



**BUILDING YOUR
NETWORK TO GROW
YOUR NETWORTH:
NETWORKING STRATEGY
FOR DIETITIANS IN
BUSINESS**

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DISCLOSURES

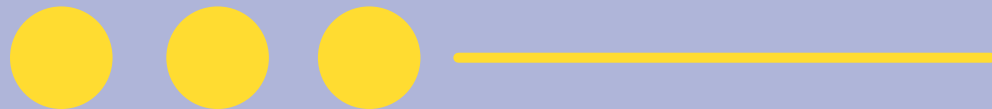
- I have received an honorarium for this presentation
- New York State Academy of Nutrition and Dietetics regional representative and Media Rep
- I own a private practice





OUTLINE

- Objectives
- Introduction
- Main Problem
- Where networking happens
- Build your elevator pitch
- Make your networking plan





OBJECTIVES

- Participants will be able to identify 3 areas of networking that they can use to create connection.
- Participants will form and practice their elevator pitch to use while networking and at events.
- Participants will develop their own networking plan to help them reach their business goals.

INTRODUCTION

Evolution of networking thoughts and experience



2019-2022

Focused on social media for network and connection

2022-2023

Realization of no recognition or network

2024-2025

Focus on building network and “being everywhere”



MAIN PROBLEM

- **Social media and our accounts/followers aren't our own**
- **We crave real connection with others, especially to turn someone into a buyer or to share our message to others**
- **We aren't given those skills in school beyond talking to other RDs**



WHAT THE RESEARCH SAYS

- **“We find frequent networking with close social ties increases entrepreneurs’ chances of business launch when they have high social skills, but decreases their chances when they have low social skills, while networking with weak ties increases chances of business launch regardless of social skills.” (Klyver and Arenius, 2022)**
- **“Meanwhile, it is also urgent to build entrepreneurial teams with common goals, heterogeneous knowledge structure, outstanding learning ability, solid mutual trust, strong social influence and social capital. “ (Wei and Duan, 2024)**
- **“ Strategic networking involves a deliberate effort by firms to cultivate meaningful and sustainable long-term business relationships. Such relationships can lead to various positive outcomes, including access to business opportunities, information, funding, and a broader consumer base.” (Milovanovic et al, 2020)**



