

5.5 Ways Board Certification Will Boost Your Bottom Line

...and guarantee you thrive doing your life's work



WONDERING IF BOARD CERTIFICATION IS RIGHT FOR YOU?

You've worked hard and spent lots of cash getting your degree. But lately you've noticed that more and more people are taking things one step further: they are getting Board Certified in Holistic Nutrition®.

Wondering if you should kick your credentials up another notch, too?

We put our heads together to dig into the facts on what it takes to thrive as a holistic nutrition professional. And surprise, surprise, board certification plays a starring role!

So here are the 5.5 ways board certification will boost your bottom line:

1. IT BOOSTS YOUR CREDIBILITY

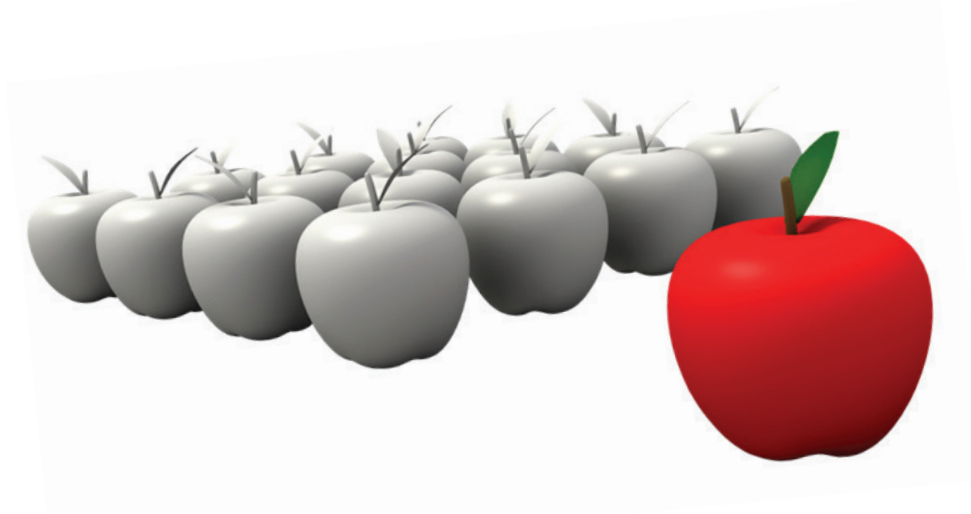
You know you're good. WE know you're good. But that stranger out there who's thinking about hiring you, well, they may need a little nudge that makes them feel a whole lot better about your knowledge and skill. When the question in their head is, "I wonder if she REALLY knows how to help me?" board certification answers it with a resounding, "YOU BET!" Why keep them wondering? Handle this objection before it ever happens.

2. IT DISTINGUISHES YOU IN A CROWDED MARKET

Everyone needs an edge in our crowded health care market: you are competing not only with other nutrition consultants, but with personal trainers, other health care practitioners, internet marketers, and, heck, even the NutriBullet®! Differentiate yourself and your brand with a credential that lets you stand out far from the madding crowd: Board Certified in Holistic Nutrition®. Has a nice ring to it, doesn't it?

3. IT BOLSTERS YOUR CONFIDENCE

Don't get us wrong - we LOVE degrees (and especially adore our approved schools). And many folks do just fine in their nutrition practice sans board certification. But when you're out there busting down dietary barriers and helping people feel better you'll eventually notice that the guy down the street who IS board certified is getting more than his share of YOUR clients (see item #1 for more on this). Bolster your confidence and hold your perimeter with this credential firmly in hand.



4. IT LETS YOU CHARGE HIGHER FEES

This one's easy. More initials after your name = more money. Done.

5. IT GETS YOU HIRED FASTER

Not planning to set up a solo practice? Then you DEFINITELY need to have this credential in your back pocket when you go knocking on doors. It will raise your cred big time in the eyes of a hiring manager and, perhaps more important, if you are competing with others who are board certified they will win. And you will lose. Hey, don't shoot us: we're just the messenger!

5.5 IT'S THE RIGHT THING TO DO

As a holistic nutrition professional your learning is never done. The minute you think you got it all figured out, BAM, some new study, conference, expert, or program enters your universe and before you know it you are burning the midnight oil with your head buried in your books.

And you love that about your work. You can't fool us. Because we love it too.

Getting board certification, for ALL the reasons we mention above is the smart, logical, and sensible thing to do. Your value increases. Your credibility jumps. Your client load climbs. Your bottom line soars.

Yet, perhaps most important of all is that if it is your goal to be among the best of the best in your field, there's no better way to do this than by getting Board Certified in Holistic Nutrition® through the HNCB. Learn more about what is considered to be the gold standard in credentialing by visiting www.hncb.org.

It is, without a doubt, the right thing to do.

