

Next-Level Nutrition

Thinking Outside the Private Practice Box

PRESENTED BY

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Dirt Road Dietitian, LLC

Independent Contractor, Berry Street Nutrition



Disclosures

Sheri Glazier, MS, RDN/LD

Oklahoma Beef Council;

Oklahoma Farm to School

Katy Soper, MS, RD/LD

Orgain Ambassador

Frog Fuel & ProT Gold Ambassador

OkAND State Media Representative

Objectives

Focused Private Practice:

Find YOUR purpose in the vast field of nutrition

Expanding beyond traditional private practice:

Make a lasting impact for a healthier future

Credible voices in a noisy digital landscape:

Meet YOUR personal goals as a Registered Dietitian

Meet Katy:



**Registered Dietitian,
Communications Expert, Mom**
Love language: Red Lipstick

Urban Reality
Make a positive difference in client
lives.

Nice to meet you,

Registered Dietitian, 5th Gen. Agriculturalist, Mom of 2
Live 30 miles from nearest grocery store

Rural Reality

Mission: A Positive Relationship with Food



Focused Private Practice:

Find YOUR purpose in the vast field of nutrition

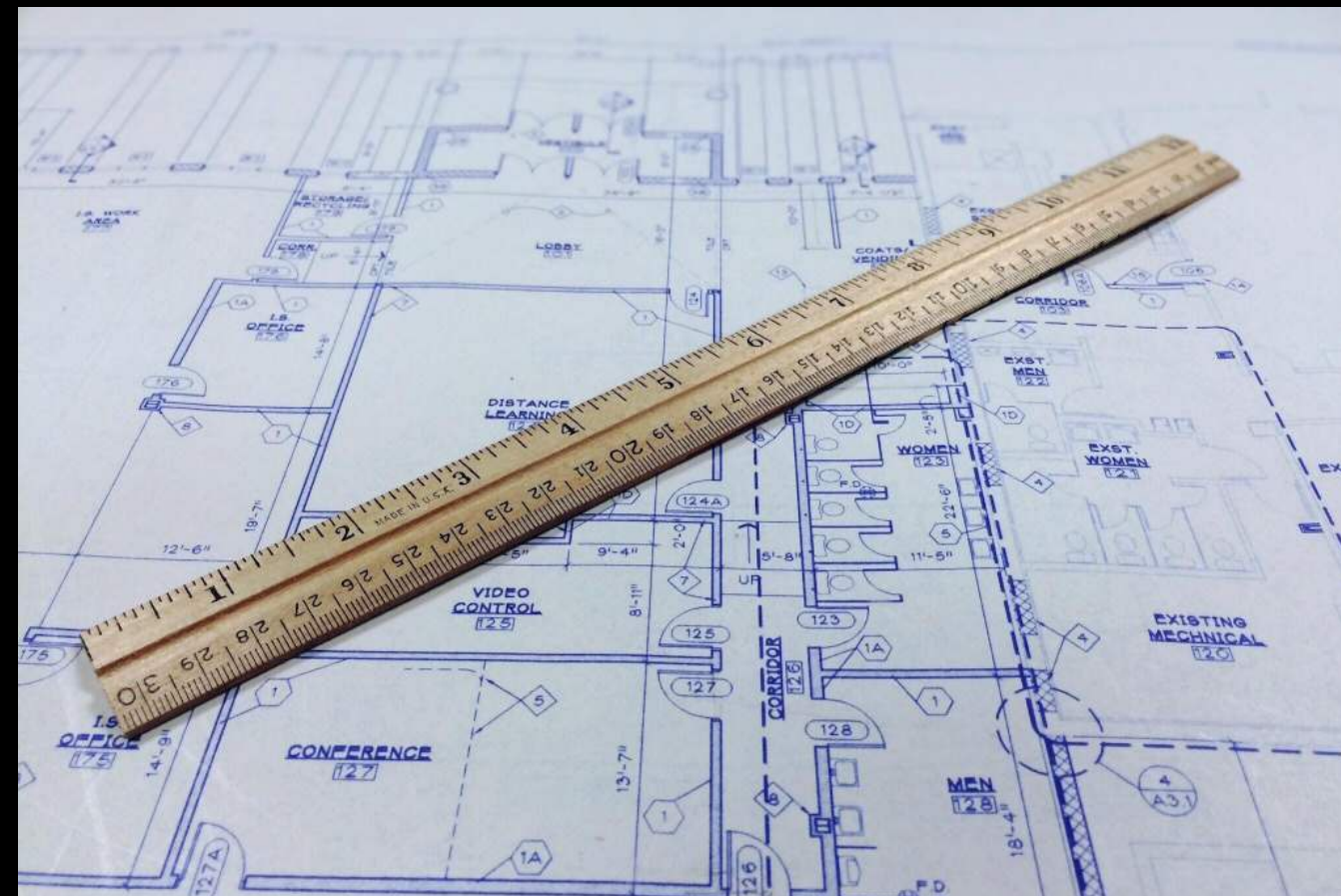
Let's Talk Pie.



