



Karen Ward
Business Coaching

Untapping The Financial Potential of Your Practice



LUCIA STANSBIE

HEAD OF EDUCATION & PARTNERSHIPS
THE NUTRITION COLLECTIVE



KAREN WARD

BUSINESS COACH/
NUTRITIONAL THERAPIST



VISIT US ON STAND F35



Hey I'm Karen!

- Registered Nutritionist & Business Coach
- Founder of the Practitioner Success Formula
- I teach practitioners how to achieve 3-5k months

Integrative
& Personalised
Medicine 23
29 June - 1 July · London UK



ANP Association of
Naturopathic
Practitioners

CNM COLLEGE OF
NATUROPATHIC
MEDICINE





Hey I'm Lucia!

- Registered Nutritional Therapist
- Head of Partnerships at the Nutrition Collective
- Founder of Food Power Nutrition





About The Nutrition Collective

The Nutrition Collective is a leading educational community for Healthcare Practitioners

We offer cutting-edge education to practitioners in the form of **webinars, seminars, in-person/virtual conferences and more led by world class experts.**



Today We Will Cover

- 4 ways to tap into the financial potential of your business
- The challenges in relation to these, and the solutions to overcome them
- How to adopt a growth mindset and overcome common money blocks



UPSELLING

lab tests & supplements

THE CHALLENGES..

You're currently relying on 1:1 clients for revenue

You know you need to maximise your core services, but don't want to be 'pushy'

You want to provide great consultations and plans that get the best *outcomes* and *testimonials*



THE SOLUTIONS..

Diversify your income streams through
upselling

*Confidently recommend functional testing
in a non-pushy way*

Get confident recommending supplements
& knowing your protocols



THE OUTCOMES..

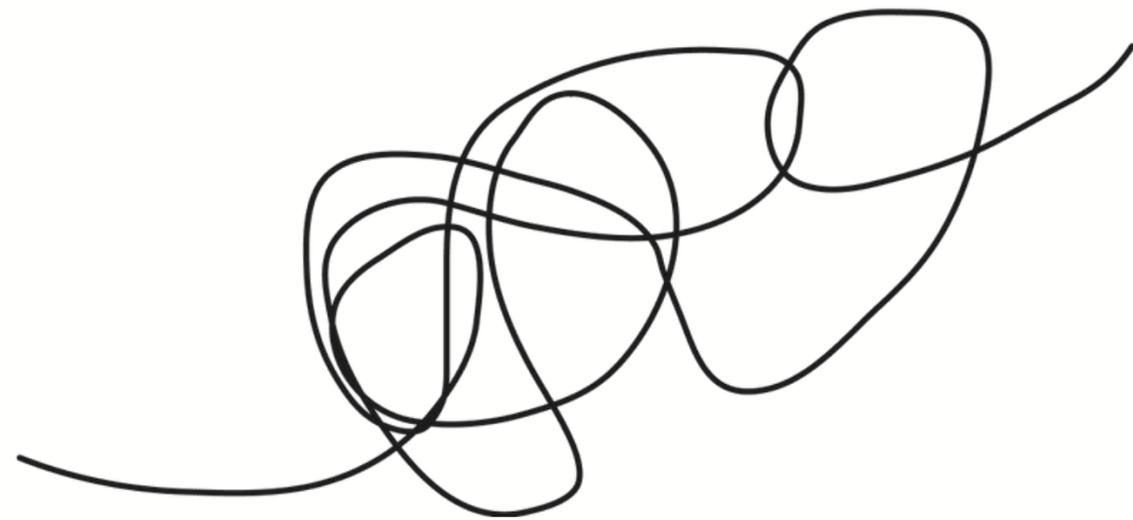
Better and more targeted plans based on functional testing results..

