



**Dietitian Success
Center**

BUSINESS PLANNING WORKBOOK

WWW.DIETITIANSUCCESSCENTER.COM

HEY THERE, ENTREPRENEUR

Congratulations! You've made the first step towards starting (or growing) your business. Regardless of what your nutrition business includes (ie. 1:1 vs. consulting vs. writing, etc.), this workbook will 'work' for you!

Why do you need a plan?

Well, would you ever build a house without a blueprint? Would you ever drive across the country without having a general idea of where you were going? Would you ever attempt to make sourdough bread from scratch without following a recipe?!

The answer is... probably not! So why would you build a business without a plan?



USING THIS WORKBOOK

Building a business can be an incredibly fulfilling (and profitable!) venture. Having a plan helps to ensure that you are keeping the stress, overwhelm and indecision at bay and you have a clear glide-path for achieving your business goals. Plus, having a plan helps you prioritize and strategize so you can make MORE money in LESS time.

Although this business plan isn't one you would "officially" use if you were to approach banks for financing, it is intended to provide you with some comfort and expectation when it comes to your business. If you've already officially "started" your business, that's okay too! It's never too late to start planning for 'the next thing'.

- Save this document to a folder that you use often
- Set a reminder in your calendar to revisit this document every month or quarter (depending on whether your business is full or part-time)
- Alter and adjust depending on events that have happened since the last revision

As with any good plan, things are meant to change! This document is intended to be a fluid representation of your business, with room for adjustment as you, your business and your mission change over time.

For even more guidance in developing a KILLER business plan, check out The Dietitian Success Center [Nutrition + Business Membership](#).



LISTEN TO THIS PODCAST EPISODE FOR ADDITIONAL GUIDANCE ON HOW TO FILL IN THIS WORKBOOK, STEP-BY-STEP!



31 min

PLAY ▶

123: How to Build a Dietitian Private Practice Business Plan

The Dietitian Success Podcast

Business

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In today's episode of The Dietitian Success Podcast, I wanted to bring it back to the basics and talk a little bit about creating a dietitian private practice business plan. I walk you through 6 steps to take regardless of whether you are just getting started with your dietitian business plan, or you're looking to add another offer to your services.

Links:

Download the DSC Business Planning Workbook

here: <https://www.dietitiansuccesscenter.com/businessplanningworkbook>

Join the Nutrition + Business Membership here: <https://www.dietitiansuccesscenter.com/membership>

Check out Online Course Blueprint here: <https://www.onlinecourseblueprint.info/>



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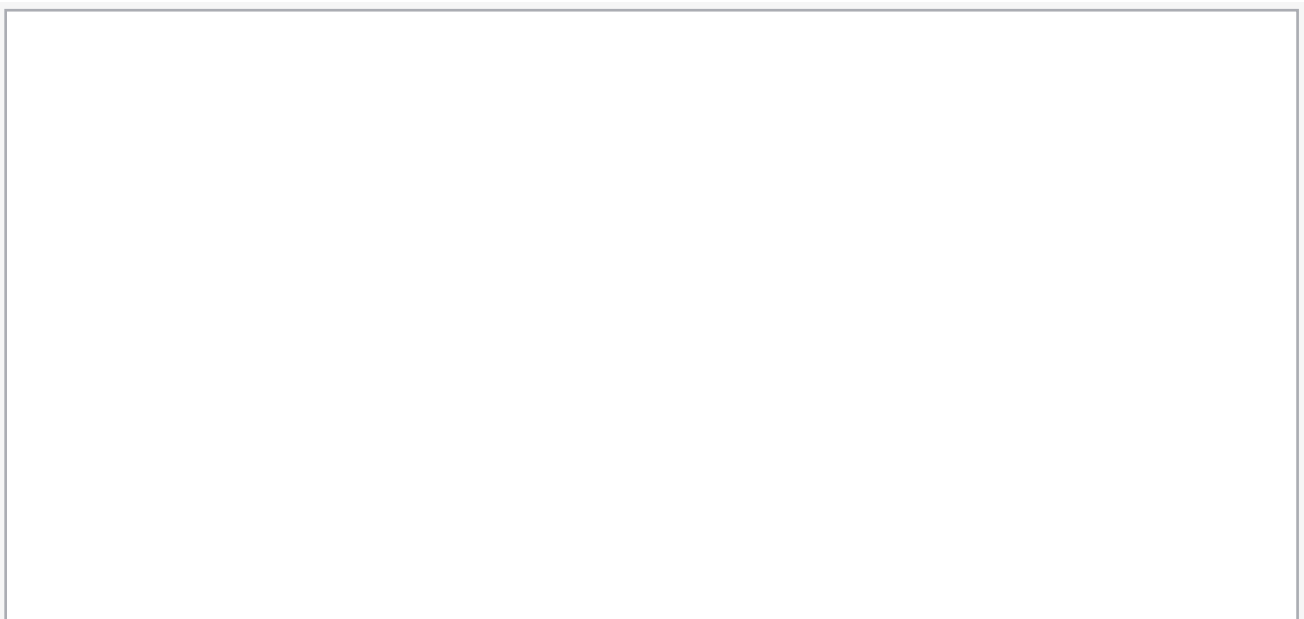
STEP 1: PERSONAL REFLECTION

