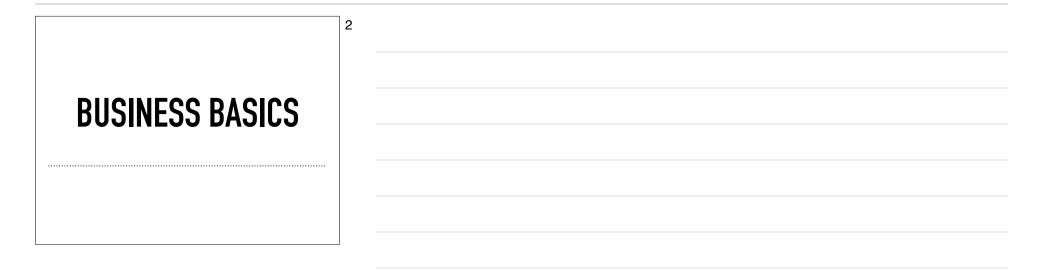
# SETTING UP AN Intuitive eating Private practice

Bonus

C RDN Academy 2017



#### **BASICS TO GET STARTED**

- Ability to legally conduct business
- ► Separate bank account
- ► Liability Insurance
- Platform to market your services
- > Platform to communicate with current or potential clients

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- ► A way to accept money
- Location to conduct business
- ► Forms (Assessment, Handouts)
- ➤ Basic policies

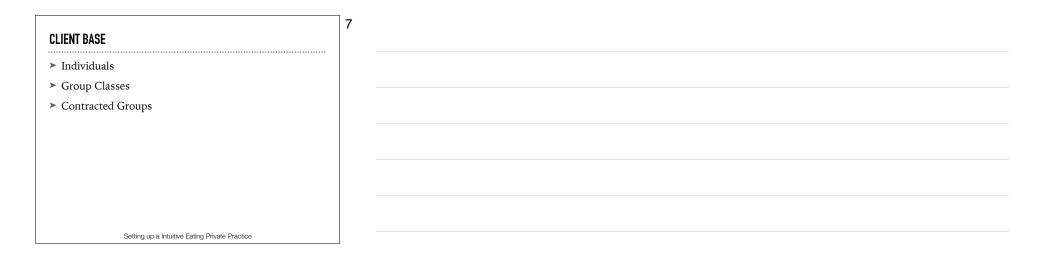
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### ABILITY TO LEGALLY CONDUCT BUSINESS

- ➤ Business license
- ➤ Sole Prop, LLC, Corp
- Check out the financials and requirements for your state, county, city (<u>SBA.gov</u>)

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HOW	WILL	YOU	SEE (	CLIENTS?	
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- ➤ In home visits
- ► On-Site
- ➤ Corporate Health & Wellness
- ► Virtual
- ➤ Rented Space
- ➤ Brick & Mortar

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#### HOW TO ACCEPT MONEY

#### ➤ Insurance

✓ Weight loss diagnosis

 Contact insurance companies or other RDNs who accept insurance (in your area) 9

≻ Cash

- ✓ Individual sessions
- ✓ Group classes
- ✓ Contracted groups

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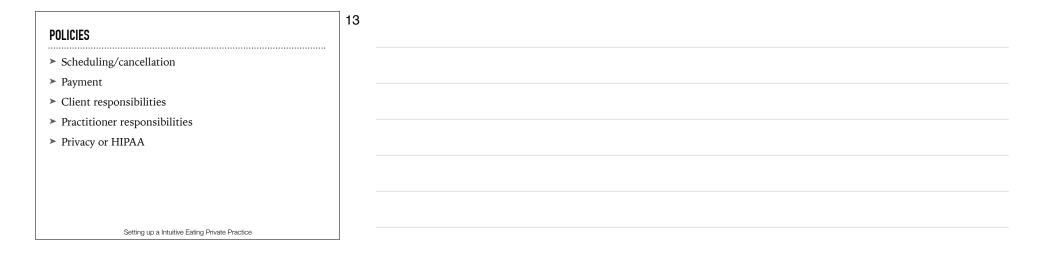
MONEY!	10
<ul> <li>Payment up front, at point of service or after the fact</li> </ul>	
Will you accept payments?	
► Cash or Check	
► Insurance billing	
► Invoice	
➤ Credit Card Processing	
✓ Square	
✓ PayPal	
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#### PLATFORM TO MARKET

- Social Media
- ► Website
- ➤ Networking
- ➤ Word of mouth (clients, friends, family)
- ► Health professionals
- Businesses/Organizations
- ➤ Social groups

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COMMUNICATION PLATFORM	12
<ul> <li>Patient scheduling?</li> <li>Communication pro specien(c)</li> </ul>	
<ul><li>Communication pre-session(s)</li><li>Communication post session(s)</li></ul>	
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<b>66</b> Can Intuitive Eating be your sole source of income?	15
source of income?	

DIVERSIFY	16
Diversification is always <u>SMART</u> !	
► Do a mix of individuals, groups, contracted groups	
<ul> <li>Conduct visits on different platforms</li> </ul>	
<ul> <li>However, diversify in a way that makes sense</li> </ul>	
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ADDITIONAL REVENUE GENERATION	17
<ul> <li>Weekly planning sessions</li> </ul>	
<ul> <li>Accountability check-ins</li> </ul>	
<ul> <li>Mindful eating</li> </ul>	
≻ eBook, eJournal, ePlanner	
≻ Online courses	
Speaking engagements	
Setting up a Intuitive Eating Private Practice	



