

Lesson 12 Quiz:

RUNNING A SUCCESSFUL NUTRITION BUSINESS

1. One of the biggest struggles that can cause your business to fail is...
 - a. Effective networking
 - b. Poor time management**
 - c. Creating a schedule
 - d. Scheduling marketing time

2. You have to balance your time between...
 - a. Seeing clients
 - b. Marketing/Social media
 - c. Networking
 - d. All of the above**

3. What is the best way to wrap up your session if you are already over time and your client is having trouble?
 - a. Tell them you will talk about it in your next session
 - b. Keep talking as long as they need
 - c. Schedule a 5-10 minute call with them the next day**
 - d. Ask your next client if you can reschedule them

4. What is an important aspect of scheduling, especially during the first 2 sessions?
 - a. Squeeze them in back to back
 - b. Leave lots of extra time so you can use as much time as you need
 - c. Schedule them only in the morning
 - d. Add a set extra amount of time**

5. Asking clients to pay upfront is just a great way of making cash faster.
 - a. True
 - b. False. It's a great way to help your clients stay committed to their program.**

6. Many doctors only refer to dietitians and nutritionists that take insurance.
 - a. True. Confirm this before spending time networking with certain doctors.**
 - b. False

7. Name three services that I mentioned that you can provide to your clients...
- a. **Grocery store tours**
 - b. **Pantry makeovers**
 - c. House cleaning
 - d. **Cooking demos**
 - e. Live performances
 - f. Food preparation
 - g. Food tasting
8. As part of your business' foundation, you need to determine your _____ and _____.
- a. **Mission statement, internal values**
 - b. Mission statement, external values
 - c. External values, vacation schedule
 - d. Internal values, vacation schedule
9. What is the guideline you should refer to, to know what your brand stands for?
- a. External values
 - b. Mission statement
 - c. **Internal values**
 - d. Business name
10. What is essential to building your brand and client base?
- a. Advertising
 - b. Listing in the yellow pages
 - c. **Referral list**
 - d. Speaking engagements
11. What does "Serve It Up" mean?
- a. Having someone over for dinner
 - b. Handing your client their invoice
 - c. Creating a recipe
 - d. **Paying forward nutrition information**