need is a computer (or a smartphone) and a video telephony software (Skype, Google Hangouts, FaceTime, Anymeeting.com etc.)
- Start by creating a Facebook and a LinkedIn page for your organization, and start creating and posting content to attract attention.





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- Create a simple one page website using tools like Wordpress or Wix (they are fairly simple to use even for the most technologically challenged!)
- Promote your website on Facebook and LinkedIn to attract traffic
- Start by offering a free 15-minute consult to build trust. Once your clients get comfortable with you, you may offer them more comprehensive programs
- For collecting payments, initially you could ask your clients to do a direct bank transfer or pay via e-wallets like PayTM. Once you are more technologically advanced and have built a steady stream of clients, you could add a payment gateway to your website.
- If happy clients share their testimonials, you may share them on your site and on your Facebook page which would help you build your reputation



3

DESIGN AND SELL PRODUCTS: Explore beyond services!



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If services are all that you offer, then it is only a matter of time before you will hit the ceiling. Services cannot be scaled up beyond a certain limit. But the same doesn't apply to products - products can be mass produced and sold to a large audience base. In terms of return for investment, they are highly lucrative.

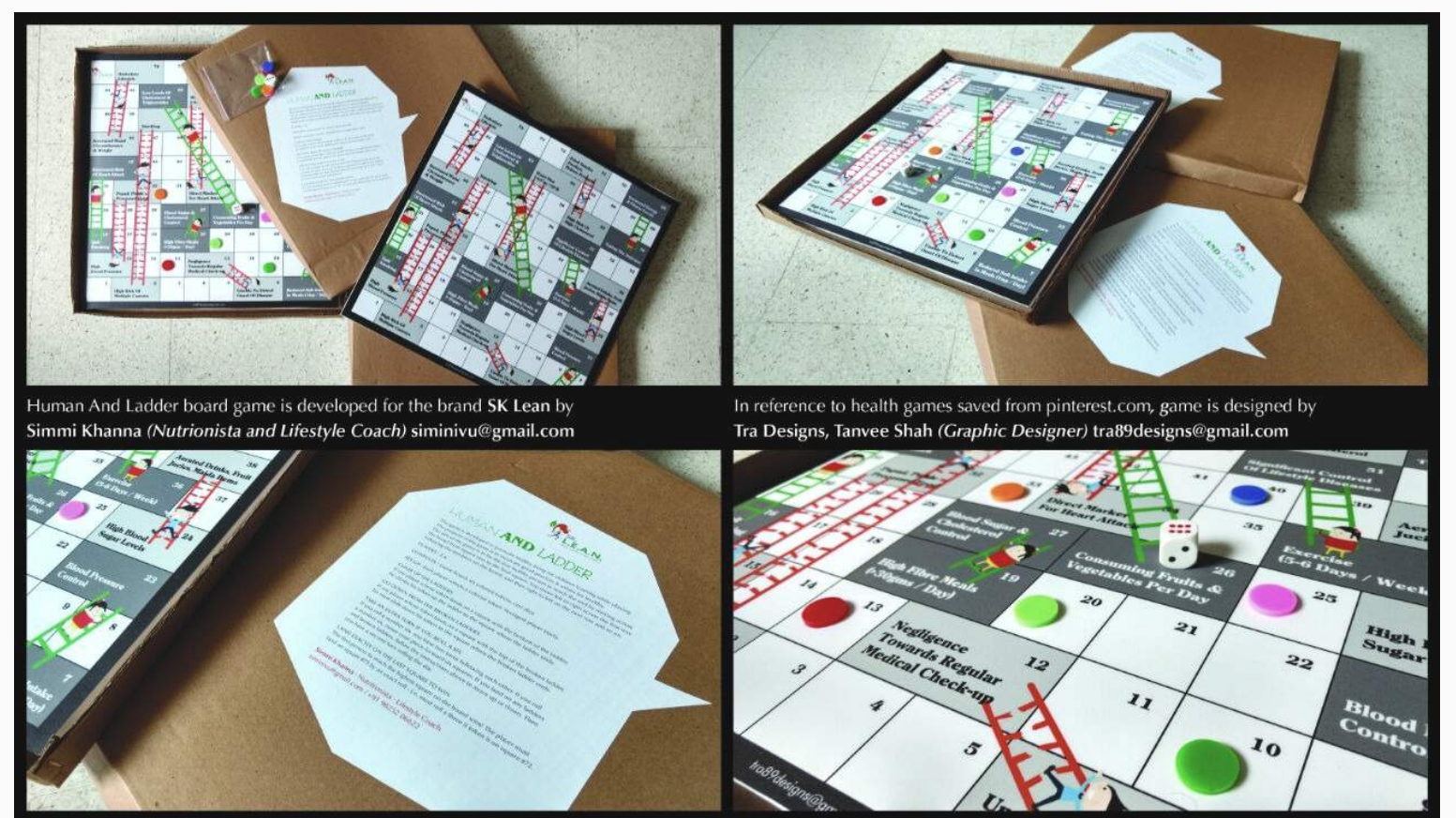
Manali Sherkane, a fresh nutrition graduate and NEP fellow, took a bold initiative and developed her own healthy food products line. Starting off with health puran-polis under her brand 'Sampanna Delight' she now plans to venture into other product categories as well.