Focused Private Practice:

Find YOUR purpose in the vast field of nutrition

Private Practice Defined.



Focused Private Practice:

Find YOUR purpose in the vast field of nutrition

- Finding YOUR audience.



Focused Private Practice:

Find YOUR purpose in the vast field of nutrition

One on One Nutrition Counseling
Location, Location, Location

Focused Private Practice:

Find YOUR purpose in the vast field of nutrition

Realistic Self-Discovery

What are YOUR unique strengths?

Focused Private Practice:

Find YOUR purpose in the vast field of nutrition

How will you meet (find) your clients/work?

Insurance/Contractor/Self-Pay

Public Outreach/Social Media/Marketing

Focused Private Practice:

Find YOUR purpose in the vast field of nutrition

Pros & Cons

Schedule Flexiblility, Time,
Insurance, Shared Knowledge, 401K

What if you want more?

Expanding beyond traditional private practice: Make a lasting impact for a healthier future

Media Opportunities

Participate in Tasty Tuesday: Learn to be LIVE!

Accept Speaking Opportunities: Put yourself out there; you have something to say!

Be Involved in Industry Opportunities: Industry wants a voice especially an RD!

Expanding beyond traditional private practice: Make a lasting impact for a healthier future

Media Opportunities



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Wide Open Opportunities



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Education Opportunities

Be an Adjunct Instructors: Those who teach become experts.

Work with Interns: This is your chance to give back to the practice.

Event Planner



Expanding beyond traditional private practice: Make a lasting impact for a healthier future

Industry Partners: Work with Dietetic Interns



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Industry Partners: Work with Dietetic Interns



