

the VOICE



Volume 8, Issue 3

Anniversaries and birthdays are traditional times to reflect on how far one has come — what has one achieved and accomplished? How has the business evolved and changed?

We decided to tackle this, just for fun. We wanted to tally our firsts. We wanted to see how our direction has altered and get a clearer picture of what we have done for the industry at large.

CANNP came along at a time when the industry was stagnant and no one was doing much to support Canadian nutritionists. The schools were educating but after that, other than continuing education in the field, there was not much at all.

CANNP definitely shook the industry.

Our focus in the beginning was to offer superior benefits and excellent value for well-earned dollars. We sought new avenues and untapped resources to bring imaginative initiatives forward.

It wasn't long before we found our niche. The Members were looking for the answer to the "now what?" question and we were going to tackle that next. We developed an entire mentoring program and concentrated our efforts on business building and strategies for success.

That led us to the Insurance Challenge and more recently to the development of the CAN program. While we continue to add

benefits of value and pursue initiatives to support business success, we are also working on increasing our stature within more mainstream avenues, including insurers and government.

It was fun to go back in the archives and learn that we were the first to:

- secure written confirmation of insurance coverage from major Canadian insurers
 - offer a designation that can be used across the country
 - offer an outstanding symptomatology tool
 - offer a discount on the Textbook for Natural Medicine
 - offer access to the dispensary at the Naturopathic College
 - offer professional newsletters to be used with your own email list
 - offer free access to a slew of industry tradeshow and products/services
 - publish a book, written by a lawyer about practicing within the law
 - offer a mentoring program
 - offer the opportunity to promote your products and services
- and the list goes on and on!

Wendy Gibson, BA, RHN, NNCP
Executive Director, CANNP

Latest and Greatest

Together We Can Take Action

CAN — the Canadian Action for Nutrition — is underway and we are seeking the support of all our Members as we work to support you!

We need case studies, success testimonials, as well as letters from regulated professionals who are supportive of our efforts.

Please see page 2 for the details of what you can do to help.

Act now!



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Time Limited Offerings

From time to time, CANNP makes exclusive offers to Members. Over the next several months, watch for these specials:

June - CORE Begin - valuable hints and techniques for new grads and those new to CANNP

July - Logo Critique - by a graphic artist at no cost to you

August - Brochure/Flyer Critique - by a graphic artist at no cost to you

September - CORE Continue - the next in the 3 part series which focuses on steps to continue to build your business momentum

All these offers are **time limited** and will not be fulfilled after the deadline.

Watch your eblasts for details!

Power in an Hour

Client Coaching Expert Sandra Power, has arranged to offer CANNP Members an exclusive hour of client management assistance, online.

Sandra has hosted several of these events already and they are fun and informative. Everyone seems to feel very comfortable with sharing ideas and discussing the issues that come across all of our desks at one time or another.

Each session focuses on how to be a more successful practitioner. The last one was all about referring and its importance to success.

We appreciate Sandra's professional approach and hope that more Members will log on. Take note of your most challenging concerns and share them with the group when we meet next. You will be surprised what fabulous ideas come forward.

Watch your eblast for the next Power Hour — and set your alarm so that you don't miss out!!

CAN Can

The initial meeting of CAN was followed up by a second smaller group meeting, the purpose of which was to determine 3 tasks that can be used to further our mission.

As a reminder, CAN was spearheaded by the CANNP in order to prepare to take a stand to protect our identity, our titles and scope of practice. No one in our industry has ever taken such a bold step.

We have set out to gather:

1. Case studies of successful consultations based on a predetermined template (which can be emailed to you by request at info@cannp.ca.)

2. Testimonials from clients outlining their positive experiences.

3. Letters from regulated professionals that have crossed paths with nutritionists and who will attest to the value of our contribution (on letterhead.)

For CAN to make any headway we urge you all to tap into your resources and send us what you can gather. Our plan is to be well prepared with research and testimonials showing our value to the health of Canadians, should we need it in future.

