



Be Your Own Boss

VIRTUAL WORKSHOP

DECEMBER 1, 2023

Sarah Hall, RD | 11:00 a.m. - 12:00 p.m.

Credibility & Clicks: Building an Irresistible Online Brand

OBJECTIVES AND OVERVIEW

1. Define Your Brand Identity
2. Establish a Consistent Visual Identity
3. Build an Engaging Online Presence
4. Optimize Search Engines
5. Leverage Social Media
6. Monitor and Adapting your Brand

12:00 p.m. - 12:10 p.m. Break

Stephanie Wagner, MS, RDN | 12:10 p.m. - 1:10 p.m.

Show me the Money! Online Business Options and Considerations for RDs

OBJECTIVES AND OVERVIEW

1. To understand the appropriate, legal, and ethical use of online business options for RDNs
2. To consider the costs involved with sustaining online modalities of providing nutrition education
3. How to utilize market research before investing time and money

1:10 p.m. - 1:20 p.m. Break

Tina Evans | 1:20 p.m. - 2:20 p.m.

Mental Fitness: Nurturing Your Mind for Optimal Well-Being

OBJECTIVES AND OVERVIEW

1. Discover what mental fitness is and why it's important to increase it.
2. Learn about the three core mental fitness muscles.
3. Practical tools and strategies to navigate the challenges and uncertainties of life.
4. Identify your mental saboteurs and expose their lies and limiting beliefs.

2:20 p.m. - 2:30 p.m. Final Q&A / Closing