The Dietitian as the Entrepreneur

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Are You Right For Consulting?

◆ Work alone or work with people.
◆ Are you self-directed?
◆ Can you make and keep commitments?
◆ Can you look at the big picture?
◆ What skills do you have?
◆ Can you sell your services?
◆ Are you doing this for money or others?

Cons of Consulting

◆ Insurance
◆ Benefits
◆ Taxes
◆ Vacation, holidays, sick time
◆ Collection of fees
◆ Regulatory guidelines
◆ Paper work, Paper work, Paper work
Pros of Consulting

- Impact quality of care
- Be your own boss
- Make your own schedule
- Cater your business to interests
- Financial control
- Work in a variety of settings

Traits of a Successful Consultant

- Determination
- Time management
- Flexibility
- Realistic expectations
- People and communication skills
- Ability to sell self and negotiate
- Professional ethics

Starting a Consulting Business

- Product
- Price
- Promotion
- Place
Developing a Business Plan
- Mission
- Description of business
- Financial plan
- Setting fees
- Cost of operation
- Contracts
- Marketing

Expenses
- ADA Membership and registration
- Malpractice insurance
- State license or certification
- Practice groups
- Office and Secretarial support
- Education and Technical support
- Marketing tools

Opportunities in Consulting
- Health care
- Long term care
- Assisted living
- Group homes and day care
- Home care and hospice
- Wellness and business
Words of Advice

- Don’t leave your day job.
- Network, network, network.
- Become involved.
- Learn everything there is to learn.