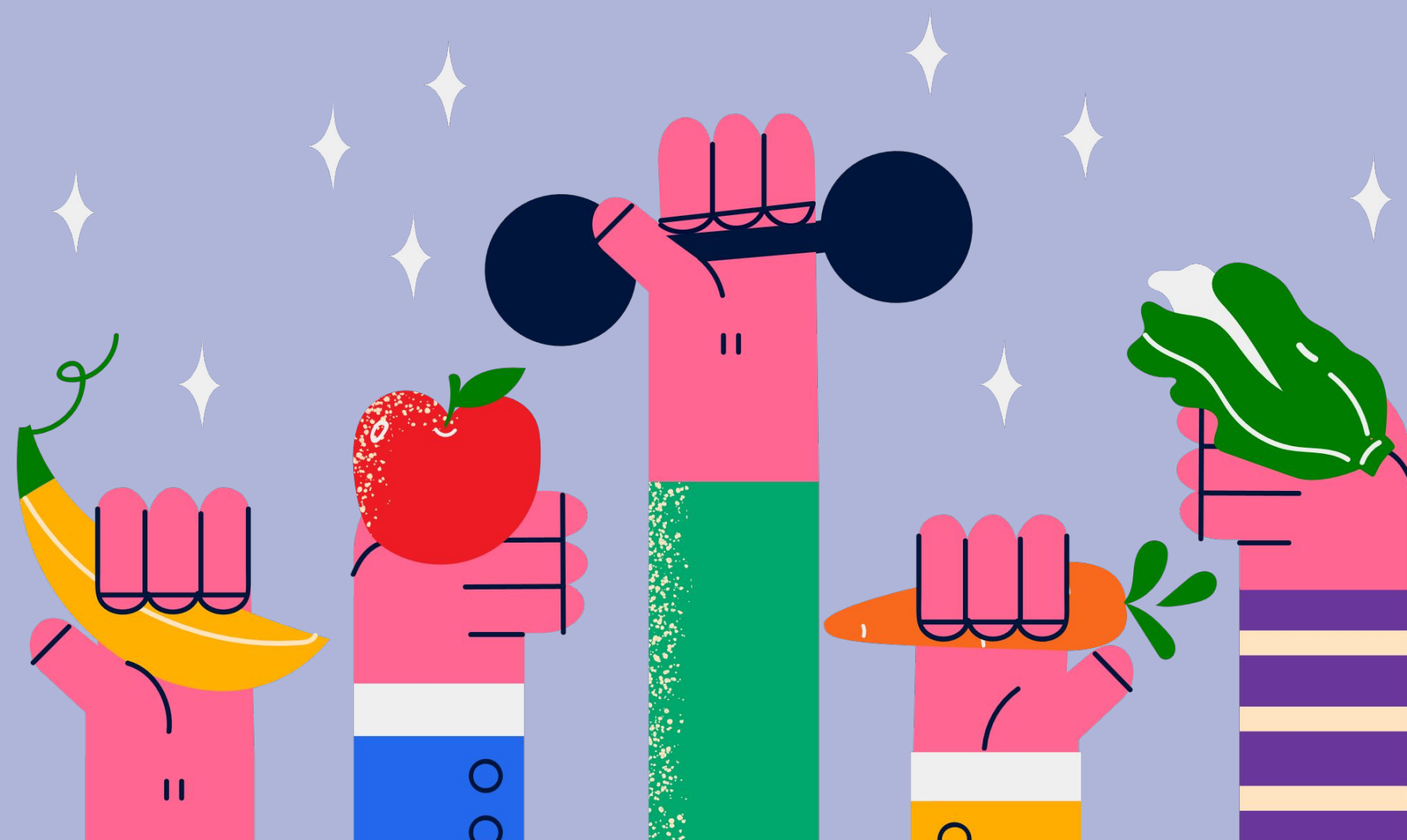
WHAT DOES THIS MEAN FOR **us**

If we want to launch a business or new offering, it is more likely to happen when we have a network with social ties that we regularly interact with, and that our network is vital for success across all platforms. While those that are newer to business or the career traditionally start with social media, we also need to be focusing on building real, in-person connection.

LET'S CHECK IN

Where are you currently with building a network?

- I have an social media following or I am building a social media following
- I have an in person network, or I am building my in person network
- I have both/I am building both
- I am starting fresh



BEFORE NETWORKING...

What's your goal?



1:1 Practice

Get more 1:1 clients or grow practice

Corporate Wellness

Push into companies/ create partnerships

New Career

Finding that people who are doing what you want to do



HOW WE CAN START BUILDING OUR NETWORK

- **Lowest hanging fruit**
 - **Who do you already know?**
 - **Who are they connected to?**
 - **Who are you looking to be connected with?**
 - **How?**
 - **I am looking to meet more (X), do you have any one you know that would be**
- ~~Interested in getting coffee and talking more~~



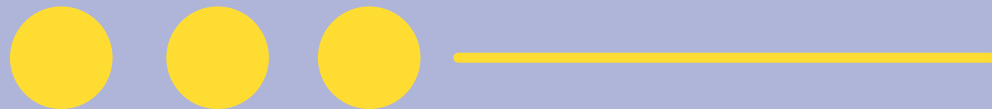
SOCIAL MEDIA AND IN PERSON EVENTS

- **Building an online persona like is like a business card**
 - **Where is your ideal client hanging out online?**
 - **What are you sharing?**
- **In-Person events**
 - **Where is your ideal client hanging out in person or where are the people who would be able to refer you hanging out?**
 - **Being strategic with your time**
- **Difference in the type of connection from each**



WHERE CAN I BUILD MY NETWORK?

