

# Entrepreneurship 101

True abundance lies in self worth, so how best can you change your current mindset to become the great practitioner you know you can be? By finding your inner entrepreneur.

**T**he underlying mindset of the wellness industry is compassion. Because we also think that being compassionate means being humble, we have a hard time equating compassion with financial abundance. But that shouldn't be the case. By honouring your own value, you can build A-class clients, ensure return business and reap financial rewards.

## YOUR RIGHT TO FINANCIAL ABUNDANCE

There is a frame of mind among many wellness practitioners that you shouldn't be charging above and beyond your competitors. That's a trap that many fall into—but financial abundance is allowed. What's more, if you don't charge what you are worth, you will never become the true entrepreneurial self that you are capable of being.

Take the time to deconstruct your hidden blockages about money and your right to high earnings. There are some good books available to help you analyse your attitudes, particularly *Overcoming Underearning* by Barbara Stanny.

But let me give you five very good reasons right now why you are able to raise your rates:

- You do things very few people can do
- You haven't raised your rates in a long time
- You have a long list of more-than-happy clients
- You have more work than you can handle
- You resent your clients because you feel that you're being underpaid.

## WRITING A MISSION STATEMENT

Having a clear mindset in business is about creating a “what if” attitude and a “what is possible” approach, then moving toward a business solution. Find your niche: it can be an inch wide, but a mile deep. To do that, you need to develop a clear mission statement about what you do or what you want to do. Here's an easy, step-by-step guide to developing a product or service mission statement by summarising your company or brand positioning:

<i><b>Mission</b></i>	<i><b>For Example</b></i>
TO (Target segment)	TO lovers of wellness
OUR (Brand)	OUR clinic
IS (Concept)	IS an accessible, friendly place
THAT (Point of difference)	THAT delivers professional service

## A DUTY OF CARE—TO YOURSELF

You have a responsibility to your profession to become a long-term, high-quality service provider. This won't happen if you are financially stressed or struggling, and consequently, let the quality of your service decline. Who would you rather have treating you: a burned out therapist or an energised therapist? You need to make sure that the type of therapist you would want is also the type of therapist you are offering to your clients.

## RETHINKING YOUR CLIENTS

Determine who are your A-class clients and who are not. Your A-class clients are those who always arrive on time, show their appreciation of your knowledge and skills, follow your advice, make retail purchases because they recognise the quality of your products, and are a pleasure to work with. They return again and again because they respect and value you.

I decided that I wanted to have more A-class clients. I value my time, and I choose not to waste it on clients who show up late or miss appointments, or who don't make any effort to improve their health or lifestyle. I found that giving my clients small tasks or “homework”, and having them do it, is what helped me determine easily who my A-class clients were.

## CONTINUITY—THE BACKBONE OF YOUR BUSINESS

Recently I implemented a 12-week continuity program. I see the client once a month for three months, speak every week at the same time for about 20 minutes, and send motivational emails. I now sell this continuity program as a high-end service, as opposed to offering one-off 30-minute or 45-minute consultations.

The absolute frustration I had as a nutritionist was that after the initial consultation, I often wouldn't see clients again, even though there was so much that could have benefited them,

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such as recipes and strategies. I found that I was spending more time on the follow-up than on the consultation, yet I wasn't getting paid for it.

That's when I figured out that I should charge for the follow-up. The 12-week program is prepaid or, if appropriate, paid by direct debit. I haven't had much resistance at all to this change. I provide my trading terms to people, and allow them to pay monthly or to get a discount if they pay upfront.

So I provide better value, and clients receive better value, in a continuity program. For example, on one of my follow-up calls recently, the client was explaining how she doesn't crave sugar anymore, and she's about to let the Tim Tams just sail by her. She said that the kilos hadn't started falling off yet, but I was able to explain to her that that would come if she stuck to it—and not long after that she lost over eight kilograms! 🍃

#### BY SAMANTHA GOWING

*Having been raised on boarding school food, it's little wonder that therapeutic chef Samantha Gowing embarked on a culinary journey. With over 25 years of experience in business, Samantha (formerly an award-winning restaurateur) now has a private practice as a chef and nutritionist, touring nationally and internationally to present organic cooking classes, corporate cooking demonstrations and kitchen keynote seminars. Sam currently lives in Byron Bay, from where she blogs ([bittersweetsour.com](http://bittersweetsour.com)), provides motivational mentoring and is in the process of creating a Surf Spa Food program. [foodhealthwealth.com](http://foodhealthwealth.com).*

