Your own Private Label:

Building Your Brand as a Supermarket RD

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The People's Dietitian

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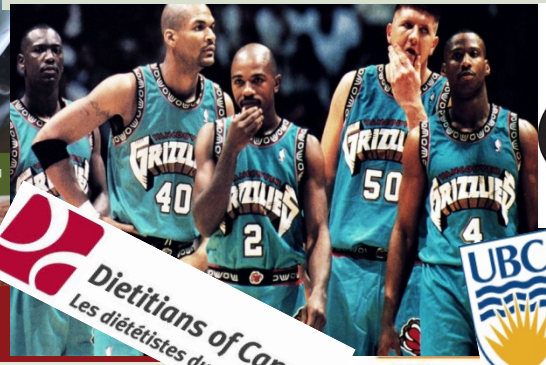
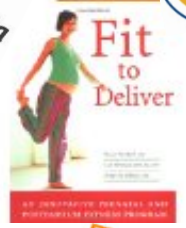
simplify. nourish. soar.



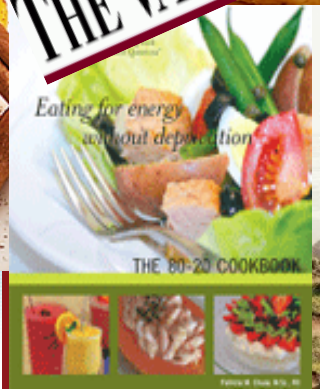
Global

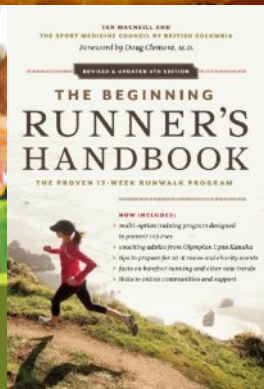
Dietitians of Canada
Les diététistes du Canada

UBC



UNIVERSITY OF SASKATCHEWAN





THE VANCOUVER SUN RUN

SportMedBC

BEST PRACTICES IN
SPORT HEALTH, SAFETY & TRAINING

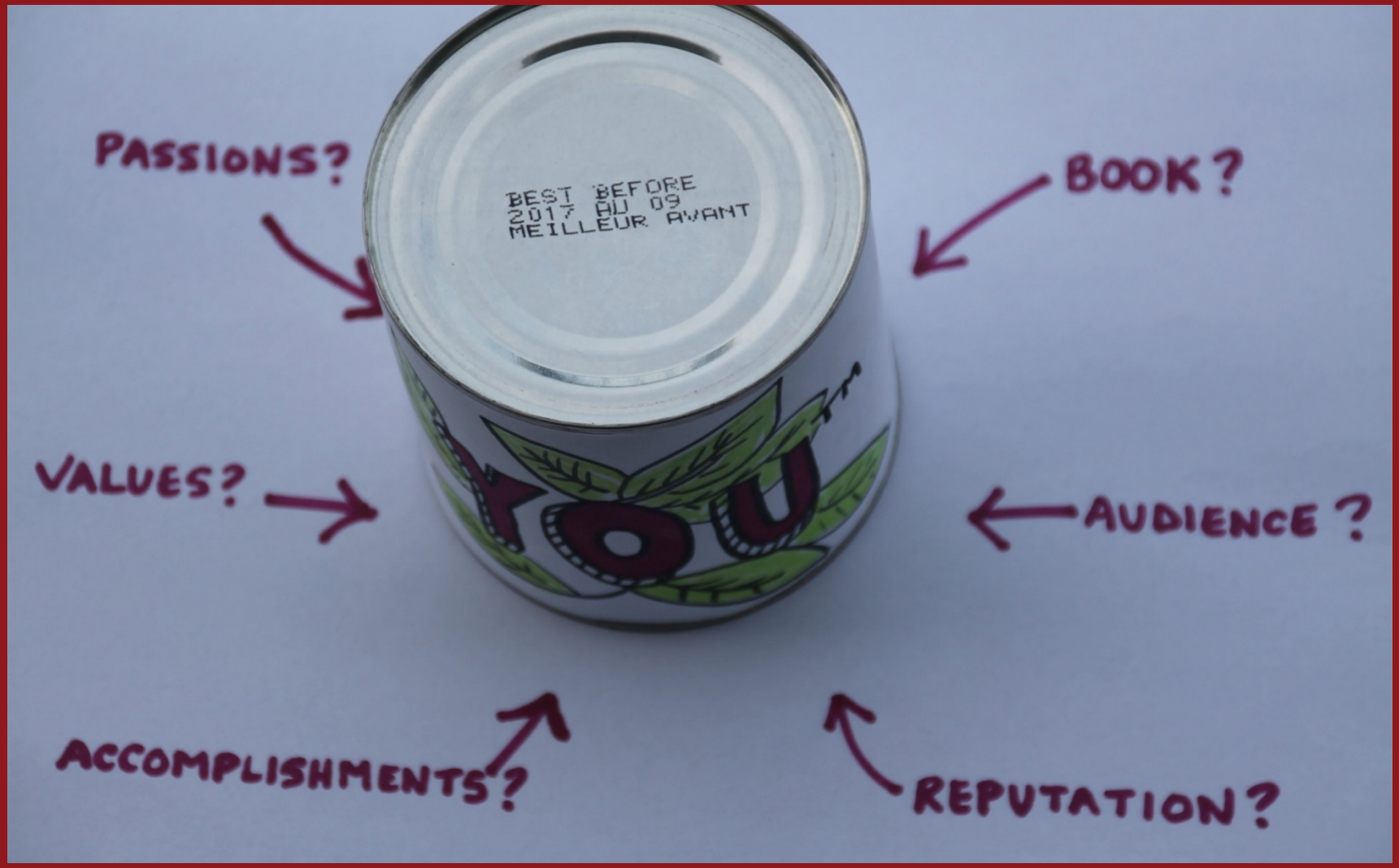
"We are the CEO of our own company, ME, INC. To be in business today, the most important job is to be head marketer for the brand called YOU." *Tom Peters*

