

# Business Growth PROGRAMME

Where motivated Nutrition Professionals  
become Successful Business People

**ZEST**  
nutrition business success *4life*

Helen Joubert  
Zest4life Associate



Portia Hodges  
Zest4life Associate

# Create your *dream* business

Welcome to the start of everything you want for your nutrition practice. Nutrition Professionals come to us when they know they need the best possible support to launch, grow or re-invent their ideal nutrition practices.

You may be just starting out, or have been in practice for a year or more and struggling to find clients. You may be lacking confidence, feel overwhelmed and wonder if you will ever make a success of your business. **You are not alone.** Many Nutrition Professionals feel this way, and that's why we do what we do - we love helping Nutrition Professionals transform struggling practices into thriving businesses.

We have a very clear vision for the Nutrition Profession: one where Nutrition Professionals are recognised as an integral part of the health and wellbeing community. To achieve this, we need to come together, raise our profile by being more visible and more accessible, so that we are part of 'the solution'.

Zest4life will help you to make this a reality, you will no longer feel on the sidelines and you will build a thriving and successful business that you love!



Stephanie Archar  
Zest4life Associate

# What we *offer*

The step by step Business Growth Programme, will show you how to create the business of your dreams, attract more clients, and create higher profit programmes; so you can focus on doing what you love.

Follow the steps and you can expect fast results, because you're given just the right blend of learning, mentoring, confidence building, resources and connectivity to become capable of building up to a 6 figure income.



Lisa Fenelon

Lisa Fenelon Nutrition

*"One of the main attractions of being a member of Zes4Life is the support you get from both the mentors and from your fellow members who are always there to offer advice."*

*Starting your own business can be exciting yet sometimes overwhelming when you start to list out all the things you need to do to initially get yourself up and running. Zest4Life provide continuous support through training materials, live webinars and business development days which are so important to keep you focused. I would highly recommend joining zest4Life for anyone starting out on their own."*

# Meet the *Team*



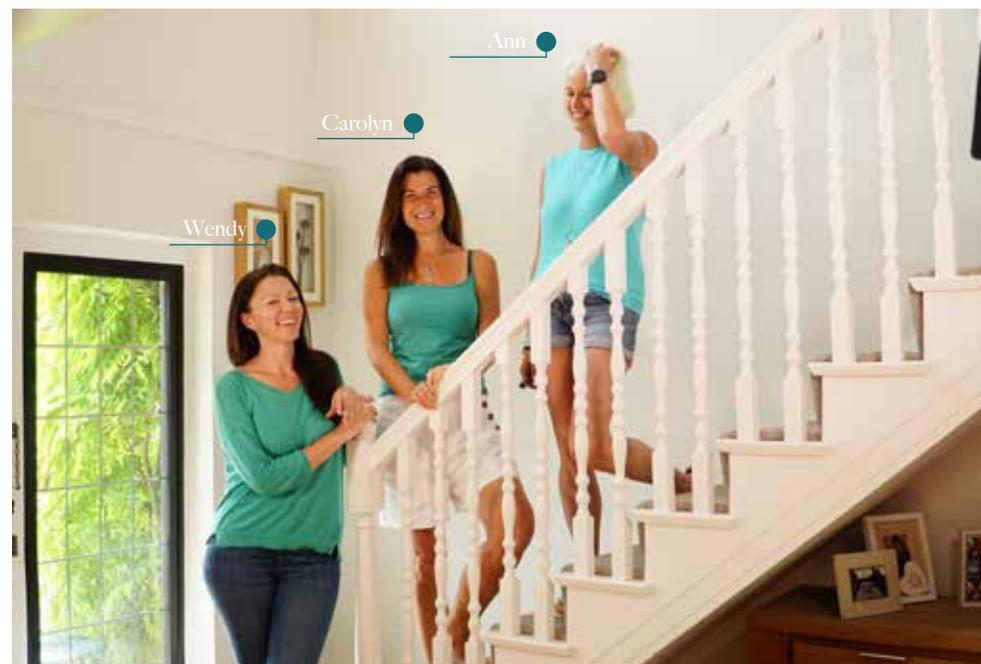
At Zest4life we are 100% dedicated to finding innovative ways for Nutritional Therapy to thrive in the way it should.