- Where you hang out/frequent
 - Gyms
 - Libraries
- Health Fairs
- Coffee shops/places of work
- How to approach a connection here



NETWORKING GROUPS NEAR

HERE

- **Networking Focused Groups**
 - **BNI: Business Networking International**
 - **SBA: Small Business Association**
 - **Leadership Groups**
 - **Chambers of Commerce**
 - **Young Professionals Groups**
 - **Local Dietetics Association**
- **Local groups to look into**
 - **The Women's Edge**
 - **Boston Chamber of Commerce**
 - **Boston Business Woman**
 - **Women's Business League**
 - **Toastmasters**

An illustration featuring two stylized figures holding a large white sign. The figure on the left is wearing a yellow and pink top and purple pants, while the figure on the right is wearing a red top with yellow polka dots and pink pants. The sign is held by pink hands at the top and bottom. The background is a light blue gradient with yellow circles and white lines in the top left corner.

KEY POINT

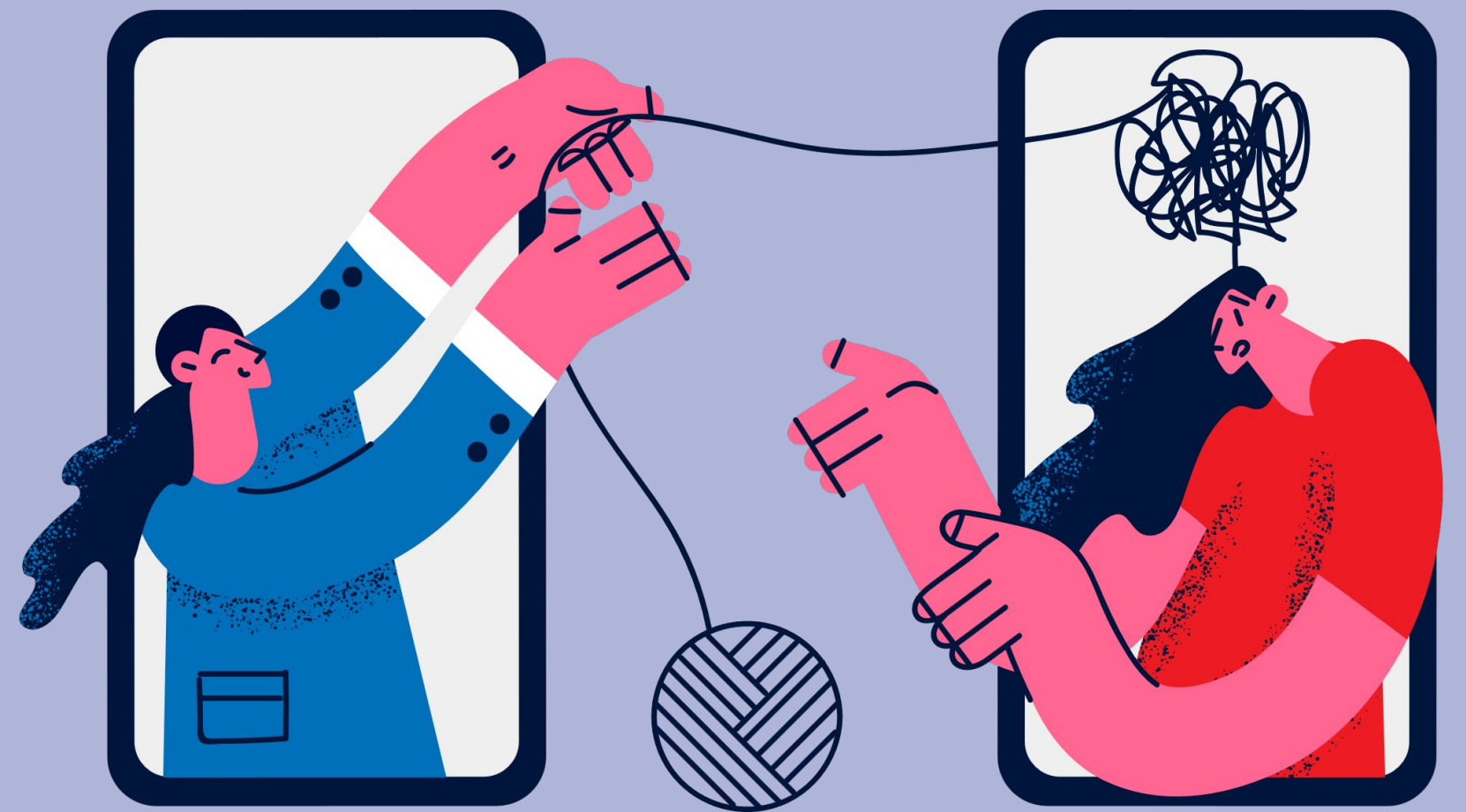
Start being in the room where either your ideal client is, or with people who can introduce you to your ideal client.