The materials we gather will be organized and the next steps will be determined by the CAN group of key players in the Canadian nutrition world. Your input is always welcomed.

Health Canada Wrote

In February we got a response from Health Canada regarding concerns over the Natural and Non-prescription Health Products Directorate. The letter was a form letter of course, from Manon Bombardier, the Director General.

The letter states that although Health Canada is concerned about the safety of products on the market, they agree that self-care products should not be subject to the same level of scrutiny as prescription drugs. They claim that under the new framework, low-risk products will be able to get to market even faster than under the current system. They are unspecific about what is considered a low-risk product exactly.

They go on to state the following:

"To be clear, the proposed self-care framework will not ban or restrict access to NHPs. We recognize that, for many Canadians, these products are an important part of maintaining a healthy lifestyle and we want to maintain consumer choice. Under the proposed framework, a wide range of self-care products, including NHPs, will continue to be available to Canadians who wish to use them."

While this may be good news for the industry, it further illustrates what we might be able to accomplish if we all work towards the same goal — to further define and sustain our value to the public. See CAN to the left.

Please Note

CANNP is pleased to bring you many discounts and opportunities, but encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

Content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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Insurance Challenge Update

We urge you not to share your NNCP number and personal details with non-clients. It seems that some insurers are experiencing fraudulent claims. It is imperative that we stay on the good side of these folks, so your compliance is greatly appreciated.

If you have a client attempting to claim through GreenShield, please use this link <https://www.providerconnect.ca> to register with them. CANNP is under "social worker/counselor." It will take approximately 7 days to update the GreenShield system.

Also, in order to better ensure coverage, always use the CANNP logoed document you have been provided and be sure to use the words "Nutrition Counselling" as well as your complete NNCP identifier — letters and numbers. This is key!

Everyday we get insurance companies checking on the status of our Members — mostly from those companies from which we have written confirmation of NNCP coverage, but also from other companies who, for one reason or other, will cover our designation. This means that by always having clients send in claims, other companies are becoming aware of our services.

We continue to pursue other insurers but could make much more headway if you have contacts to share. These are massive corporations and half the battle is getting to the correct people. Please let us know if you can help out by sharing a name or number.

We Need Everyone On Board

Here is what you can do:

1. If you are due to renew, doing so on a timely basis will help us keep the insurance companies' lists of qualifying Members current.
2. Instruct your clients to submit claims every single time — even if they are confident that they do not have coverage.
3. Suggest that your client speak with their employers directly about adding "nutritional counselling" to the company policy. We offer a letter on the website that clients can use for this purpose.
4. When you or your client do have contact with an insurer, please be sure to indicate CANNP and/or our logo so that it is clear that you are a part of the Association. Many of these companies are massive and connecting all the dots can be challenging.
5. Approach the decision makers of any corporation you are in contact with and determine what insurance company offers their coverage. If you can secure a contact name please email it to us.

We welcome your input and creative suggestions regarding this ongoing process. Let us know about your successes also so that we can continue to build upon those.

Other Stuff to Consider

Tag the Expert series is a great way for you to connect with people in the know. New ones to be added shortly.

Newsworthy provides 12 separate newsletter emails, each year, which you send from your address with your signature.

Never heard of *TrueView*? You will want to check this tool out — it is the answer we have been looking for.

Website Offer

Take it from us, finding the right supportive web team is not easy and these guys are fabulous!

They have helped us with our website and are offering a good deal with some special add-ons just for CANNP Members.

Be sure to tell Seethroughweb that you are a CANNP Member in good standing and provide your NNCP number.
marketing@seethroughweb.com

CORE 1-2-3

CANNP has developed 3 extremely helpful documents around the CORE principles of business.

CORE Begin - Contact, Orient, Rally, Execute

CORE Continue - Collaborate, Organize, Refer, Evaluate

CORE Succeed - Consistent, Opportunity, Respond, Evolve

Each will be available free to Members only, for a time limited period.