21

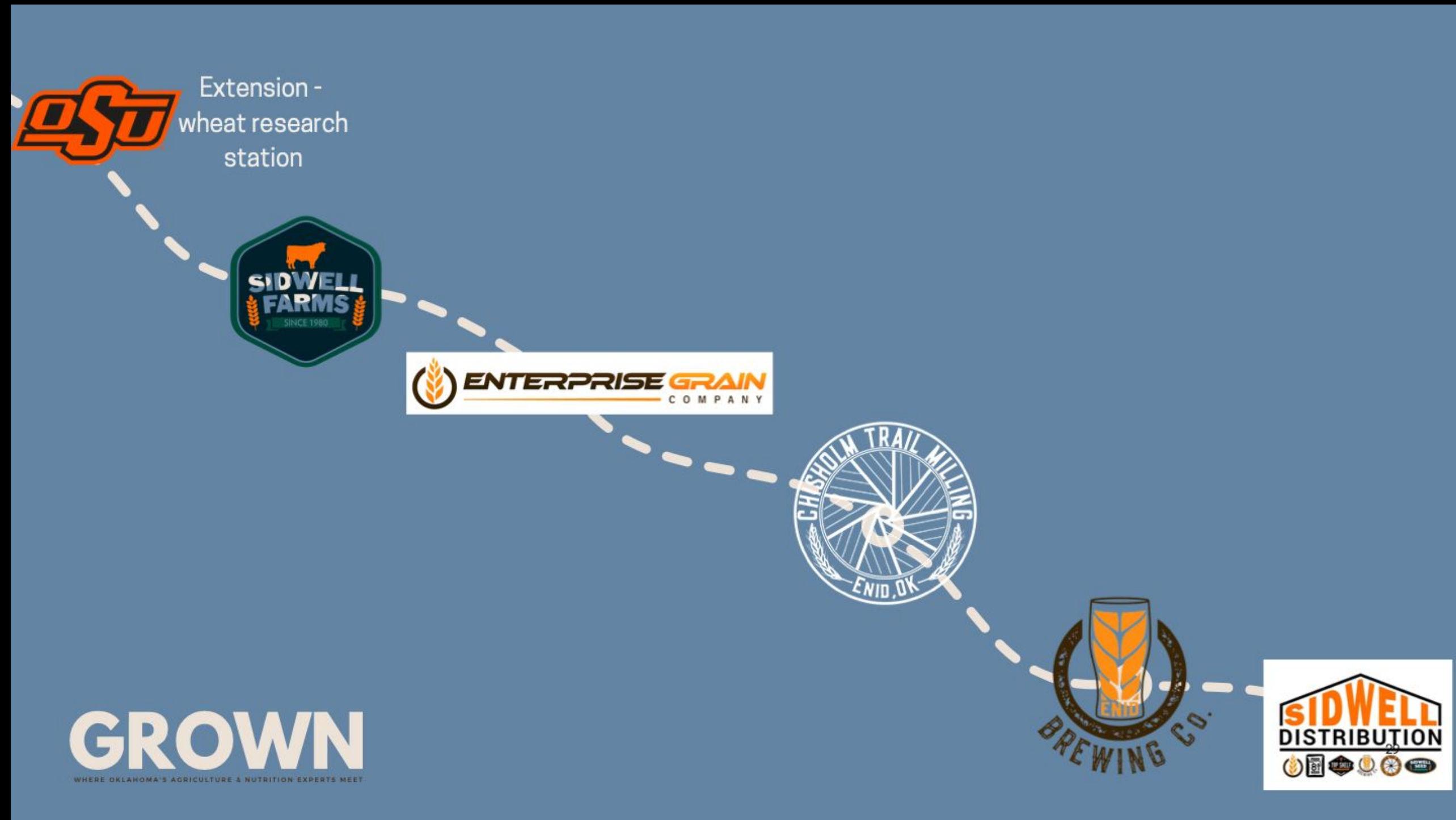
Expanding beyond traditional private practice: Make a lasting impact for a healthier future

GROWN

WHERE OKLAHOMA'S AGRICULTURE & NUTRITION EXPERTS MEET

28

Expanding beyond traditional private practice: Make a lasting impact for a healthier future