You have all been very well trained in nutrition, however, growing a successful nutrition business requires an entirely different skill set, and if you want to build a sustainable and viable business, you will need a clear strategy. There are many different ways to build a successful business today: 1:1 clinic, group programmes, online, corporate, joint ventures and many more. Our Zesties are supported by a team of 3 Directors and 9 specialist mentors who have all built successful nutrition practices. Using our collective 60 years in this business, we show you exactly what you need to do to really make it work, and provide you with a strategic sounding board plus a launch & grow platform so you can create your dream practice.



# The Zest4life *directors*

The 3 Directors who started Zest4life in 2003, are passionate about and committed to growing and fully supporting the nutrition profession and enabling each and every practitioner to thrive; they write the programmes, run innovative events, provide expert mentoring lead the team and realise the vision of Zest4life.



## Ann Garry

Business Mentor: 12 yrs

Nutritional Therapist: 12 yrs

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My mission is to help Nutrition professionals to believe it really is possible to make a good living doing what you love! It doesn't have to be a struggle, you can enjoy the process and be part of a like-minded community of amazing practitioners, all on the same journey. I would love to help you too!

## Carolyn St John Loder

Business Mentor: 20 yrs

Health Coach: 20 yrs

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"I love helping you transform your confidence and create an entrepreneurial mindset. The biggest thrill for me is when I can see you reach that success tipping point in your business and transform yourself as a person, and as a professional."

## Wendy Nagle

Business Mentor: 12 yrs

Health Coach: 20 yrs

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"What really fills me with joy and satisfaction is helping you capitalize on your unique opportunities and move past your blocks, recognise your strengths and see your confidence and love of what you do soar."

Regular Inspirational  
Training Events

# How do we help you get such *great* results?

## Confidence & Mindset

No matter where you are on the scale of confidence at the moment, we help you create the right mindset for success and grow your confidence exponentially, overcome limiting beliefs, such as imposter syndrome, knowing your value, and fear of selling. You will quickly learn how to overcome challenges and move past personal barriers.

## Education & Growth

Learn what it takes to be a success in business and find out exactly what you need to do, to get where you want to be. Through regular live training and mentoring events held every month, you will learn how to run a successful nutrition practice, gain clarity on your direction, become an expert marketer, reach your ideal clients, and create new and exciting business opportunities. You'll also gain confidence in no pressure selling, using our proven systems and get significantly better results with your clients too, by using the Zest4life Health Coaching process.

## Community & Connection

It can sometimes feel hard working on your own. You will be joining a strong and supportive community of over 150 Nutrition Professionals all committed to theirs and your success. Our culture is one of sharing and support for every member of our community who each learn so much from the successes of others too.

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# What the Business programme includes

*growth*

## 1 Orientation Session with programme manager

You will have a one to one orientation session with our Programme Manager to show you round the various platforms, meet the team and design your programme, so you feel confident and ready to get going.

## 2 Business strategy session

You will have a full 60 minutes to invent and map out your dream business with one of the Strategy Coaches, to help you prioritise your growth strategies; you will leave the session feeling confident you have the right business and growth plan for the next 12 – 24 months.

## 3 Monthly business mentoring

You will work with your own business mentor, and receive expert coaching and direct inputs on your business ideas and opportunities.



Sarah Grant  
Zest4Life Associate

## 4 Live training and mentoring events

The Zest4Life monthly calendar is rich with a variety of different events and experts, to help provide you with clarity of direction, ideas, motivation and inspiration, and a host of new skills. No matter what stage you're at with your business, you'll find the right events to support and guide you, including guest speakers, and director hosted events.

# 5 4 week live Masterclasses

Every month you will have the opportunity to join one or more '4 week live Masterclasses'; group training programmes where you will learn essential marketing skills and how to implement them. These 4 week classes cover topics including: Programmes & Packages, Marketing Messages, Social Media, Winning Websites, Money Mindset, Health Coaching and many more. You'll connect with others as part of an interactive group and will be given feedback along the way by the programme leader.



## added *bonus*

### 6 Week Health Coach Training for Nutrition Professionals

All Zest4life Associate Members have the opportunity to train in our unique Health Coaching process which differentiates them from other practitioners by improving their ability to help clients more; giving you the edge when supporting your clients in their motivation to change, overcoming barriers and limiting beliefs, and also enabling you to build longer programmes supporting your clients in new ways.

You will benefit from receiving a range of top interactive health coaching tools that you can freely use with your clients. **Once trained, you are able to use the Zest4life health coaching skills badge for your website and marketing.**



Holly Dunn  
Zest4life Associate



# What the Business *growth* programme includes

## 6 Nutrition Business Success Academy

You will be given your own access to our training portal with over 60 easy-to-implement bite-sized online training courses.