At the end of the day, your business needs to start with YOU. It won't matter if you've found an extremely profitable gap in the market if you don't enjoy the work you're doing.

What do you want from your business? What role does your business play in your life? There are no wrong answers here. Sometimes, there's a perception that a business needs to be all or nothing - it's either full-time or bust. When in reality, YOU get to decide what role your business plays in your life...

- Is the aspiration to go full-time at some point and quit your day job?
- Do you want your biz to supplement your day job income so you have more spending money?
- Do you want to work with 1-2 clients a week (or month) and that's it, just as a fun, fulfilling project?

It's totally up to you!

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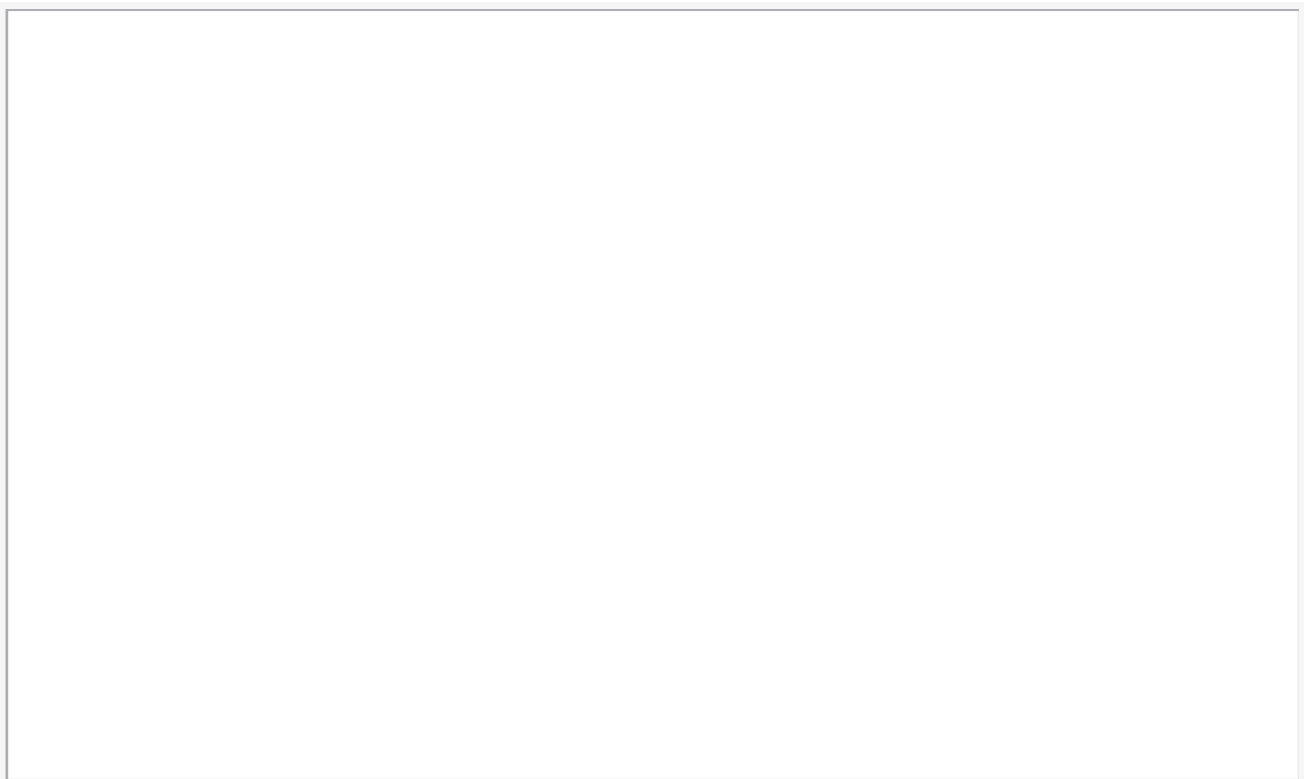
STEP 1: PERSONAL REFLECTION

The next piece of this personal reflection is to dream a little bit. This can (and should) be done at different stages of your business. It's an opportunity to think about and visualize what your future business and lifestyle looks like.