Maybe those people aren't connected yet, but fostering good connections with other leaders can help get you new opportunities

LET'S BRAINSTORM

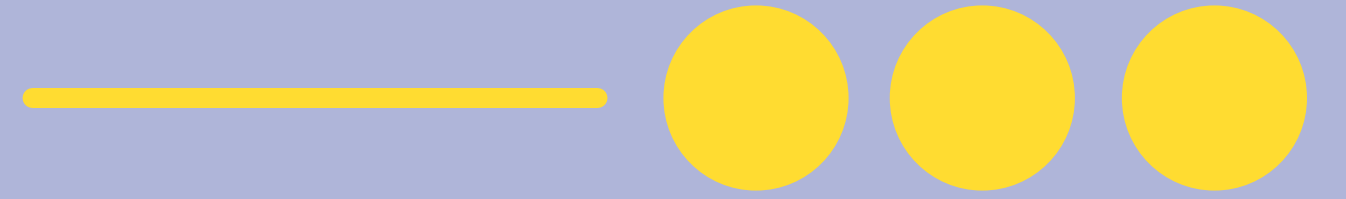
Who do you already know that is well connected that could get you connected with others?

Where do you feel like you could insert yourself to meet the people you're looking to meet?





CRAFTING YOUR ELEVATOR PITCH





WHAT AND WHY?

- Short introduction to who you are, what you do, and how
- Brief introduction time to the group at many events
- Should take 10 seconds to say or the time you'd be in an elevator
- Make them feel some sort of way
- Using the right words/their words



CRAFTING YOUR

PITCH/INTRO

Here are the key pieces
and steps...



**Who you are/
who you help**
What's your
title or can
start with "I
Help..."

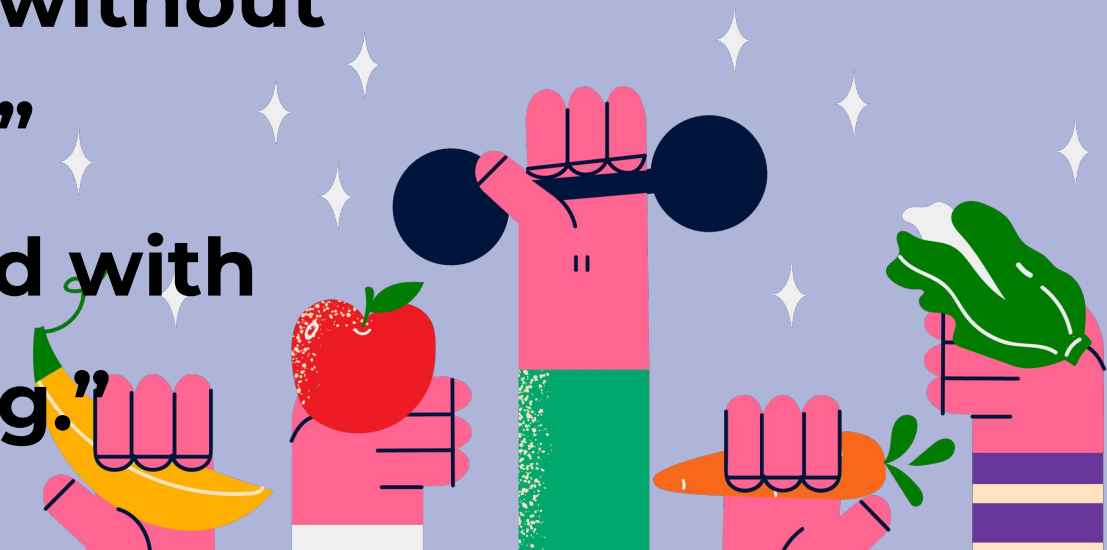
**What you
do/what's the
change**
What do you
want people to
feel or have
changed?