- Your brand selects you + should reflect you
- Strong brands pull the **desired** audience in
- Own + manage your brand

Building Your Brand…

- Expands your influence + credibility
- Boosts your company's reputation
- Brings your company a halo effect
- Makes the corporation more human + accessible

To Build Your Own Brand, Ask:



Great reference: William Arruda, The Personal Branding Guru

What exactly is a dietitian anyway?

- Do we really know ourselves?
- We're a nutritionist, foodie… but others are too
- What are WE great at?
- What do we stand for?

Nutrition Facts

Per Serving Size: 1 Dietitian

Amount	% Daily Value
Energy	100%
Passion	100%
Shared-value investigator	100%
Credible, science-based information	100%
Trustworthy	100%
Professionalism	100%
Chance of Success	Very high source

INGREDIENTS: Expertise, raw materials to stay healthy and/or support permanent improvements in health, motivation, meal plans, natural glow.

ALLERGEN INFORMATION: Gluten, nut, dairy, wheat, egg, soy and fish-free, as needed, customized for you. Gimmick-free.

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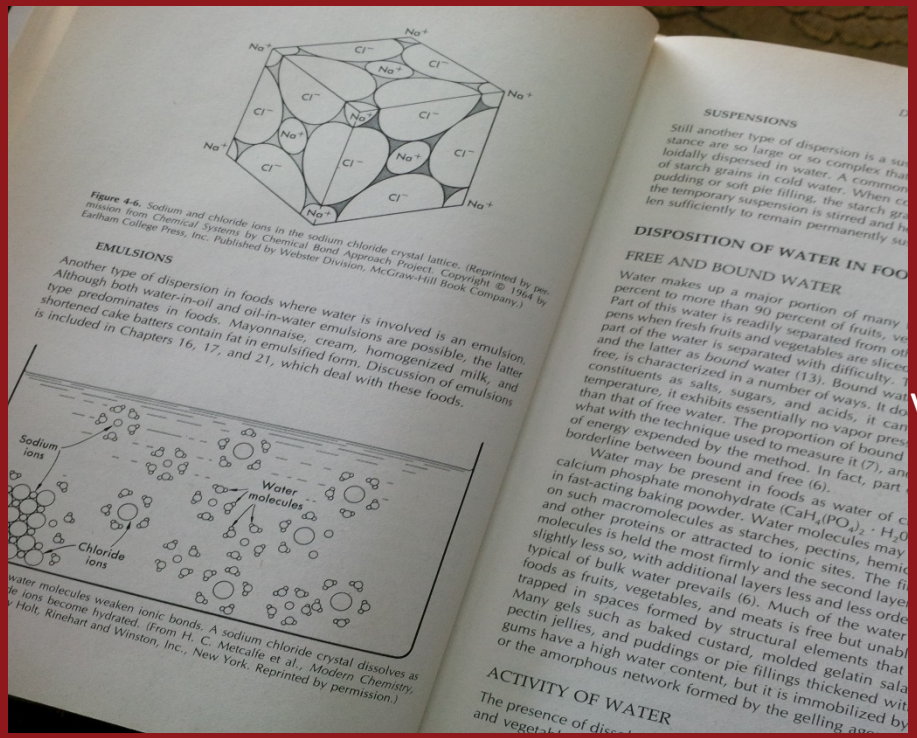
Our profession's BIGGEST mistake?