Here are some prompts to guide this process:

- What does your ideal future schedule look like as a business owner?
- As a business owner, how do you spend your time?
- What are you able to do in your personal life because you have your own business (ie. What can you buy? How do you spend your personal time? What vacations can you take?)

Again, there's no right or wrong way to answer this question. Use this as a time to dream without any fear attached.

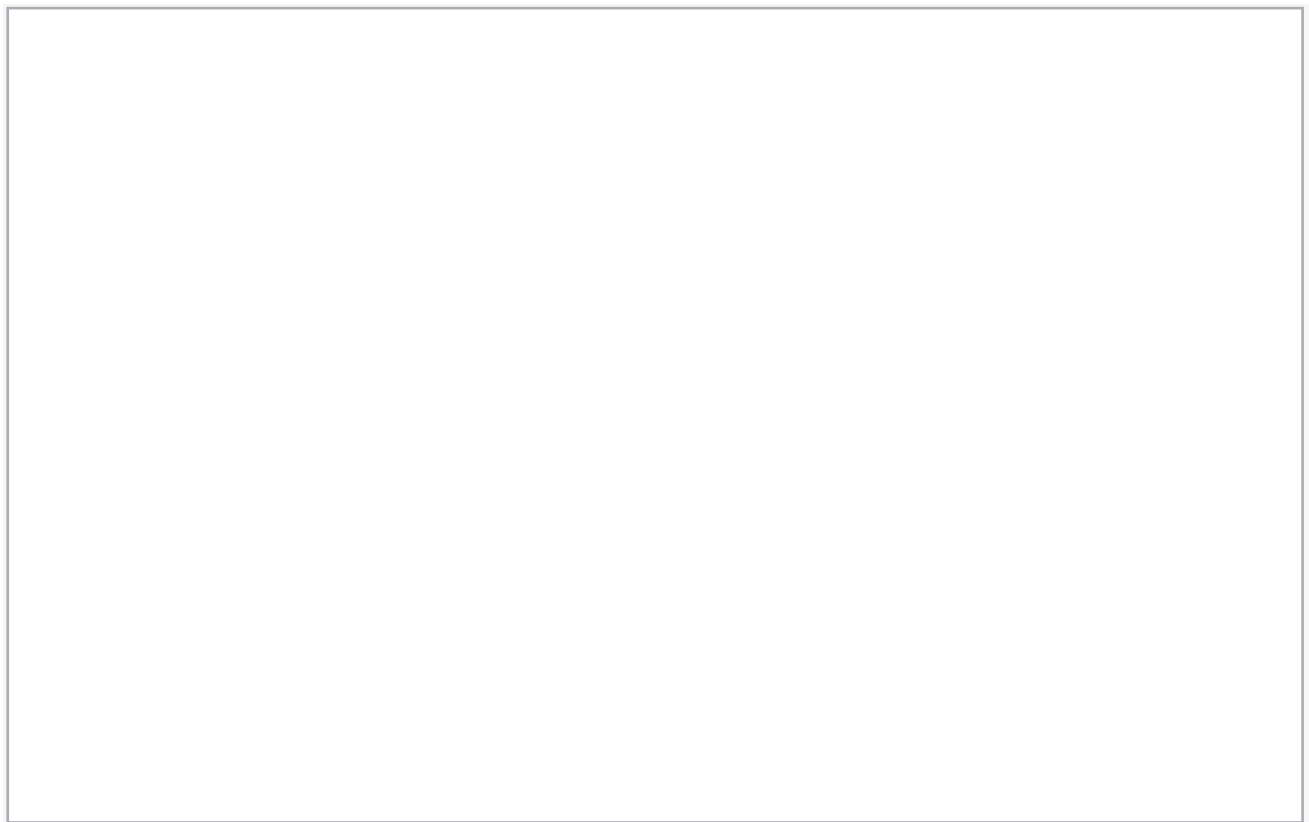
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STEP 2: SERVICES BRAINSTORM

Okay, so now we start to put the business *stuff* together. I like to call this your business blueprint.