**How do you do
it**
Special method,
belief or
approach



EXAMPLES

- “I help busy professionals feel confident in their skin and in the kitchen through nutrition counseling, education, and support.”
- “I’m the Mary Poppins of Financial Wellness. I make money make sense and teach the principles people need to know to become financially independent.”
- “I’m the google translate of sustainable weight loss, nutrition and health.”
- “I help Registered Dietitians grow and scale their business without spending all their time making content and writing emails.”
- “I help people create better connections at home, work, and with themselves. How you do one thing is how you do everything.”



WHAT'S THE GOAL?

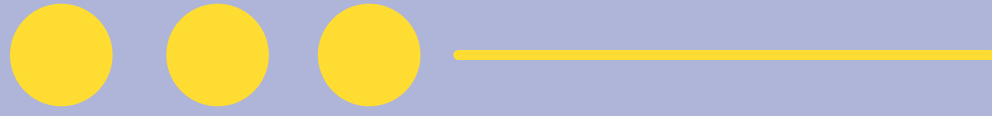
- Elevator pitches should be focused on opening up the opportunity to talk more with someone or a business **OUTSIDE** of the networking event
- Keep it short and sweet and leave them with more questions and wanting more
- Get them thinking either of themselves or someone else



LET'S WORK ON THIS

- **Start with:**
 - **Who you are or what you do**
 - **Who you help or your target audience**
 - **Use descriptors for people to identify with**
 - **Busy, overworked, burnt-out, struggling, etc**
 - **What do they want?**
 - **confidence, their time back, an extra set of hands, guidance, etc**
 - **How do you do it?**
 - **a special method, type of programming, product?**

● ● ● Take a few minutes and work on this



LET'S PRACTICE!

**Turn to the partner next to
you and share your elevator
pitch/introduction**

MAKE YOUR NETWORKING PLAN



WHERE TO START

- **What to think about first**
 - **What do you have time to do?**
 - **What do you want to do?**
 - **Can you be consistent?**
 - **“We find frequent networking with close social ties increases entrepreneurs’ chances of business launch when they have high social skills, but decreases their chances when they have low social skills, while networking with weak ties increases chances of business launch regardless of social skills.” (Klyver and Arenius, 2022)**