You can do in your own time, and at your pace; these expert videos and presentations will take you through our proven marketing formula created for the nutrition professional, giving you a step-by-step methodology, designed to create a business full of your ideal clients.

## 7 Expert reviews

During your first year you can request 'Expert Reviews' of your website, your marketing messages and marketing materials. Our skilled marketing writers can provide you with the feedback you need to ensure your marketing really engages and draws in your ideal target clients.



**Cathriona Murphy**  
**Vitale . Co.Kildare**

*"My business is growing year on year. I followed the Zest4life steps for launching my business and I continue to receive valuable business coaching from the zest team. The client materials and resources are very high quality and using them has taken a lot of the hard work out that would have been involved in developing them from scratch myself."*

## 8 Zest4life.com profile

Zest4life.com is a client-facing website promoting the services of Nutrition Professionals to the public; you will have your own professional profile, featured as one of our expert Associate members. These are listed by specialism and area, so potential clients can easily find you.

## 9 Zest4life Facebook group

Zest4success is a private Facebook group with 24/7 access to all the other members: celebrate wins, share stories, ask for advice and benefit from a constant sounding board for your ideas; this group gives you vital connection to the Zest4life Marketing Team and other colleagues on the same journey. There are many friendships forged amongst Associates with opportunities to support each other, cross refer and collaborate.

# 10

*The icing on the cake*

## The Zest4life Resource Centre

Our resource centre is one of the biggest advantages of becoming a Zest4life Associate Member.

It takes years to build up a library of client and marketing resources – why re-invent the wheel? The Resource Centre is a unique feature of Zest4life, giving you an online platform, packed with everything you need to professionally market and grow your business and attract the right clients when you need them, fresh and original content is created and added to the Resource Centre every month.

**Sylvia Salvendy**

Your Nutritional Health

*“Zest4life have transformed my business completely - marvellous training and support, and my business has thrived because of it.”*



# The Zest4life Resource Centre

## Featuring

'Done for You' health & nutrition programmes

'Done for You' Food Plans

Seasonal Health Challenges

Promotional Lead magnets and E-books

Newsletters and topical articles

Blog and Facebook posts

Ready to go marketing designs and leaflets

Healthy recipe handouts

Coaching tools and health topics handouts

***and so much more...***



# Are you ready to *design* the *business* you want?

## The Business Growth Programme

This is a 12-24 month training and business mentoring programme with monthly personal mentoring to support you to create your dream nutrition business. With live training and group mentoring events, done for you marketing resources, expert advice, a supportive community and more, the Business Growth Programme is a proven pathway to business success.

### Costs

The Business Growth Programme	£1860 + £95 per month
The Business Growth Programme – Ireland	€2050 + €105 per month
The Business Growth Programme <i>Gold</i> (Director level personal Mentoring)	£3600 + £95 per month

Fees are inclusive of VAT  
Payment plan option - please enquire



### Melanie Gardiner

#### Energy Well Nutrition

“I don’t know whether you’ve got a magic wand or something, but I’ve just signed up my first client ever, for my VIP programme at £899, and another one for the entry level programme. My turnover today was £1274”





The culture at Zest is  
one of *positivity*  
*motivation* and *support*.

At Zest4life, we believe in order to thrive and grow in this profession, connection and community are vital. Building a new business can be scary and challenging as well as exciting and life changing – enjoy the journey alongside other like-minded people on the same mission, really love what you do, and have some fun along the way.



## Book your *complimentary* session

Book your full 45 minute complimentary session with one of our strategy coaches, so we can learn more about what you want to achieve for your business, and talk about how the programme can help you get there.

[Book now](#)

# What our *Nutritionists* say



Margarete O'Meara  
NuYou Nutrition

"I love working with Z4L it has moved me forward both on a business and a personal level. I have run 4 successful on line programmes that I would never have attempted without their support. I am also running one to one programmes and am finding the programmes they supply fantastic. The health coaching is great and applying it to my clients is getting easier every day. Every day I feel that I am getting closer to where I want to be with my business."



Richard Owden  
Richard Owden Nutrition

"Becoming a Zest4Life Associate and a Health Coach has allowed me to expand my business and to take my Nutritional Therapy practice to another level. My journey with Zest4Life has been one of much personal discovery, of implementing new ideas and of dismantling obstacles that had previously held me back. Being on the receiving end of the Zest4Life team's brilliant business ideas has presented me with a raft of great

opportunities to explore and to take advantage of. Today, with earnings from client packages alone now regularly exceeding my pre-Zest4Life net income target in a month and other business opportunities and income streams in the pipeline, my business is thriving and developing in directions I would never have believed or thought possible."