Likewise, Simmi Khanna, inspired by kids playing board games; designed an educational board-game that would inform kids about the benefits of healthy eating and exercise. After trying it out on a group of children and getting a positive response, she now has plans of expanding her reach by partnering with fellow Nutritionists.



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CORPORATE PROGRAMS:



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Today we live in an age where companies have started viewing their employees as ‘human capital’. A healthy employee is also a productive employee. No wonder companies are willing to invest in the health of their employees by offering a variety of health promotion initiatives at the worksites.

Some of the common health issues that plague the Indian workforce are stress-anxiety disorders, work-related injuries, sedentary lifestyle, diabetes, heart disease and infectious diseases like dengue and malaria.

Companies are on the look-out for professionals to conduct workshops on these topics, and the fees for these workshops could be upwards of Rs 5000-10000 per hour. If you can position yourself well, and consider yourself an expert in a niche topic - opportunities are galore!



Here are a few suggestions for getting started -

- Identify a topic that you are really good at and prepare a presentation/talk
- Approach a bunch of companies with your talk (preferably around special days like 'World Heart Day' or 'World Diabetes Day' when they are looking to host such events)
- Build a strong case for how your services will improve the health and well-being of the employees and enhance their productivity at work.



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Another NEP fellow, Mudra Gohil is passionate about cooking, and she is presently working on her cookbook which will feature novel recipes.

None of these nutritionists spent a whole lot to design their products. Their earlier prototypes were very simple and frugal, and they kept improving upon it. So to build your own product, all you need is an idea, some passion, and the commitment to keep trying till you succeed!

Here are a few ideas for novel products:

- Recipe and cookbooks
- Board games
- Healthy food products
- Inspirational post-cards and audio recordings
- Exercise demo videos
- Cooking kits and accessories





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- Don't be afraid to quote a premium fee for your services (you will be surprised by how high these companies can go if they really see value in your services)
- Deliver your first workshop. Offer some takeaways (e.g Diet templates, brochures, etc)
- Don't forget to take pictures and post them on social media along with a brief write-up about the event - this will help you spread the word about your services
- Ask for referrals - slowly as you build a reputation, companies will start referring you





COMMUNITY WORKSHOPS:



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Lastly, one of the most effective (yet often neglected) ways for generating surplus revenue would be conducting workshops/events for communities. If you look around, our communities are buzzing with activities - events by rotary clubs, social organizations, religious and spiritual organizations, community clubs and not to mention kitty parties! Never lose out a speaking opportunity at any of these social events, even if you have to do it pro-bono.

Jani Shah and Manali Sherkane, both NEP fellows, conducted a diabetes workshop for the patients of a local doctor. Even though the workshop was offered pro-bono, it did result in a few enquiries from prospective clients.

Go out there and command both the respect and the remuneration which you most certainly deserve. The world is your protein-rich oyster!



NEP is a 6-week experiential learning program designed exclusively for enterprising Nutritionists and Dietitians to empower them with the skills, resources and tools to build, sustain and grow their practice.

NEP graduates will go onto both create and conduct innovative and cutting edge practices in the health space.

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