Shotlike

Since we last wrote a newsletter, we were able to secure free passes to two major tradeshows. The CHFA Vancouver show was at the beginning of April and just prior to that, the Toronto Yoga Show.

Need a Job?

Ready, Set, Chat is the place for you to find the best jobs suited to your nutritional skills. It is the place for our Members to speak freely and relate to one another.

TrueView - Important Tips and Hints

Every time there is an update to Excel, TrueView seems to be affected. We do our best to keep on top of it all and so we want to share these important tips for TrueView users:

1. Read the entire overview before you begin. The OverView is the very first (far left) sheet in every TrueView Excel worksheet.
2. Once you get the word document back from your client, take a quick glance to ensure that all the spots are filled in appropriately — with numbers 0-5. If an inappropriate number or blank is included, it can throw off the values.
3. When pasting the client numbers, place the cursor in the column cell under “0 to 5” and next to the first symptom described, ensuring that you are pasting in the correct areas.
4. When pasting, use the “paste special” option and click on “value” or “text” depending on your operating system. This will allow you to continue to use the form properly. If you simply use the paste function, peripheral, hidden items also get pasted and this may effect how you can use the form in the future.

As a user, if you have further tips please send them along. We are always looking to improve our offerings.

Time to Give Back

At CANNP we do our best to pair more seasoned professionals with new grads to help everyone share success. A great deal can be accomplished in a short amount of time so this does not have to be a huge time commitment. Together you can set whatever parameters work best for you. CANNP provides an entire mentoring program (in the Members-Only area) which you can use as a suggested format or come up with one of your own.

A minimum of 3 Mentoring hours are required at renewal as part of our mentoring culture.

Please contact us if you can offer a little of your expertise to someone who is in the shoes you wore not so long ago.

Fitfest: Calgary, Edmonton & Vancouver!

Fitfest will offer a 40% discount to CANNP Members who wish to exhibit at this event. The Great Canadian Fitfest is creating an exciting environment encouraging millions across Canada to TRY everything in the health and fitness industry.

Calgary's event will be held at the Calgary Telus Convention Center January 20-21st 2018, the Edmonton Shaw Conference Center February 10-11th 2018 and Vancouver PNE Forum October 20-21st 2018.

If you are interested in exhibiting contact us and we will forward the appropriate paperwork to you, info@cannp.ca

Food Intolerance Testing

CANNP has secured a 10% discount for Members who take advantage of the Loris Food Intolerance Testing. Offer clients a brand new route to optimum health. Log into Members Only for details or contact info@lorisan.com or call 1-866-476-5540.

Addition to the Business Template

CANNP now offers a helpful article about how to write your business plan from a nutritionist's viewpoint. This article will now accompany any Business Plan Template orders and for those who already own the template, you can request the article at info@cannp.ca

Is it Time to Renew?

How will you know for sure?

CANNP sends out 4 separate renewal notices — three through Mailchimp and one via our info@cannp.ca email.

Your renewal month will be brought to your attention at the beginning of the month; again half way through; one week before expiry; and finally at the date of expiry.

Please note that it is a much simpler process to renew you within this timeframe or earlier (you still retain 12 months of Membership!) then it is after your expiry date.

Also, every day insurance companies, some of which have sent us written confirmation of NNCP coverage, as well as others, are exploring coverage of NNCPs and seeking to confirm your Membership with us. They will not simply accept an NNCP number without checking with us. So it is to your benefit to stay current.

Let us know if there is anything we can do to further assist you with the process. We appreciate hearing from Members and have made numerous alterations based on feedback.

A special shout out to those Members who keep us on our toes!

Website Success

We've updated our home page with a brand new video on Picking an Association, a new Compare Association Chart and a new Prezi presentation, providing an overview of offerings.

“Lost Password” function is working well on the CANNP site as is Ready, Set, Chat.

The simpler application process allows you to go directly to payment from the form. Working on improving your experience.