First, I want you to start off by doing a brainstorm on the types of services that you want to offer with your business. Now, an important piece to consider here is that we aren't going to do these all at once - a business is an evolution. We can think about our services like bricks - we start with one brick (one service or product), and then once we have that up and running, we can build brick-by-brick.

Having too many services right at the beginning is overwhelming for both you and potential clients or customers. So **you're going to start with a brain dump, and then you're going to bold the ONE service that you're going to start with.**

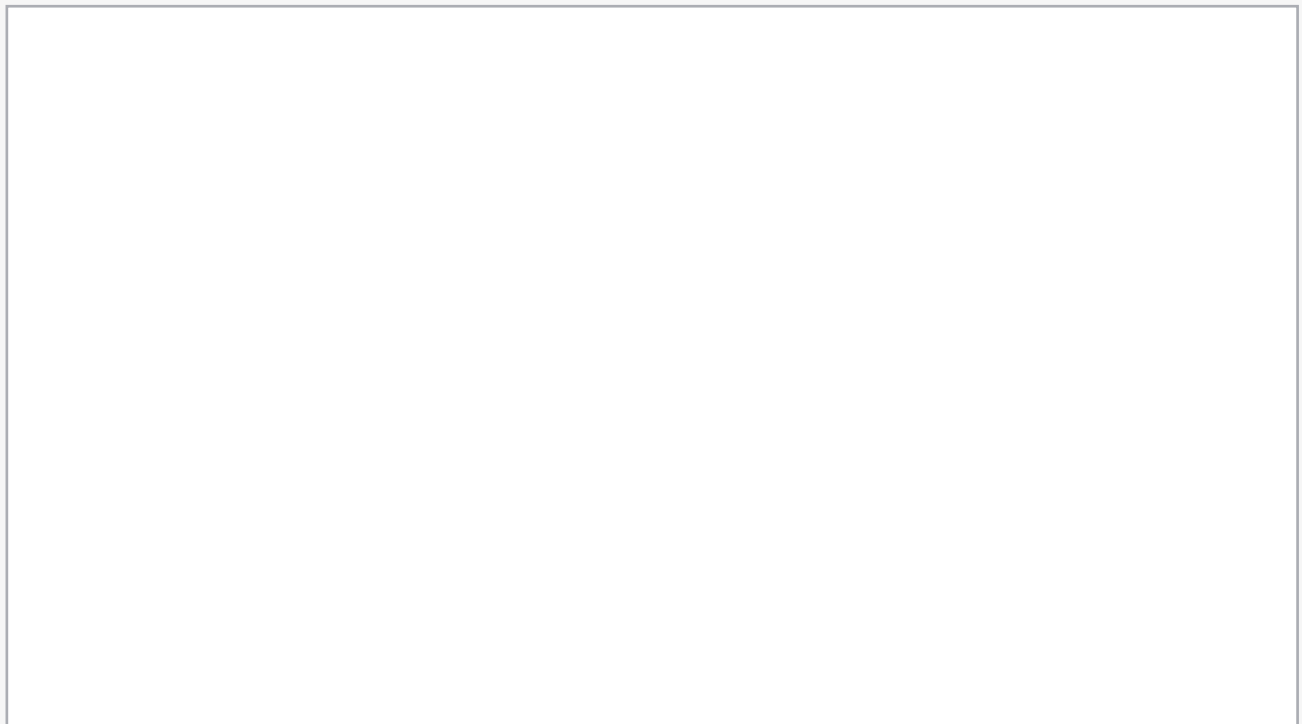
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STEP 3: DEFINING YOUR NICHE

Have you ever listened to someone's podcast, read their IG post or heard them speak and thought "*I feel like this person is speaking directly to me?*" That's the power of honing in on a niche - the ability to identify a target audience and tailor your communication so that it speaks to them directly.

This is an opportunity to do a bit of a brain dump again - **write out a list of clients or customers you would love to work with (or who you want to purchase your product)**. This can include - nutrition related medical conditions you're interested in, age demographics, "groups" of people (ex. Students, parents), anything you want!