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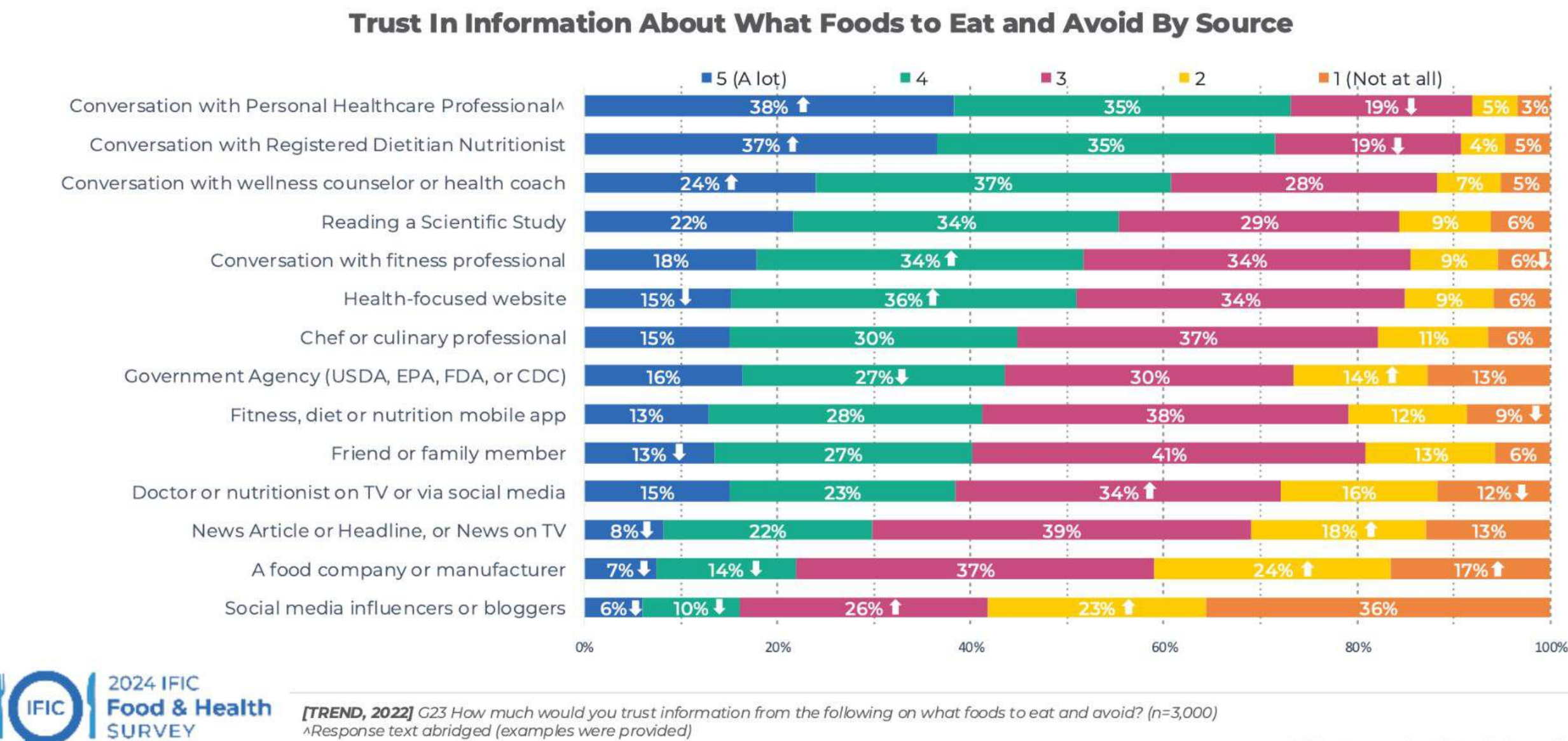
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Be a Gap Filler
LTC, Senior Citizen Lunch Sites

Credible voices in a noisy digital landscape:

Healthcare professionals and registered dietitians are the most trusted sources for what foods to eat and avoid.

Trust in healthcare professionals and registered dietitians is significantly higher this year than it was in 2022.



Source: International Food Information Council. 2024 Food & Health Survey. June 20, 2024. <https://foodinsight.org/2024-foodhealth-survey/>

Credible voices in a noisy digital landscape:

Social Media
Dietitians in Communications
Brand Partnerships
Website

Credible voices in a noisy digital landscape:

Life as a Clinical Dietitian

Life as an Outpatient Dietitian

Life as a Business Owning Dietitian

"I wanted to make sure my dietitian was legit - so I googled you."