Kim Pearson  
Kim Pearson Nutrition

"My experience of working with Zest4Life has been nothing but positive. It's a fantastic organisation, run by a smart, experienced and supportive team who know how to make the business of nutritional therapy a success. Coaching provides me with clarity on where to focus my energy and attention in order to drive my business forward. My coach is also very aware of me as a person and is always conscious that I build my business in a way that is true to me and my vision for my future."

# What our *Nutritionists* say



## Lyndsey Baxter

### All About You

“Working with Zest has made an enormous difference to me. It has changed the way that I run my practice, has given me the confidence to do things that I would never have considered before and has helped me make more money than I ever would have doing things the traditional way.

I'm actually making money from this now! I have a presence in the social media world and I'm confident in what I know and how to present it. The Done for you materials are fantastic, it's lovely being able to dip in and take what you need.

The programmes have been really successful too, I love that I don't have to reinvent the wheel each time I want to do something.”



## Lola Oni

### Wellbeing Core

“Being a Zest associate member, immediately gave me a sense of direction. I have more focus and even when I had ideas on what to do, with being a Zestie, I have more clarity,

I love the community spirit, the resources, and just knowing that I am not alone and there is advice and help available if I get stuck. I would recommend Zest4life to practitioners.”



## Suzannah Jackson

### Suzannah Jackson Nutrition

"I joined Zest4Life approximately six months ago having qualified as a Nutritional Therapist six months previously. I was keen to seek advice on how to build my business and to develop an area of expertise. The amazing guidance I have been given by my coach together with the incredible tools available to us in the resource centre have helped me very quickly gain confidence and increase the number of clients I

am seeing. I have found the health coaching tools extremely useful, particularly now I have started offering packages to my clients.

I am seeing better results when I see my clients weekly over a minimum of a 10 week programme than I would have done previously with just an initial and follow up consultation.

I have enjoyed networking with all the other practitioners and Health coaches. The community on Z4L facebook page is a useful resource,

where people ask and receive generous advice from others. The amount of delicious recipes available to offer to clients from the marketing Resource centre has made my life so much easier and I am enjoying trying them all out for myself too. In a short amount of time, my business has grown, I am seeing positive results and I love being able to help and support others.

I have really benefitted by joining Zest4Life and I have no hesitation in recommending them to others."

## Meredy Birdi

### The Cancer Dietitian

"The training days are extremely well organised and a fantastic opportunity to have all the experts in one room!

There is a great balance between teaching and practical, 'real life' advice, giving delegates ample opportunity to ask questions and leave the day with practical steps that they can implement."



## Janet Padfield

### Apple to Zinc Nutrition

"Thanks to Zest4life support, I've landed 7 bookings from my last 8 discovery calls, and 4 have booked my middle package, still more discovery calls coming in, at a rate of 2 or 3 a week!"



## Debbie Gallimore

### Debbie Gallimore Nutrition

“Zest has been invaluable to me and the success of my business over the last 6 years. I had the ambition, drive & confidence in my own ability but lacked direction and business acumen. Starting a business from scratch is the most rewarding but nerve wracking experience and can feel overwhelming.

The team at Zest and the support from my coach Ann ,gave me the tools, direction and planning support needed to grow my business from a £500 a month start point to a profitable business which continues to grow whilst able to continue to have the home/work life balance I require.

For me, Zest has been the changing point in my career. We have a close community and a supportive group via Facebook so you never feel alone on your hardest days and celebrate success on your best !  
The best decision I made and can't recommend Zest enough!”

