

FAQs from “Revolutionize Your Practice with Evidence-Based Digital Courses: A Practical Workshop for Dietitians”

Question & Answer Summary

Question: Can you please explain again what the "Discovery Call" is?

Answer: A discovery call is typically a free 15-30-minute call for the potential client to discover what it will be like working with you. It is not MNT but rather focuses on how you can support that person in getting the transformation they are looking for. Leverage MI [Motivational Interview] to uncover the prospect's most pressing concerns then paint a picture of how you will get them to succeed.

Question: My Discovery calls tend to always go too long. Have to work on that.

Answer: TIP: Always announce at the beginning how long it is and what to expect. "In the next 15 minutes we will..." It is also helpful to script your discovery calls - not exactly what to say but rather a progress map from beginning to end to support the journey of discovery!

Question: Thinking of how to utilize a course like this, could I run a course like this as a 'group' class with patients and bill 97804 (group MNT class)?

98% of my clients are using their insurance benefits

Answer: In practice, I never had great success billing for group programs - reimbursement is very low. However, you can offer group programs [courses] as added value for clients. You could leverage it to encourage future bookings - maybe offer the course for all clients after their 3rd visit and to encourage visits 4,5,6. It can maximize the total reimbursement available for each patient. You can still run it as a group program and it will only include those at a certain level in your practice.

Question: How exhaustive is the competitive review? Look at a certain number of competitors' reviews?

Answer: About 6 but it will depend on your niche. If you are highly specialized you may have less.

Question: Can you quickly go over the places to find these? I liked Amazon book reviews. What were some others?

Answer: Google reviews [for you or competitors in the same niche], Facebook groups, HealthProfs, and testimonials on web pages for your niche. As Stephanie reinforced, they do not need to comment on YOU they can be for competitors in the niche. We LOVE Amazon reviews for books in your niche.

Question: Would you use a course like you described yesterday with all the goals and cooking videos along with information as one of those low-cost courses? Or would it be a mini version of that, and you can make a more complete one later when you can price it higher?

Answer: I would use a mini version. If you take a look at one module from yesterday that could be a good benchmark. ALWAYS build in the upsell or offer of a discovery call that leads to working with you on a deeper level [higher commitment from the prospect.]

Question: I have run my current 5-week program a number of times since 2020 and then offered an alumni extension round for a fee post-program so clients continue to keep applying what they have learned based on their results. Generally 50% -60% join which is great. What I have noticed is that the engagement with participants in the group chat and on live calls has decreased quite a bit this year especially - I have not created a free community so my only reconnection with them is via my socials or email when I send out a newsletter. Thoughts on how I can keep connected outside of creating a free FB community group & and social media?

Answer: A few ideas here: In order to maintain engagement between sessions you will need a space for that - assuming you want a two-way conversation. Private Facebook groups serve this purpose but you could also use your EHR and host regular Q&A calls on Zoom.

Question: Thank you! What platforms do you like for building the courses?

Answer: Start by considering what you already have access to - an EHR for example. Kajabi, Thinkific, Teachable, and LearnDash are all great options. Consider your tech-savviness and budget. Stephanie will address GoHigh Level in Part 2 as well.

Question: My testimonials come from direct ask but most come from the Google survey where I ask them a question and I also grab what my clients say in the group chat. Those are the most authentic and valuable.

Answer: Such valuable advice! I [JP] have created graphics using screenshots of chat comments - you can use a mosaic block to blur names for privacy but you can ask permission to share from the commenter. Google Forms are EXCELLENT for collecting testimonials. Ask a series of questions related to the client's experience from where they started to where they ended up and some of their experience in between.

Question: Does someone have to be paid for providing/agreeing to give a testimonial?

Answer: Not at all - if you have a happy client you should be able to get a testimonial without a cost. However, if you are using their picture or video maybe offer a gift card as a thank you.

Question: I've done a partnership with another RDN who had a skill set I didn't have and it worked out great!

Answer: This is an excellent collaboration! As long as skill sets and offers are different, it's always great to collaborate with colleagues. We recommend also collaborating with interdisciplinary practitioners [MD, DO, DC, NP, etc.]

Question: This framework can be used to build a social media strategy including LinkedIn.

Answer: Yes 100%!

Question: Can we create a story based on a compilation of clients we've worked with rather than 1 specific client?

Answer: Yes, 100% as long as you are transparent about a sample journey.

Question: How do you estimate the dollar amount value that you feel your offer gives, then say the actual price you're charging? Like you have a \$1200 value for \$37. Is there a certain way you figure that out?

Answer: Great question! It can be a combination of your time in the course [i.e. live Q&A] or the time you take to create the materials x your rate. Then just add it up. For the [content bundle](#), it is time I am actually saving practitioners [how much time would it take to create all these materials] x a rate that makes sense for those serves. For that bundle it's at least \$1,200 bc it would probably take most practitioners hours to, let's say, shoot and edit a cooking video at an average rate of \$50/hour.

Question: This information is A LOT and an eye-opener regarding Marketing for nutrition and dietetic professionals VERSUS a general marketing course that may be highly business focused. In today's environment, such a course will be very useful. Looking forward to reviewing the slides.

Answer: I think the recordings, workbooks, and slides will be really helpful to review. Thank you for noting how helpful it is 😊 This is training we don't get in school.

Question: Are the ebooks in the bundle editable in Canva?

Answer: All of the content in the [Content Bundle](#) is editable.

Question: So where would be the best platform to integrate this? Practice Better? Get Healthie? Kartra?

Answer: Most platforms that host courses have similar frameworks and functionalities. Each looks and feels a bit different and also has different levels of technological savviness required. Cost will also factor into what platform you select. For example, using your EHR may not be the perfect experience, but you are already paying for it so maybe you are willing to sacrifice some of the more expensive platforms, like Kajabi, to utilize existing technology.

Question: Future Ceu? Did I read that in the future will get CEU for 2 day

Answer: Yes!!!! Those who registered for this workshop will receive a FREE CUE opportunity before the end of this year. The topic will be similar but the content will be brand free.

Question: Can Stephanie summarize how she partners with nutritionists? Different levels of service provided? feel like I am in a place where I have been marketing but need someone to review and make sure I am on the right path/make suggestions on how to improve

Answer: Stephanie's team supports practitioners at every step of the branding, strategy, and website development process. You can book a FREE 45-minute discovery call [here](#).

Question: Just to confirm... the monthly fee for [Living Plate Rx](#) gives us access to the content library? Does it give access to past months' content in the library?

Answer: Yes! You get access to the already extensive content library please all future content drops. AND as the price for membership increases, your membership fee never does.

If you have any questions, please feel free to contact us at stephanie@stringmarketing.com or jpetrucci@livingplaterx.com. We're happy to help!