

YOUR BETTER NUTRITION BUSINESS



No matter the lifestage of your career, if you are here, you are asking – how can I be (more) successful? That's a great place to start and here's how we get success.

How Can You Get Where You Want to Be?

6 Betters of a Better Nutrition Business

1. Better be delicious
2. Better be based on you, today
3. Better be doable
4. Better be measurable
5. Better be better, not perfect
6. Better be based on you now

YOUR BETTER NUTRITION BUSINESS ASSESSMENT

Take a deep breath, then on your computer or scratch paper, answer these questions. Don't think for too long, answer from your heart more than your mind. You will know you are on the right track if you feel sad, irritated, hopeful, frustrated... just the way our clients feel when they have been working so hard to get better results and haven't gotten them. Building your better nutrition business plan is based on the same principle as what we can now offer our clients- when you use better tools, you can get better results (said differently, without better tools it's really hard to get better results). You deserve better!

1. Better Be Delicious

- What do I love? Why?
- Favorite activities, what makes you feel satisfied, what would have you going back for seconds?
- What do I hate? Why?

2. Better Be Based on You, Today

Your better nutrition business has to be based on you, who you are right now, as well as your personal and professional goals

- Who am I?
- What am I good at?
- What do I have the resources for today?
- What amount of time do I have available?
- What are real limitations to my time and effort?
- What in my life am I in full control of? Partial?
- What do I have no control over?
- Who do I want to be?
- What am I willing to do to get where I want to be?
- What would I have to/ be willing to give up to achieve my goal(s)?
- Who are my role model(s)? Who do I envy? Why?

PRO TOP: interview them? Do they see themselves as you do or differently? To what do they attribute their success or do they feel successful?

3. Better Be Doable

Can you do what needs to be done to reach your better nutrition business goals?

- Can you complete your current workload, excellently?
- Can you deliver the services you need to get the results your clients need (skill, knowledge, scope of practice / licensure)?
- Can you invest in your business (time, money, effort)?
- Can you attract the clientele you need to reach your goals?
- Can you get your current clients to invest more in your business?
- Can you get new clients to invest in your business?

4. Better Be Measurable

Having goals, working hard, being lucky - these are all part of the recipe to build your better nutrition business. But if you aren't enjoying your better business it is likely that you don't have this part working better for you.

- Do you know who is consuming your content?
- Do you know who is experiencing value from your services and content?
- Do you know what your clients would like more / less of from you?
- Do you know

5. Better Be Better, Not Perfect

- Are you constantly reworking content to make it better-er?

- Are you trying the newest thing (InstaStory, FB Lives, Pinterest Tribes) because everyone else is?
- Are doing everything because you have business FOMO?
- Do you look at others and see their businesses as perfectly successful?
- Do you think if you could just do _____ or get _____ your business would be perfect?

6. Better Be Based On You, Now

Your better nutrition business assessment revealed your strengths, weaknesses, opportunities and threats. Now what?

- Look at your answers - what is already better? List them at the top of your page as they are the base of your better nutrition business plan.
- Look at your answers - what don't you have any control over? List them at the bottom page then draw a line through them. You can't impact what you don't have control over.
- Look at what you need to do better - what are 1-2 things you could acquire (make sure to note how you will acquire) to help you do better. What is a realistic date for doing these two (or dates for each stage)? Write that down under your first set of Betters
- Look at what you really really want to do. Do one thing better this week, and calendar to reassess next week to see what improvement you experienced and how you felt. And so on. It is a great idea to list out 5 things you can do that you really want to do and calendar them. Just do it! And remember #BetterNotPerfect

THE BETTER NUTRITION SHOP

1 Sk Starter Kit Start Here

2 Su Supplement Pop This, Not That

3 Di Digestion Gut Instinct

4 Hh Heart Health Love Ya, Mean It

5 Wt Weight Loss Let It Go

6 De Detox Clean Me Up

7 Pg Pregnancy Oh, Baby!

8 St Stress Chill Pill

9 Pb Plant-Based EmPowered

10 En Energy Fully Charged

11 Ido Wedding Shedding for the Wedding

12 A1c Blood Sugar Sweet Success

13 Ai Anti-Inflammatory Too Hot to Handle

14 K12 Kids Kids' Corner

15 AllrG Allergies Yes You Can

16 Hq Hormone Health She's Got It

17 Sk Skin Health What A Beauty

18 DIYa Do-It-Yourself You Do You, Better

19 DIYb Do-It-Yourself You Do You, Way Better

THE BETTER NUTRITION PLAN Ashley Koef, RD

THE BETTER NUTRITION JOURNAL Ashley Koef, RD

THE BETTER NUTRITION PROGRAM

ARE YOU DOING BETTER NUTRITION BUSINESS ONLINE

Turn your awesome content into better nutrition business building with this proven path to better results.



YOUR BETTER NEXT STEP: Schedule a FREE 15 minute consult with our online marketing partner, Mingle Media Marketing. Simply [email](#) to schedule right now! You will get the key tips you need to personalize and make your better nutrition online business funnel work better for you immediately.

LET BETTER NUTRITION TOOLS HELP YOUR CLIENTS & YOUR BUSINESS GET THE BETTER RESULTS YOU (BOTH) DESERVE!

After two decades in private practice, I can attest to the fact that without better nutrition tools your clients can't get the better health results they crave. You both need to know what their body needs, what parts of their current nutrition are already better and what needs attention. Labs can't tell you all that, neither can hair or genetic or stool tests. Use better nutrition tools as part of your practice and, as a better nutrition affiliate, generate additional revenue. That's the win/win The Better Nutrition Program offers you. [Sign Up NOW](#) or contact us for more information.

Let's do better together!



TheBetterNutritionProgram.com

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