Insurance Considerations

by Glenn Rumbell, B.A., LL.B.

Many nutritionists provide services through wellness clinics. From time to time we receive questions about the need to maintain practice liability insurance when working for a clinic.

If you are practicing through a clinic as a contractor, it is advisable to have separate practice liability insurance even if the clinic advises that your services are covered under its policy. This will protect you should the clinic's insurer decline coverage for any reason, and equally importantly, if you are sued by the clinic itself for negligence. This might occur if a client you advise sues the clinic, leaving the clinic or its insurer wanting to recover from you.

If you are practicing as an employee of a clinic, the situation is more complex.

An employee is typically defined as a person who provides services to an employer for wages. If the clinic is paying you an hourly wage or salary and deducting income tax, etc., you are an employee.

If you are an employee, the individuals you advise are clients of the clinic. Under a concept known as vicarious liability, if you make an error or are negligent in the course of performing your duties, the clinic as your employer, is accountable to the client. It is

important to note that this doctrine applies if you were acting in the course of performing your duties. If you were acting outside the scope of your employment (i.e., not carrying out the clinic's business and/or acting solely or primarily for your own benefit) the clinic may be successful in arguing vicarious liability should not apply, leaving you primarily liable to the client. If you are sued directly by a client, you can seek indemnification from the clinic provided your actions were in the course of performing your duties.

As a clinic employee, you must also consider whether you can be sued by the clinic for the advice you provide to its clients. While employers can sue employees for the damages they cause, it is a difficult action that is rarely successful. The courts are generally reluctant to impose such liability on employees recognizing that it is natural for employees to make mistakes and presuming employers to accept the fallibility of their employees. To be successful, the clinic would have to demonstrate that the advice that resulted in the client suing the clinic was more than just a mistake, or negligence, and that it essentially amounted to what is known as gross

negligence. While there is no absolute definition of gross negligence in Canadian law, it is generally viewed to be a more extreme form of negligence, such as an action that showed a marked departure from the applicable standard care, or conduct that was so arbitrary as to completely disregard the consequences.

Before commencing any nutrition counselling practice, whether on your own, or through a clinic, you should always speak with a lawyer to assess your liability risks and with an insurance broker to assess your need for practice liability insurance.

Glenn is a lawyer and founding partner of Ross Rumbell Professional Corporation, an Ontario based full service business law firm. Glenn Rumbell is a director of the CANNP. If you have a question you would like Glenn to tackle in The Voice, send it us at info@cannp.ca

Journalling: The Options

*Gretchen Rubin, author of the **Happiness Project** and **Better than Before**, thinks in the most remarkable way, producing options that are absolutely achievable in everyday life. Gretchen has given CANNP permission to share some of her extra cool approaches with our Members.*

Journalling has benefits that we are well aware of — for both ourselves and our clients. But, who has the time? Who wants to expend the energy? It feels like such an overwhelming task to commit to write every single day. Gretchen has the solution.

She says the key is to make it manageable and doable by committing to only one line of summary as a recap of the day. That's it! It provides a striking sense of accomplishment and progress she claims. Gretchen, of course, sees this vehicle to keeping memories alive and vivid, as a definite link to on-going happiness. "One thing is true: we tend to overestimate what we can do in the short term, and underestimate what we can do in the long term" she states. So doing a little bit over the long term is not only manageable but sustainable.

Here are some suggested approaches:

1. a summary of the day — word, line, paragraph or longer.
2. focus on progress made towards an accomplishment or an ongoing goal or achievement.
3. write something happy or fulfilling that happens each day.
4. follow the growth and development of a close family member, or
5. follow the path of a career, a love interest, or a catastrophic event. Writing will undoubtedly clarify situations.

3 Reasons to Consider a Website Maintenance Plan

Contributed by See Through Web, www.seethroughweb.com

Getting your website up and running is like welcoming your clients to a stylish new building. First, things run smoothly and you are proud of how everything looks and works. With time you may find that new and improved features or functionality become available, or possibly even some things on the site begin to break down.