...which will increase client compliance, positive transformations and chances of referral

Better outcomes when high-grade quality supplements are recommended



PROGRESS & OUTCOMES



Without Testing

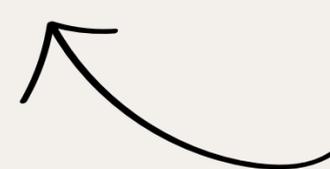


With Testing

Common Fears

- Rejection
- Affordability
- How to suggest a test confidently
- Sounding sales-y and pushy

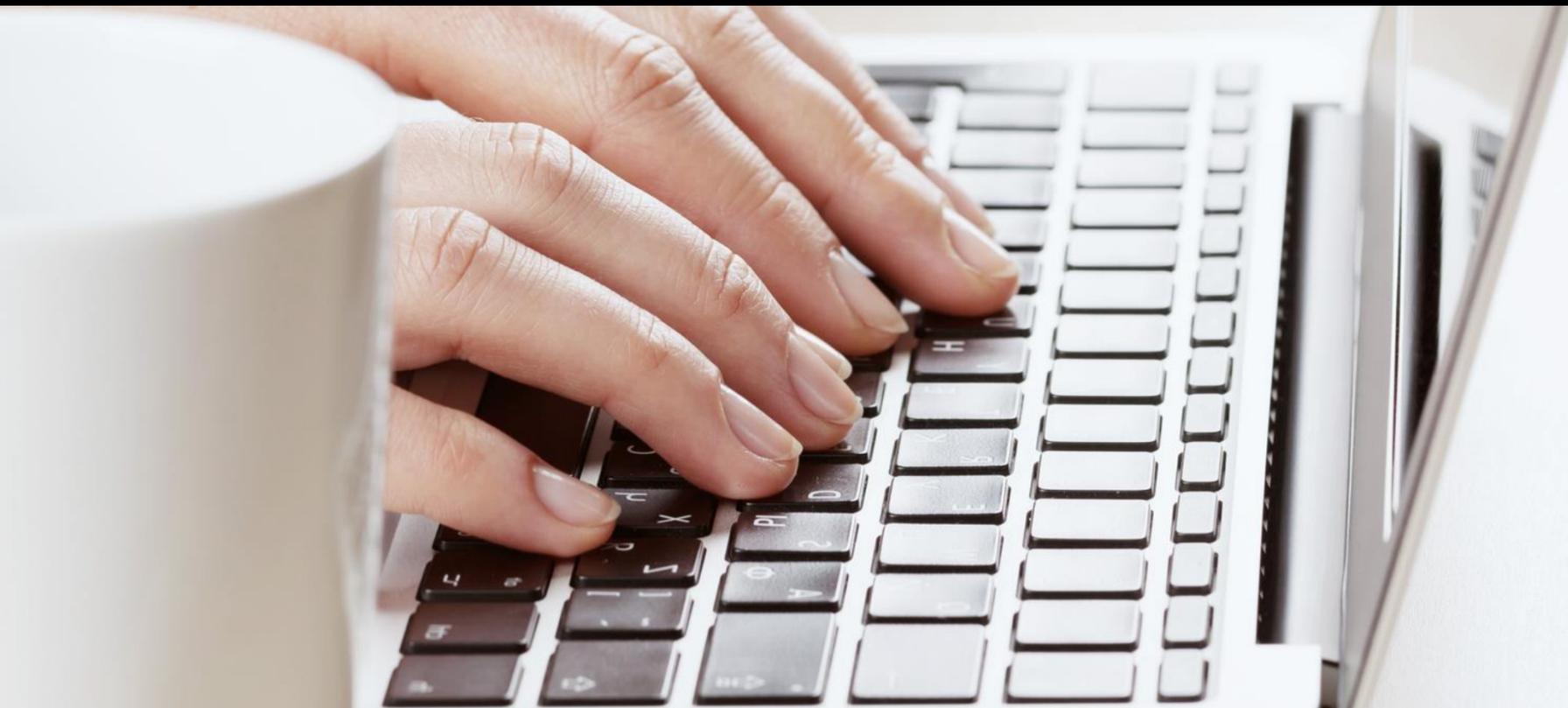
*nobody
wants this!*



19TH JUNE:

“Gut Health and Menopause” Symposium
to learn about supplements and increase confidence

LIVE EVENT LIVE EVENT



Promoting Testing

5 ways to plant seeds & get enquiries



5 ways to promote testing

- Add testing to your website
- Newsletter: Spotlight on testing
- Showcase a test on social media
- Share case studies
- Promote an offer:
'buy a test and receive a free interpretation'





CAPITALISING ON *Corporate Work*

THE CHALLENGES..

You've already tapped into the solutions to increase 1:1 clients, but you want more

You want to explore corporate work 'but can't get my foot in the door'

You have a fear of public speaking



THE SOLUTIONS..

The audience is there for learning - not judging!