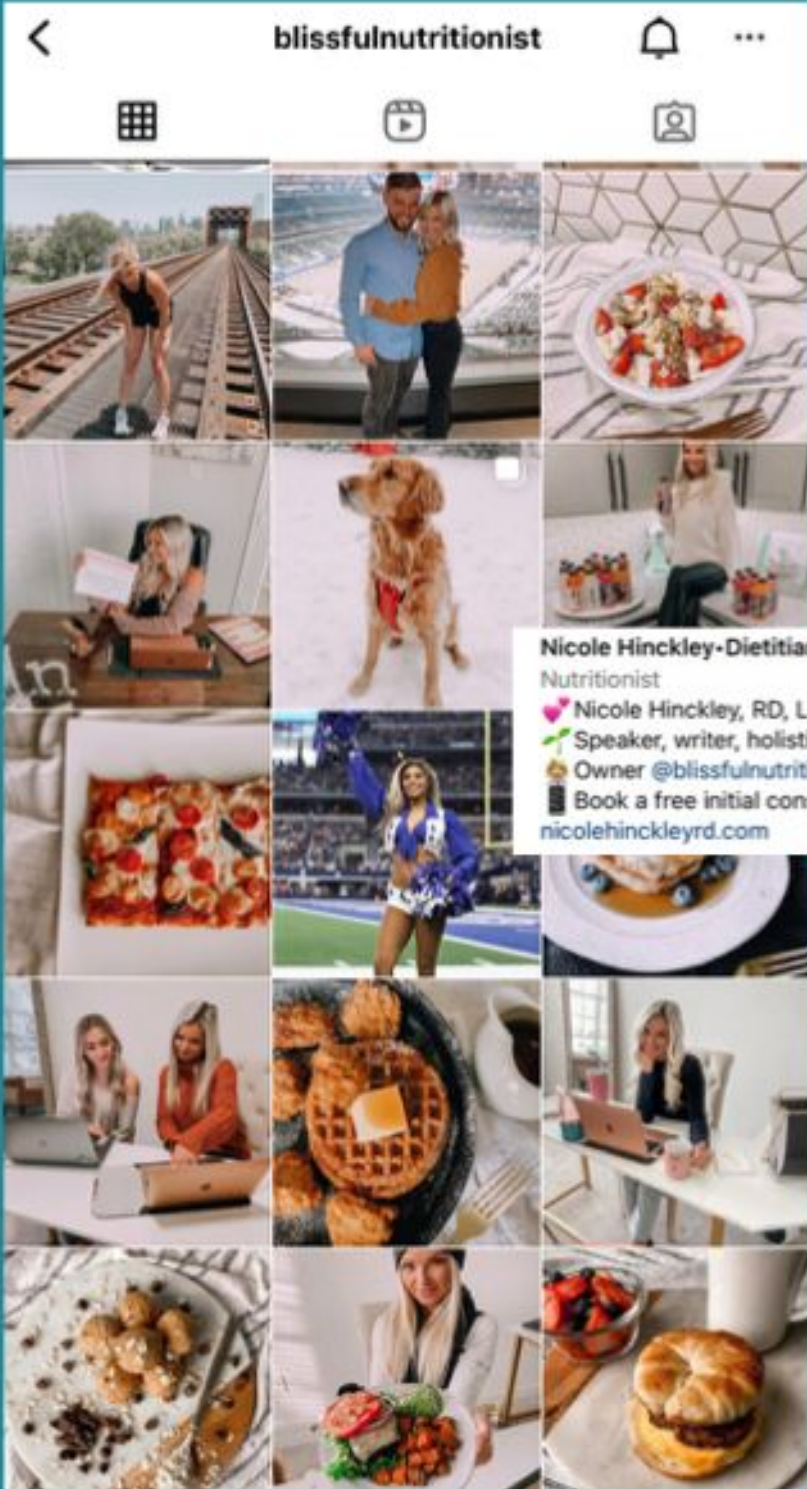
The Power of Google



Credible voices in a noisy digital landscape:



Sheri Glazier | Dirt Road Dietitian
Nutritionist
● Embracer of Rural Realities & Simple Suppers.
● Helping rural women find their nutrition confidence
● Head Beef Curator @glazierfarms
dirtroaddietitian.com/instagram/



Nicole Hinckley-Dietitian
Nutritionist
♥ Nicole Hinckley, RD, LD
🌱 Speaker, writer, holistic dietitian
👩‍💻 Owner @blissfulnutritionco & @blissfuldietitians
📅 Book a free initial consult
nicolehinckleyrd.com

Credible voices in a noisy digital landscape:

Own It

[Honest, Transparent, Responsible, Fair]

Own Your Story
Own Your Business
Own Your Abilities



Next Level Nutrition: Thinking Outside the Private Practice Box

You decide how you slice it.



We Love to Connect



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REFERENCES

SCAN ME