In the Dietitian Success Center [Nutrition + Business Membership](#), we do a deeper dive into how to choose your niche - *How narrow do you go? How narrow is too narrow? What happens if you're interested in multiple things? Can you start with more than one niche?*



STEP 4: YOUR IDEAL CLIENT

Defining your ideal client is an essential exercise. Before you attempt to market yourself or your services, you should know exactly who you are talking to. Come up with a "client avatar", or a "made up" person who represents your ideal client. Picture this person whenever you are communicating about your business.

What's your ideal client's name/age?

Where do they live?

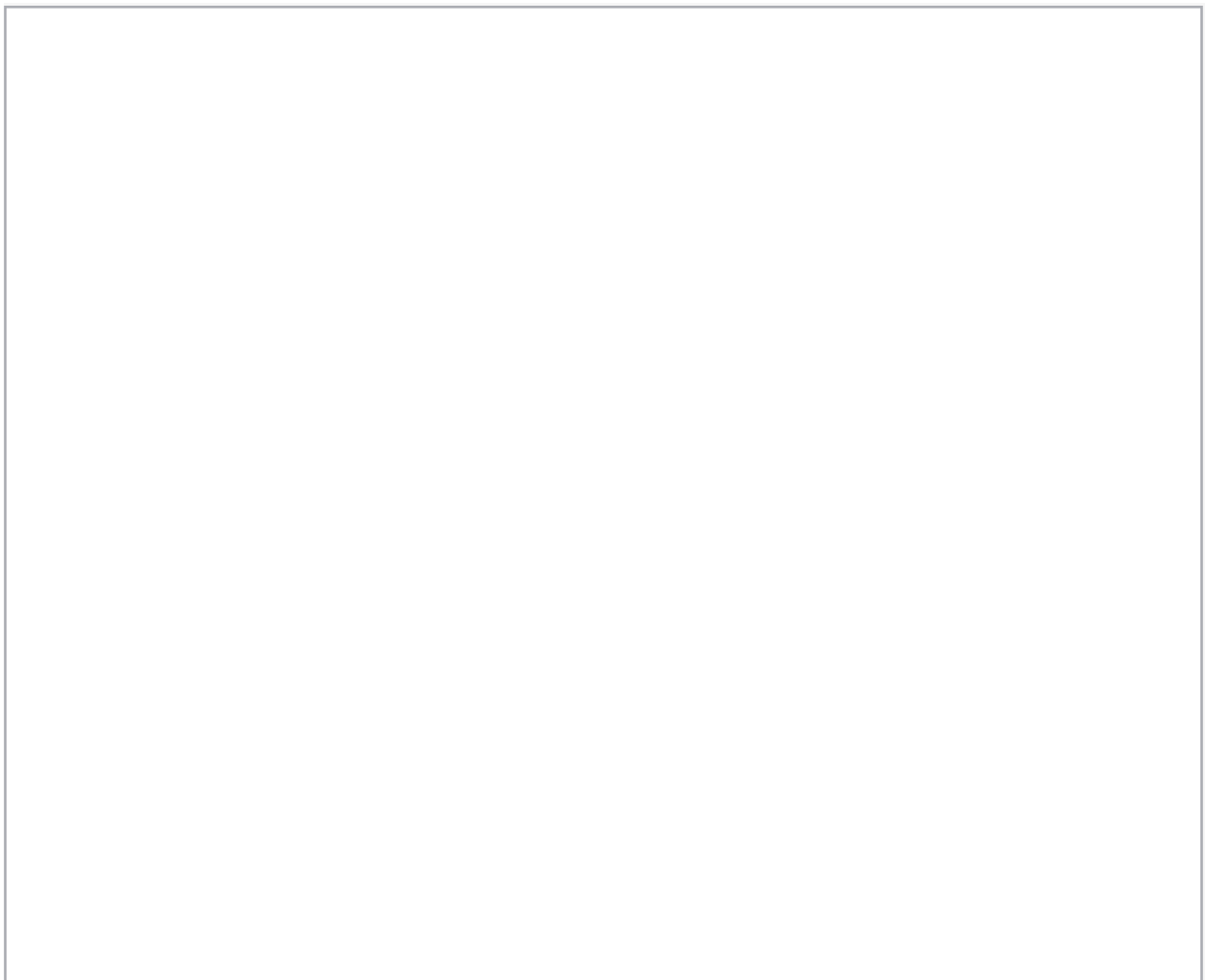
What do they do for a living?

What are their main challenges related to nutrition? (Get as specific as possible here - write as many challenges as you can possibly think of.)

