

## 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**