The Entrepreneurial Professional
Innovative Strategies to Customize Your Career

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Opportunities for RDs

1. Nutrition Coaching/Counseling

2. Consulting & Brand Work
   - Ways to partner with brands:
   - Consulting Opportunities:

3. Freelance Writing
   - News media vs. branded website blogs
   - Science writing vs. consumer/blog-style

4. Speaking
   - Consumer vs. health professional

5. Corporate Wellness

7. Passive Income
   1. E-products
   2. Online trainings/courses

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3. Membership site
4. Ad income
5. Affiliate sales
6. Physical goods

8. B2B – Business to Business Services

- Business/Career Coaching
- Dietitian Entrepreneur Mastermind Retreat – alissarumsey.com/mastermindretreat
- Financial Planning
- Social Media Coaching
- Media Coaching
  - Amy Gorin - masterthemedia.co
- Counseling / Professional Supervision
  - Molly Kellogg - mollykellogg.com
- Professional Services
  - Email newsletters – Customized Nutrition Newsletters
  - Web design - Stacy Leung: Dietitian Designs – stacykleung.com/dietitian-designs

How to Get Consulting Jobs

1. Three Steps:

   • Step 1: Self-Reflection
     - Know your
     - Strengths and skills
     - Have a platform
     - Niche
     - Ideal client/target audience
     - Business strategy
     - Your value to them
     - What the companies are looking for?

   • Step 2: Identifying Companies
     - What are some companies you could work with? Hint: Think outside the box!
• Step 3: Get Noticed

2. Connecting With Companies

- Expos
- Networking Events
- Social Media
- Online brand communities

3. Freelance Writing - Pitching to Editors

Anatomy of a Pitch:

- Subject line
- Intro/Hook
- Details
- Why you?
- Clips

4. Getting Speaking Gigs

- State/local nutrition meetings
- Search “call for presentations” + niche
- Attend local networking events
- Local colleges/DI programs
- Gyms, fitness studios, spas
- Juice bars; fitness brands/stores
- Know what they’re looking for
- Trending topics, catchy titles
- National Speakers Association, Toastmasters, continuing education talks

Proactive Pitching

1. Align With Company Needs

- What are they looking for?
- Integrate your business
• Add value
• Ask them!
• Creative ideas
• Communication is key
• Be results oriented

2. Put Together A Proposal

• Different options/tiers
• Layout
• What to include:
  o Deliverables
  o Inclusion
  o Ideas
  o Travel time/expenses
  o Material/recipe expenses
  o Rate (negotiable?)

Contract Negotiation

1. Contract Negotiation

• Know your value / brand needs
• Win-win contracts
• Include value adds
• Never...
• Clear expectations – deliverables, timelines
• Handling cope of work change
• Payment terms

2. What To Watch For

• “In perpetuity” and “anywhere in the world”
• Who owns what
• 3rd party usage rights
• Category exclusivity
• Ability to write/speak elsewhere
• How long they can use your name
1. Facebook Groups

• Unconventional RD Community
• #Inspirdtoseek
• RDs Who Write
• Mindset & Marketing Mastery for Dietitians in Virtual Practice
• Dietitians Selling Digital Goods
• Women’s Health Nutrition Practice Group
• Dietitian HQ Community
• Dietitian Entrepreneurs Community

2. Dietitian Entrepreneur Mastermind Retreat – November 2019

• [www.alissarumsey.com/mastermindretreat](http://www.alissarumsey.com/mastermindretreat)

3. Free Downloads, Resource List, Business coaching

• [www.alissarumsey.com/healthprofessionals](http://www.alissarumsey.com/healthprofessionals)