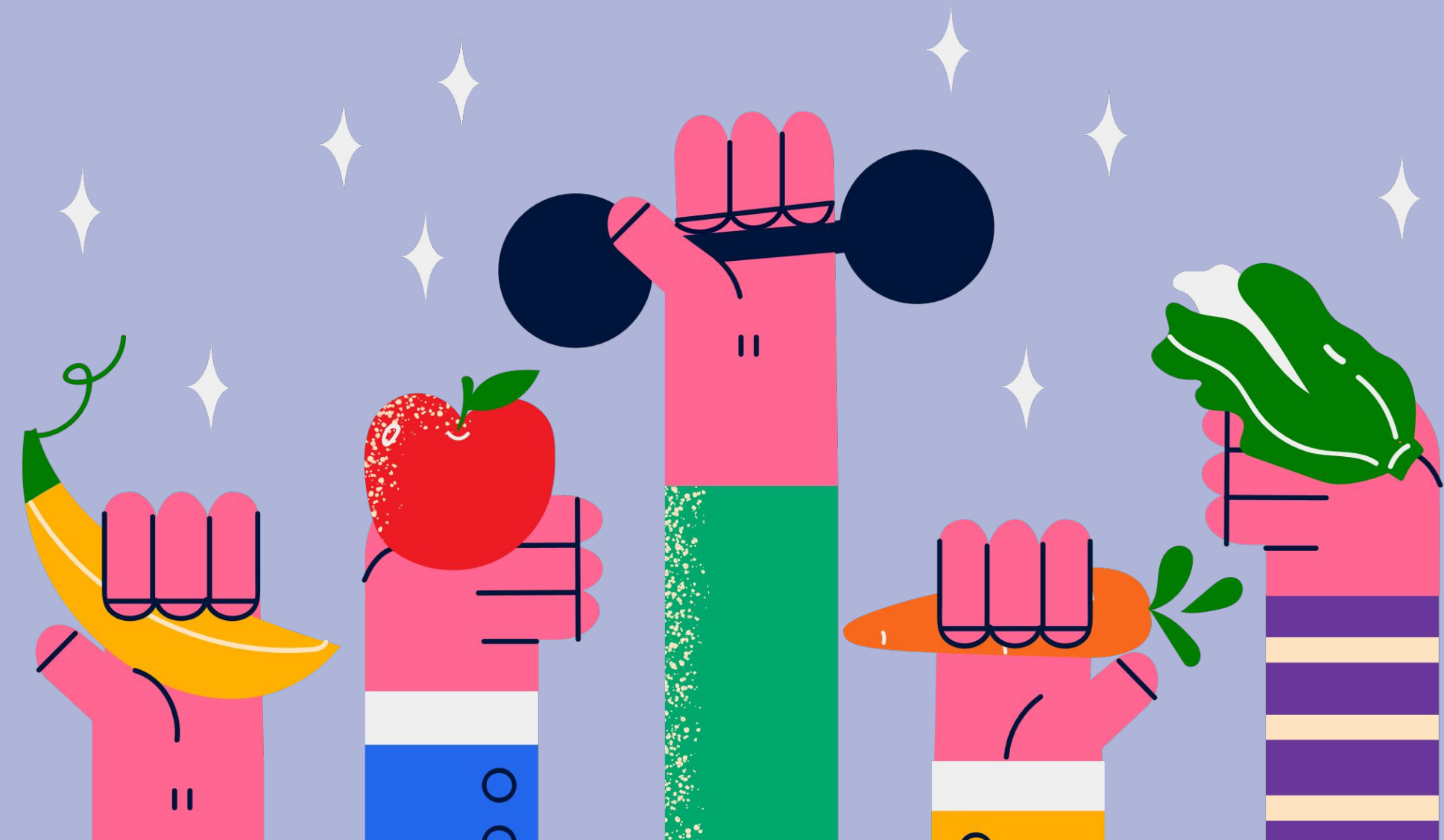
GREAT PEOPLE/GROUPS TO TARGET FIRST

- Other Medication Professions
 - PT Practices
 - Massage Therapists
 - LMHCs
 - MDs/PAs/NPs
 - Cancer Centers
 - Personal trainers and Yoga Teachers
- What could this partnership look like?



PLACES TO FIND CONNECTIONS

- **Social media**
 - **Colder leads**
 - **LinkedIn Hacks**
 - **Alignable**
- **Food Companies**
 - **Expo East**
 - **FNCE**
- **Other businesses**
 - **Chambers**
 - **Other networking groups**



AFTER YOU MEET, THEN WHAT?

