

Angie Asche MS, RD, CSSD, LMNT

Nutrition Business: How to Succeed In Private Practice

Angie Asche is a board certified specialist in sports dietetics, certified exercise physiologist, and the owner of Eleat Sports Nutrition®. Angie holds a Master's degree in Nutrition & Physical Performance from Saint Louis University, and a dual Bachelor's degree in Exercise Science and Dietetics from the University of Nebraska-Lincoln. Since founding her private practice, her and her associates have worked with hundreds of collegiate and professional athletes in the MLB, NHL, and NFL. Her company has become widely known across the social media space as providing evidence-based nutrition, and she is the author of the book *Fuel Your Body: How to Cook and Eat for Peak Performance*.

Description of Presentation:

As registered dietitians, we possess the knowledge and skill it takes to consult clients and patients in the clinical setting. But what if your goals are to consult these clients in the private practice sector; establish your own nutrition business? This session will address challenges dietitians face as they attempt to build a successful career in private practice with effective communication strategies to land and create positions they desire. The benefits of collaboration with other health professionals and non-traditional career options in nutrition will be presented. Angie will also present the value in developing multiple revenue streams with real life examples to help excite and inspire you to take action in becoming a nutrition business owner.

Learning Objectives:

1. Identify personal weaknesses in current strategies for obtaining work in nutrition field or identify the pros and cons of current or desired work
2. Determine areas for collaboration with other industry professionals with the ability to advance career trajectory
3. Develop a loose plan to creating a new career opportunity in the field and/or develop new revenue streams for your business