These days most websites are pretty sophisticated. They're built in systems like Wordpress or TYPO3 that are constantly being updated. Those that aren't kept up to date miss out on new features and functionality and can become prone to attack. Hackers love to find out-of-date websites and use them to send spam.

Rolling up your sleeves to fix the plumbing or the wiring of your website may not be in your wheelhouse. Hiring a team to carry out the maintenance jobs not only lets you focus on your own work but ensures that things function as best as possible so that your clients keep coming back to a secure and enjoyable environment. Similarly, how your website operates, the data that it manages, and its traffic flow must be evaluated and adjustments need to be made for you to continue getting top results.

Technology and trends develop at such rapid speeds nowadays that an updates & maintenance plan proves to be a valuable tool for your business. With the right plan, you can ensure that your clients continue to have a positive experience and that you stay on top of security updates while maximizing your time. If you are still sitting on the fence, not knowing whether or not to invest time and resources into a maintenance plan, here are three things to consider.

1. User Experience

The last thing you want for your business is for clients to experience frustration when dealing with you or when trying to find the information they need to make decisions. Changes to web browsers and other websites can impact user experience on your website. Because of this, it is vital to be sure that when a client clicks on a link, it takes them to the desired location.

Information in your industry or business may change rapidly and the data that you have on your website become outdated sooner than you think. Regularly updating your content is a clear signal to your visitors (and search engines like Google) that your website is active and up to date.

2. Sales Impact

Being able to get questions answered is essential for your clients and potential clients in order for them to move forward to take advantage of your services. A regular maintenance plan lets you catch poor performing forms and other methods of contacting your business, so that you do not lose any leads. In the long run, a small investment in maintenance will pay off in future business.

3. Security

Hackers are out there working hard every day presenting increasingly complex and new threats. Applying the latest security updates to your content management system (CMS) avoids leaving your website wide open to attacks and ensures that your information, and that of your clients, is secure.

Whichever route you wish to pursue to keep your website in top shape, remember that the company that you choose to assist you is really an extension of your team, a specialized task force. It is in place to free you up from having to remain vigilant over the web details so that you can deal with your clients and focus on what you do best: your business.

See a special offer to CANNP Members from
See Through Web in the Members
Only section of www.cannp.ca

**Conquer
Fear**

Title: *The Confidence Gap*
Author: Russ Harris Copyright 2011

In this exceedingly helpful and important book, Harris tackles overcoming fear, among other topics. He sites a very interesting story, which he claims is an ancient Indian tale. It is the perfect illustration of his point that "the more space we can give those difficult feelings, the smaller their impact and influence on our lives." (p 174)

The story is about an old Hindu master who teaches his complaining apprentice an important lesson. He asks the young man to fetch a cup of salt, and has him tip the salt into a glass of water. He swirls it about and asks the apprentice to taste it. The water of course tastes horrible. At the edge of a nearby lake he has the young man dump a handful of salt and then taste it. It was "not too hard to swallow." The Hindu master went on to explain, "The salt is like the inevitable pain of life. In both cases, the amount of salt is the same; but the smaller the container, the greater the bitterness. So when life gives us pain instead of closing in around it, like this cup, we would be better to enlarge and open, like the lake." (p174)

Harris goes on to offer clarification as to how to do this using the acronym NAME: Notice, Acknowledge, Make space, Expand awareness.

We will review this book in more detail in a later edition.

On March 9th, CNN reported that an estimated 45.4% of all deaths caused by heart disease, stroke and type 2 diabetes are associated with eating either too much or too little of just 10 food categories. This was according to research published in the Journal of American Medical Association. The researchers based their estimates on a total of 318,656 deaths related to the above mentioned 3 causes. A larger portion of men than women died due to diet-related causes. Researchers pointed out that this was consistent with generally healthier eating habits in males. The biggest culprit was identified as too much salty food accounting for 9.5% of the diet-related deaths while red meat caused less than 1%.