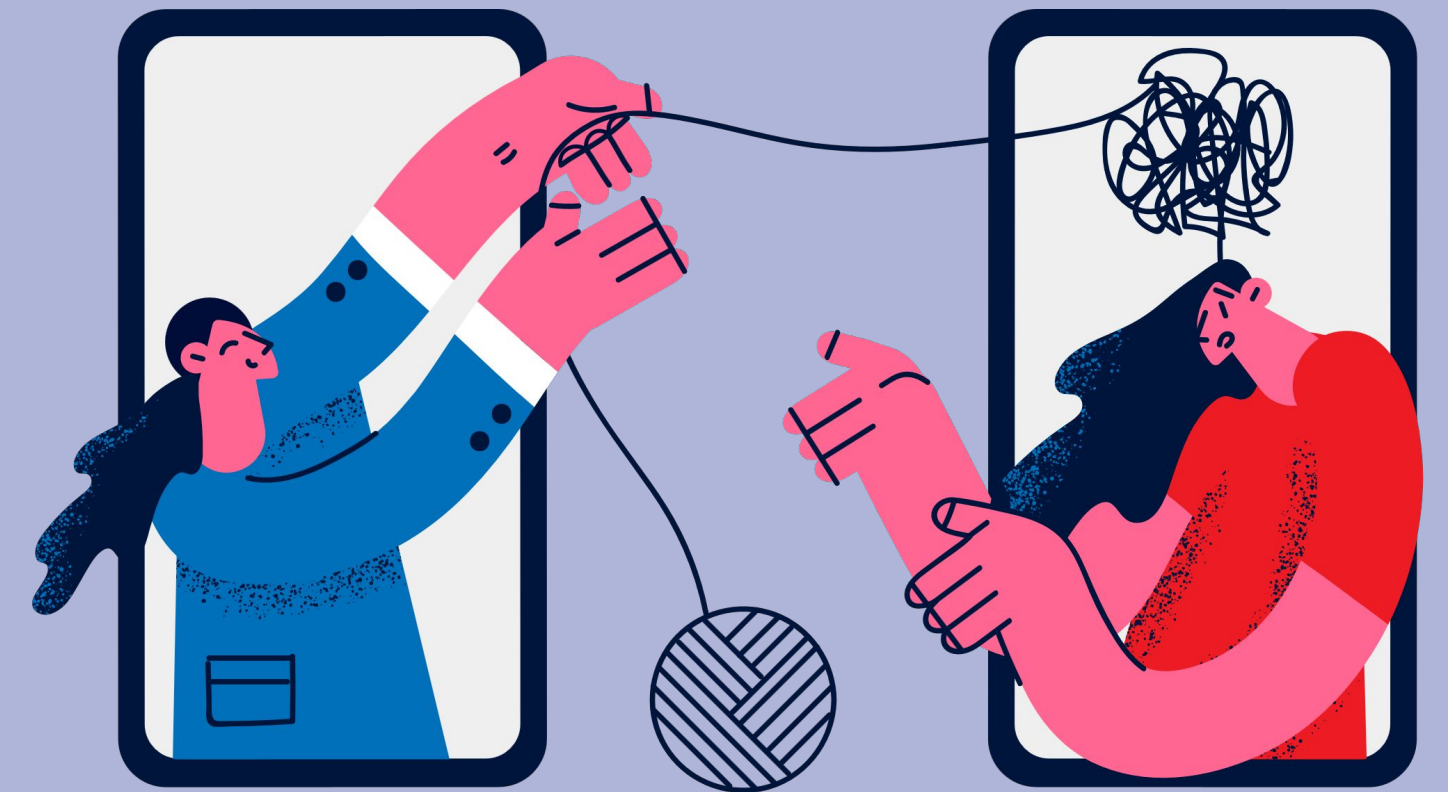
- How do referrals really happen?
 - Connection and getting to know each other
- What you can do
 - Coffee
 - Virtual meet up
 - Lunch
 - Invite to an event
- Send this email:
 - Hi X, it was so great to meet you at X event. I was really intrigued when you talked about how you help X with X. I would love to get coffee and get to know you further. Are you



COFFEE NETWORKING PLAN

- Focus on really getting to know the person you're meeting with
- Look into them ahead of time
- Look into who they might be connected

with



- Use your Motivational Interviewing skills to get to know them
- Ask them this key question

MAGICAL INTRODUCTION

EMAIL

Please consider this an introduction.