Don't forget to ask existing or previous clients for a contact or introduction

Many people you know might be working in a company - ask them for contact details



- Family
- Friends
- Ex-Colleagues
- Neighbours
- Past Clients
- Present Clients

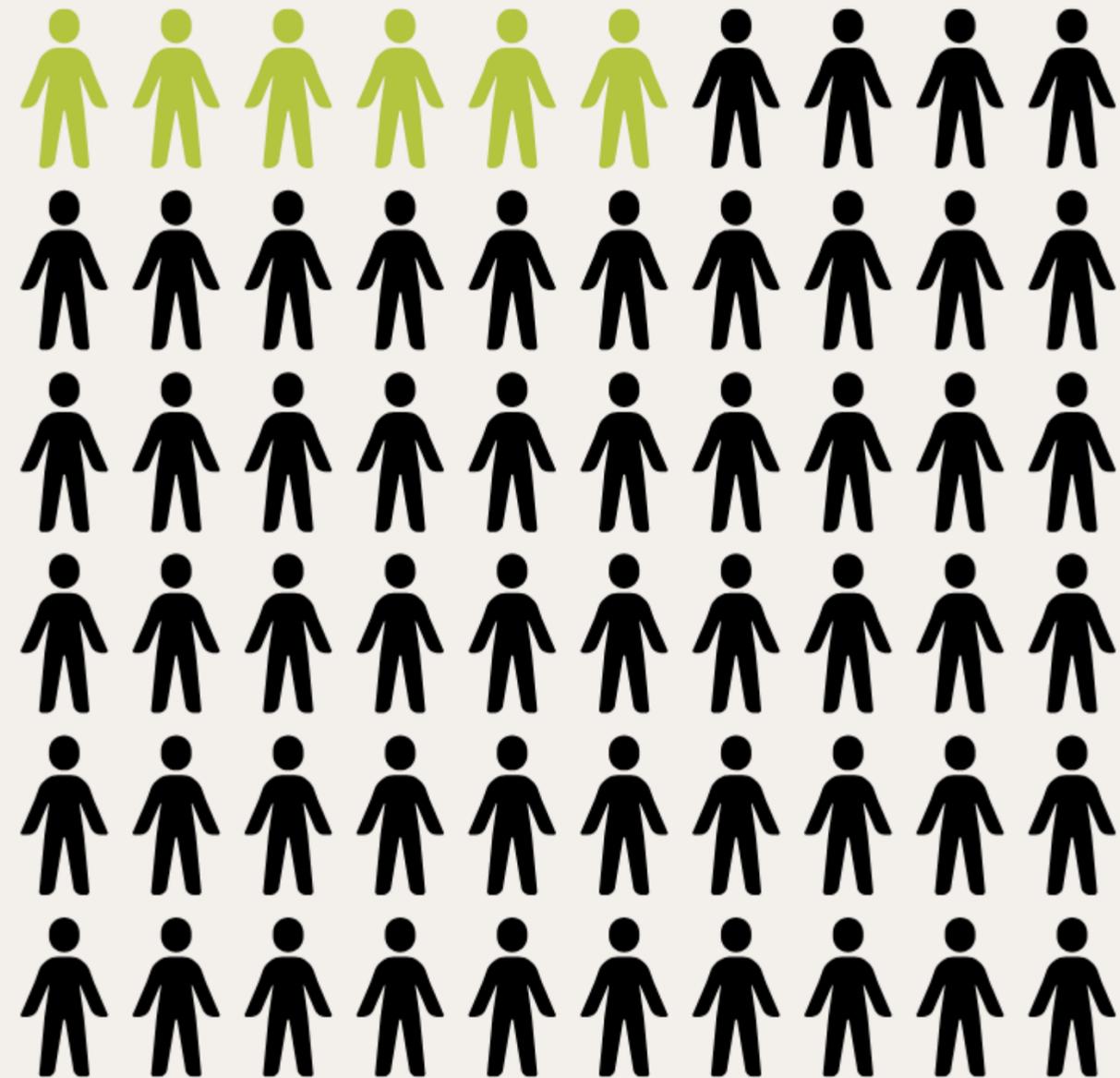
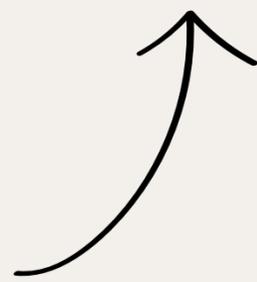


Use LinkedIn!