BPA has been identified as causing numerous serious health issues, such that manufacturers turned to BPS as a safe alternative. Recent research conducted at the David Geffen School of Medicine at UCLA found that BPS comes with its own hazards. A study published in the journal Endocrinology, compared the effects of both BPA and BPS on brain cells and genes that control reproduction organ growth and function. BPS was found to speed up embryonic development and disrupt the reproductive system, and could lead to premature puberty.

Qui W. Actions of BPA and BPS on the Reproductive Neuroendocrine System During Early Development in Zebrafish. Endocrinology, 2016. 157(2):449-451

As published in Diabetes Care, it seems that healthy adults with the highest levels of magnesium were 37% less likely to develop high blood sugar or other precursors to type 2 diabetes. In the seven year study involving 2583 participants, researchers also found that among those who already had precursors, those with the most magnesium were 32% less likely to develop full blown diabetes than those consuming the least amount of the mineral. Many individuals are magnesium deficient. Recommend almonds, brown rice, bananas, and spinach.

Hruby A. Higher Magnesium Intake Reduces Risk of Impaired Glucose and Insulin Metabolism and Progression from Prediabetes to Diabetes in Middle-Aged Americans. Diabetes Care 2014 Feb; 37(2) 419-427

A study examined whether sugar- or artificially sweetened beverage consumption was associated with the prospective risks of incident stroke or dementia. After adjustments for age, sex, education (for analysis of dementia), caloric intake, diet quality, physical activity, and smoking, higher recent and higher cumulative intake of artificially sweetened soft drinks were associated with an increased risk of ischemic stroke, all-cause dementia, and Alzheimer's disease dementia. They found that people who were consuming diet soda on a daily basis were 3 times as likely to develop both stroke and dementia within the next 10 years as compared to those who did not consume diet soda.

That said, they found that consumption of sugar-sweetened beverages were not associated with stroke or dementia. The researchers reported that in an earlier study, those who frequently consumed sugary beverages had greater evidence of accelerated brain aging and poorer memory function. Of course there is also the cause for higher incidence of obesity and all that follows.

Matthew P. Pase Sugar and Artificially Sweetened Beverages and the Risks of Incident Stroke and Dementia <https://doi.org/10.1161/STROKEAHA.116.016027> Stroke. 2017; STROKEAHA.116.016027 Originally published April 20, 2017

www. Wild, Wacky, Wonderful

learnthis.ca

Learn This was created to help improve lives by learning about life, career, leadership, and relationships for home, business and the spiritual world. The articles cover a vast array of subjects and are easily accessible in the Archives section. One of our favourites is a great long list of tips on how to simplify your life. Who doesn't need that?

<http://www.doctorshealthpress.com>

The Doctors Health Press is a health news and advice site, the goal of which is to provide readers with the most current, up-to-date health news, breakthroughs and advice, with a particular focus on natural and alternative health fields. The mission is to arm readers with the knowledge to make informed decisions on their health, while cutting through the clutter and rhetoric of the mainstream media and health establishment from a group of doctors and health experts you can trust. The authors of the site pride themselves on providing the best in alternative care so that reader can achieve the best health possible without necessarily pursuing expensive prescription drugs or surgery.

www.integrativepractitioner.com

IntegrativePractitioner.com is from the folks who brought us the tradeshow and convention that CANNP took part in last year. Their site is a collaborative effort between many who support the integrative healthcare model. Their goal is to support the wide spectrum of integrative healthcare professionals in becoming more successful in their practices in order to effect positive improvements in the current standards of healthcare, policy and to strengthen the common ground among all constituents. Among the topics to explore is one entitled Digestive Health.

Why We are Doing What We are Doing

Contributed by Rebecca Liston, Business Coach

Talk to any entrepreneur about the books that have inspired them and in all likelihood they'll mention the classic "Start With Why" by Simon Sinek.