Amy, meet Diana. She is the Chief Development Officer at David's Refuge, a local non-profit that helps and supports caregivers of children with special needs. Their whole mission is wellness, community, and support. When we were talking yesterday about ways we could get more of the community involved and supporting David's Refuge, you came to mind with your work with the wellness programming at SOS.

Diana, meet Amy. She is the Head of the Athletic Training department at SOS and also is the head of employee wellness initiatives for the staff at SOS. Amy is very involved in the community and is truly a changemaker and connector!

I will let you guys take it from here!

ESSENTIAL PIECES

- What are you looking to connect on/promote
 - What is your main goal from the networking
- Who is the person or type of person you're wanting to connect with
 - ideal clients or a person of influence
- Where can you find them
 - Where are they hanging out
- How can you create meaningful connection with them
 - Be in the moment and creating time/space
- How can you help them out
- ● ● Introduction to others in your network
 - People remember this

CREATE YOUR NETWORKING PLAN

Step 1: Define Your Goals

- Write down your top 1-2 networking goals.

(Examples: Find a mentor, explore job opportunities, grow industry connections.)

Step 2: Identify Key Contacts

- List 3-5 people or groups who can help you.

(Think colleagues, LinkedIn connections, alumni, industry leaders.)

Step 3: Choose Your Platforms & Events

- Where will you connect? Pick 2-3.

(Examples: LinkedIn, networking events, conferences, online communities.)



CONTINUED

Step 4: Plan Your Outreach

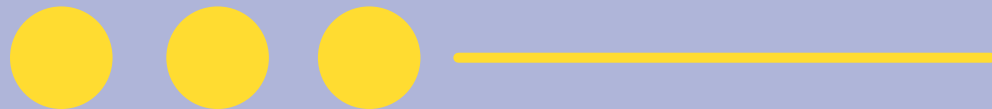
- Draft a quick message to introduce yourself or follow up.

(Tip: Keep it personal and authentic.)

Step 5: Follow Up & Stay Connected

- Write down one action to maintain a key relationship.

(Example: Check in quarterly, share an article, offer support.)



An illustration featuring two stylized characters holding a large white sign. The character on the left is a man with a pink face, wearing a yellow and pink long-sleeved shirt and purple pants. The character on the right is a woman with a pink face, wearing a red dress with yellow polka dots and pink pants. The sign is held up by two pink hands at the top corners. In the top left corner, there are three yellow circles and a horizontal yellow line. In the top right corner, there are three white diagonal lines. The background is a solid light blue color.

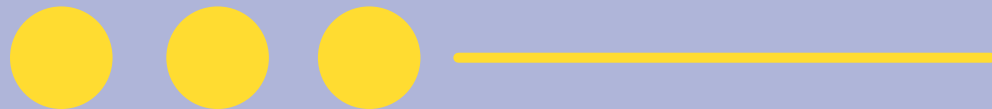
CREATE YOUR PLAN

**Take a few minutes and
create your networking
plan**

What will you focus on?

RECAP

- **Building a network is essential for business growth and success long term**
- **Frequent networking/meeting with those With close ties as well as networking with loose ties both increase the likelihood of business launch and success**
- **Be specific over your goals with networking and set targets/focuses**
- **Use your elevator pitch to open conversation**
- **Get to know the person and create genuine connection**



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THANK YOU!

Connect with me on

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