1000's of professionals hang out in there, and so do their managers.



download a cheat sheet!



THE OUTCOMES..

Additional income!

1:1 clients or group programme sign ups

Referrals to other companies

Personal growth

Feedback and market research

Testimonials for your website





SELLING

group programmes

THE CHALLENGES..

What to create

What to charge

How to sell it

Who to sell it to



THE SOLUTIONS..

Your programme should solve a specific problem

It should be interesting and have variety

Grow an audience first!

Have a solid launch plan

Decide on: Evergreen, Self-paced, Hybrid

Could you (should you) including testing?



THE OUTCOMES..

Can be used as a down-sell for clients that don't buy 1:1

Or as an up-sell for 1:1 clients

It creates a passive income

Can be used for corporates

More testimonials and feedback

New ideas for more programmes





UTILISING

personal strengths

THE CHALLENGES..

Not leaning into your uniqueness

Not playing to your strengths

Not having a USP (unique selling point)

Hiding your authenticity



THE SOLUTIONS..

Identify your strengths - what are you good at?

What are your transferable skills

Do you have a hidden side hustle that you can monetise?

Don't forget who you are!



THE OUTCOMES..

You'll create a unique business

You can upsell/diversify your income

You will appeal to certain niches

Look forward to a happier and more confident you!





KEY POINTS

Don't just focus on 1:1 consultations

Try to get in front of a crowd

Tap into your unique strengths

Create a business that is unique

Never stop learning and growing

Stay passionate about the path you have chosen

How to make *3-5k months* in your nutrition business

Scan me!





Our events are led by world- class expert



DR. DEANNA MINICH



PROF. VALTER LONGO



DR. NASHA WINTERS



DR. ROBERT ROUNDTREE



DR. KRISTI HUGHES



PATRICK HOLFORD



DR. DALE BREDESEN



DR. KARA FITZGERALD



PROF. TIM SPECTOR



Why Join our Membership?



- Learn from world renowned experts in nutrition
- Join+ 24 Masterclasses and Webinars a year
- Access +45 courses within our CPD library
- Unlimited access to downloadable resources

For a limited time, we are offering a **15% discount** on our **Annual Membership**.

Instead of £220, our membership will be offered at £187 a year. Simply add the coupon **NC15** at checkout to claim your discount now.
+ Get 1 free Conference

15%
OFF

MIND-GUT MASTERY:

LEARNING FROM CASE STUDIES

MENTORSHIP

TUESDAY 11th JUNE
6PM BST/11AM PT

HOLLY TAYLOR
CLINICAL COACH

THE NUTRITION COLLECTIVE

11th June - 6pm - online

Join us for an empowering mentorship session, **“Mind-Gut Mastery: Learning from Case Studies,”** led by mentor, educator and practitioner Holly Taylor, In this dynamic session, we will explore how streamlined, effective protocols can significantly enhance client compliance and drive transformative change in patient outcomes

This event is free for our members

Come and meet us at booth F35 to know more about us and our membership options

THE GUT-MENO CONNECTION:

Unlocking Microbial Secrets to Hormonal Health



**WEDNESDAY,
JUNE 19TH**

**SYMPOSIUM
FROM 4-7PM GMT /9AM-12 PT**

£20 EARLY BIRD



**DEBBIE
COTTON**

Head of Clinical
Innovation at Invivo



**DR. GHAZALA
AZIZ-SCOTT**

Functional Medicine
Doctor and Menopause
Expert



**CATALINA
FERNANDEZ**

Biologist & Founder
Hifas da Terra



THE ULTIMATE LONGEVITY CONFERENCE

The Science & Strategies Behind Extending Lifespan



**DUBLIN, IRELAND & ONLINE
SATURDAY, 21ST SEPTEMBER 2024**



**DR. KRISTI
MORLAN-HUGHES**



**DR. ROBERT
ROUNDTREE**



**DR. OLIVIA
LESSLAR**

**21
SEPT.**

Early Bird Ticket

£102- Dublin
£55 - Online

Location

The Talbot Hotel, Stillgoran,
Dublin / or Online



A photograph of two hands lighting sparklers against a dark, blurred background. The sparklers are lit, creating bright orange and yellow sparks that are scattered in the air. The scene is dimly lit, with the primary light source being the sparklers themselves. A semi-transparent white rectangular box is overlaid on the center of the image, containing the word "Questions" in a black, cursive script font.

Questions