



- PAYOFFS OF - NEGATIVE MESSAGES (EXAMPLES)



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



Turning “Payoffs” of Negative Messages Into Healthier Choices

MESSAGE	PAYOFF OR POSITIVE INTENTION	HEALTHIER CHOICE
I'm not smart enough	Push me to study harder, learn more techniques, invest in trainings	Choose additional training and studying to better my skills, but not from a place of “lack” or “not enough”
I'm a fraud, am not going to know what to say when my client has a problem, I shouldn't try to do this	Prevent me from “flopping” out there, save me from experiencing failure	Remember that I can trust myself and my intuition, I have great experience in this to share, and that it's my “gift” to do this
Many people don't “respect” dietitians, and even if they do, they're only going to pay “so much” for this	Give myself a “break” and not beat myself up when this practice starts off very slow, and when I'm not earning a lot of income (i.e., it's not my fault, this is the way people are)	Choose to believe that people do respect dietitians, and that I will be paid well (and deserve to be) for my much-needed services