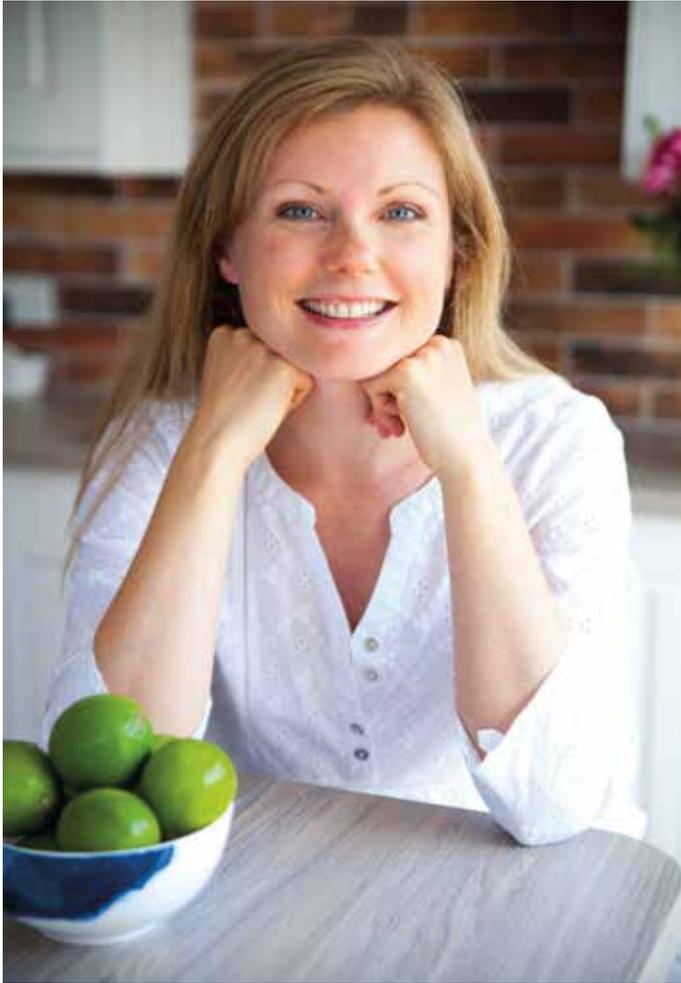


## Jill Dempsey

### New Vitality

“Zest4life was the ideal link between graduating from the Institute of Health Sciences and setting up my own business. My dilemma was how to translate my qualifications into a fulfilling, prosperous nutrition business.

Being a member of the Business Growth Programme is providing all the answers! All the coaching and professional client materials I need are readily available. This is saving a phenomenal amount of time on a daily basis. Zest4Life is now the backbone of my business and my own professional development, with the constant support of the inspiring and efficient Zest4Life Team.”



## Vicky Smith

### Victoria Smith Nutrition

“I decided to take the plunge and put a post about my phone consultations on my instagram page, Facebook business and personal pages. I only have a very moderate following, so I asked a few friends to share it on Facebook and made sure I used the steps and wording advised by Ann.

The post went up at about 3pm and by last night I had 5 people booked in, followed by the last one this morning. So a full house! I actually cannot believe how easy it was and will definitely be something I now do on a regular basis. Now to work on the next step and convert some of them!”



## Book your *complimentary* session

Book your full 45 minute complimentary session with one of our strategy coaches, so we can learn more about what you want to achieve for your business, and talk about how the programme can help you get there.

[Book now](#)



## Jennifer Stenfelt

### Jennifer Stenfelt Nutrition

“ It's easy to think that August means little or no business however as a result of working in programmes with ideal clients that want to renew I've

already sold 3 programmes in the first week of August, hitting my financial target for the month! The week before, I also sold 2 more support programmes with clients ending their first programme!”



## Helen Moynihan

### Venus Nutrition

"I joined Zest with some very clear objectives. I wanted to diversify my practice to include other nutrition work beyond one to one consultations. Secondly I wanted to develop my coaching skills to ensure positive outcomes for my clients. Finally I wanted to increase my average income so that it was a profitable business rather than a hobby. I attended the core training and developed a business plan with my mentor, I

was already buzzing with ideas. I ticked the first box almost immediately as I started my first on line programme which I had vaguely considered before but had no idea how to create something.

I have now completed my 8th online programme with an average of 30 in each group, this again has been rewarding and fun for me and my clients.

Some of these have been with strategic partners who are like minded local business owners. I have changed my consultations to the programme model. I now feel I am really able to help my clients make the changes they need to improve their health.

My diary is at capacity with one to one sessions, I see great outcomes which is professionally and personally rewarding..

After 12 months with Zest my turnover increased by 2.5 times, far exceeding my expectations."



## Georgina Graham

### Cotswold Better Health

"After joining Zest4life I've got my Zest4work back! In the last 2 weeks I've sold 2 middle programmes, 1 top programme, 1 basic programme and a maintenance programme!"



## Paul Foley

### Paul Foley Clinic

"For 3 years I had gone from just getting by in terms of clients and finances. In the three months since I joined Zest I have considerably more cash coming through the door.

I have a two-week waiting list, hired a PA, identified my ideal client, executed a whole new pricing strategy, got a marketing strategy and have a really clear vision of where I am going. I cannot recommend Zest highly enough."