STEP 5: MAP OUT YOUR OFFER

Now here's where we take the brainstorming you did in Step 2 and build something more concrete. For more information and guidance on creating your signature program step-by-step, coming up with your offer and pricing, check out the [DSC Nutrition + Business Membership](#). If you're looking for help creating an online course specifically, check out [Online Course Blueprint](#).

What are the features included with your offer? (ie. 'what' exactly are you selling? Think, # of sessions, length, what you teach, community, etc.)

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STEP 5: MAP OUT YOUR OFFER

Many people struggle with determining how they should price themselves/their services. Although looking at your competition and checking out their prices is one part of the equation, it should NOT be the sole factor. In the DSC [Nutrition + Business Membership](#), we provide you with a comprehensive guide so that you know exactly how to price your services for 1:1, group presentations, recipe development, writing and more!

Pricing should be entirely based on YOUR value, experience and offerings. I encourage you to answer the following questions to start developing a pricing strategy for your business.

How much money do you want to make with your business?

How many (and at what price point) do you need to sell in order to reach that goal?

STEP 6: MARKETING STRATEGY

Now that you know who your ideal client is, how are you going to reach them? This all comes back to your marketing strategy. I am a strong believer in thinking about your marketing strategy holistically - from both an online perspective and an offline perspective.

Which online platforms are being used by your ideal client? (ie. specific social media platforms, blogs, websites, etc.) - get as specific as possible!

Which offline platforms can be used to access your ideal client? (ie. clinics, gyms, local organizations, etc.)

SO WHAT'S YOUR NEXT MOVE?



If you want some help and guidance in launching or growing your dietitian business, we would love to have you in the [DSC Nutrition + Business Membership](#).

I started Dietitian Success Center because I wanted to make it easier for dietitians and dietetic students to access quality business information without the price tag of a high ticket business coach.

The [DSC Nutrition + Business Membership](#) includes access to online courses, live trainings and an entrepreneurs-only community to help you start and grow your business.

Not sure if the Membership is right for you? [Reach out to us today!](#)

MEMBER LOVE

back!!!! Dietitian success center has been so great, you are such a great mentor through it all. Just a happy hump day message to say thank you for everything you have offered us! With your guidance, i've created my private, i just bought a template for my website and already have a client 😊 Thank you!!!!

Being part of DSC is amazing! It's like having a business coach 24/7 without the huge price tag and so much value. There is so much content for setting up and running a successful private practice. I wish I would have had this when I first started out! It would have saved so much time. It is also great to have a community of dietitians to ask questions and support one another and Krista always answers any questions! If you're considering joining, do it! You will get amazing support and have everything you need to start and grow your business!

Everything I learned about owning a private practice I've learned in the last year, mostly thanks to DSC! I feel so much more confident opening the doors to my practice as soon as I finish school and pass that RD exam (:

I just had my first discovery call and got my first client!!! 😊 I am so excited for the next steps of my business journey!

Seriously amazing...thank you so much!! I've been searching for this kind of membership for so long!

I am pleased to say that this is by far the best membership ever! A whole lot to learn about the business world, how to start and move forward! And the nutrition part is a great refreshing tool to update our information and learn more about fields that are trendy or we haven't been exposed to.

Just booked my first all-access package!! Can't believe it.

Omg THANK YOU 🥰 you've helped me grow so much so quickly 🙏💕

I just wanted to let you know that yesterday I sold my first 6 month package! Only created the new packages in December and haven't even really advertised them yet except on my website, but the client had already pretty much made up her mind before the discovery call! Definitely attribute a lot of this to DSC giving me the push i needed, and helping me set better packages up! SO Thanks!! 😊

DSC has provided me with an amazing amount of knowledge and techniques that I can use for my own business. It is great to be able to collaborate with RDs in both the nutrition and the entrepreneurship platforms. I am so grateful to have found Krista and the DSC at the perfect time to set me up for success. I love learning each week from a new module and/or live training.

Having a DSC membership has allowed me to start my private practice quicker and with more confidence than I ever could have imagined. The nutrition topics covered have expanded who I can see in my practice and the resources have saved me so much time from having to create my own.

The business membership is everything you wished you learned in school about starting your own practice. It has answered so many of my questions, and provided me with information I didn't know I NEEDED to know. It is an amazing platform to connect with other RDs and continually learn.

If you are starting a private practice as an RD, DSC is a must-have.