What I loved about this book is that it did help me to get to my "Why," which is, according to Simon, the key thing upon which to focus when the going gets tough. The theory is that when we focus on Why We Are Doing What We Are Doing, it motivates us to think beyond the WHAT that we are doing, and in turn creates a magical foundation upon which we can build and grow. Your WHY is your purpose, the very reason you are on the planet.

When we begin to understand Who We Really Are and Why We Do What We Do, we can begin to take those gold nuggets and apply them to HOW We Do What We Do.

This week I had the extreme pleasure of beginning my work with a new client. As is my way, I begin my work with a new client in the way that works best for them, so it's always a bit different.

This time, we began with talking big vision for a bit: "Just what are we looking to build here, anyway?!?" And then we talked about HOW that might come into being.

Long ago I learned that the HOW of how we self-motivate is critical! I was lead to believe that I "had" to put a chart on my wall with revenue goals written on it and each time I had a sales call I needed to mark it down and place next to it the revenue that was generated as a result.

Turns out that's not very motivating for me. Not because I don't want to make money, but because it is not my chief driver, and in fact, in focusing on it, I was distracted and anxious.

It is, however, very motivating for others, and the important thing is to discover your own HOW in terms of motivation so that you can stay on top of your game!

So I mentioned this to my new client, and

through some careful consideration we discovered that the thing that is key to her, that keeps her motivated, is thinking about the positive impact that she will have on her clients who will then, in turn, be able to create positive impact on all those with whom they relate, and the world at large.

Now that we had identified that, we knew that instead of having her put a revenue-tracking chart on the wall, she should create an image or vision board that communicated that ideal and hang it somewhere close by.

Next came time to consider HOW she would like to serve her clients. What was important to her in this realm?

She knew immediately that the key factor for her here was the depth of relationship she wanted to create with her clients. So now we can use this to help us create her programs — the HOW of How She Serves. We know, for example, that her calls with her clients won't be 15 minutes every other month.

For another client, it was really important for him that his clients know that they can contact him for support in emergency situations. We built a system that allows his clients to reach out anytime (except in the dead of the night) for the support that they may need, and we included that opportunity in his pricing so that he'll be compensated and his clients won't stop to wonder "if they should" before they call.

Do you have a sense of what your key motivator(s) is /are? What drives you? Time? Money? Impact? Social issues? Freedom? Your children? Relationships? Do you have anything that represents that in your office? And how does this manifest in the way in which you serve your clients? Are you driven to create deep and lasting change? Then the HOW of How You Serve will likely include longer and more in-depth sessions. Do you find yourself "lit up" by the idea of helping your clients move through things quickly with ease and efficiency? Do you prefer a

more "light" touch? Then perhaps you'll have more frequent, shorter conversations with your clients.

I discovered that one of my key motivators was Alignment. It was imperative to me to align every aspect of my business with Who I Am. It meant that I had to be willing to serve in ways that aligned with Who I Am...

AND... With Who My Clients Are.

It was kind of complicated at first, not going to lie, but soon I found my HOW. I would simply listen to the prospective client in front of me, ask good questions, and figure out what they really needed. And provided what they really needed was something that I could offer and stay in alignment with my self, then that's what I did.

Which means I have clients with whom I work quarterly. Some monthly. Some just randomly from time to time. Some of my clients are with me for years. Some just one. Some of them I just do a short project with, and off they go. And some I have done so many projects with that I feel kind of like the "Godmother" of their business!

Turns out that I like a variety of HOW in How I Serve because it is critical to me to serve each client in the way in which they need to be served. It serves me well in return! However, had I not really pondered my key motivators, had I not taken time to discover what was really of utmost importance to me, I would still be working with people in the way that I was taught, and while that was okay, and sometimes even great, it wasn't as spectacular as it is for me now.

And so, I encourage you to play with this a bit for your own business. Take some time to discover your own motivations and desires and apply them to the HOW of How You Serve.

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