Using logic & facts alone to educate

Science is a verifier, not a justifier!



vs.

Consumers decide based on feelings & beliefs

Shared values are 3-5x more important than competence!

Journal of Rural Sociology, 2009

Building Trust with Consumers

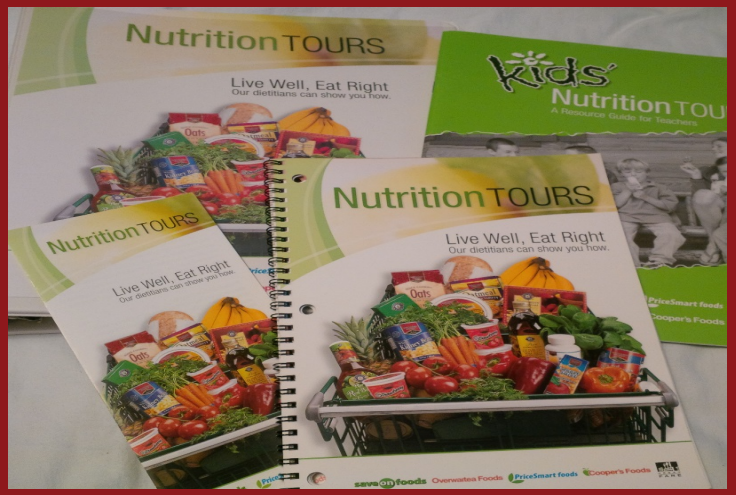
1. Listen without judging
2. Ask questions, invite dialogue
3. Clarify their perspective
4. Identify common values
5. Share your perspective
6. Determine next steps

Take adequate time. Quality versus quantity.

Breaking Through Consumer Skepticism:
Centre for Food Integrity 2013 Consumer Trust Research Report

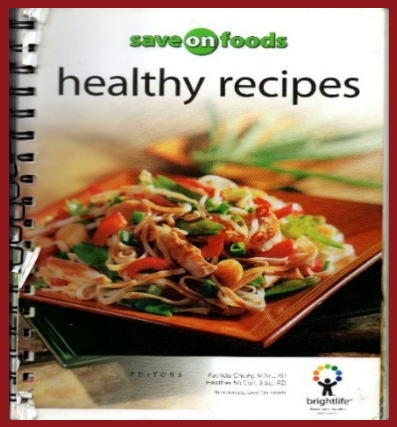
20 Branding Tools to Leverage

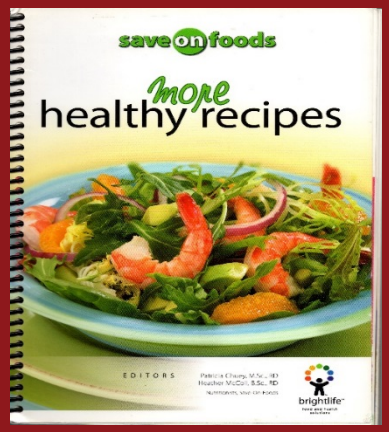
1. Business cards
2. Brochures – yours + food/health topics
3. Posters
4. Weekly flyer circular – print + online
5. Company website



20 Branding Tools…

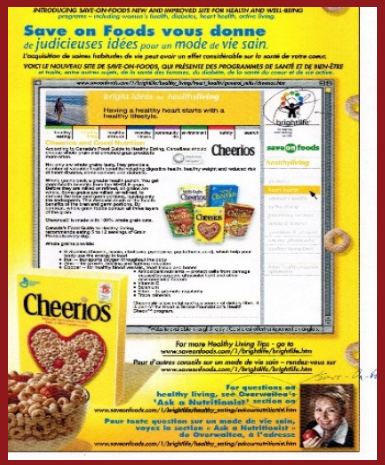
6. Online ‘Ask the Dietitian’ service, tips + videos
7. Recipe Cards, Cookbooks + Cooking Demos
8. Pharmacy signage or info boards
9. Your photo in store
10. Grocery bags





20 Branding Tools…

11. Attending management meetings
12. Speaking in the store and community
13. Media appearances
14. Industry magazine interviews + partnerships
15. Attending conferences + networking events



20 Branding Tools…

16. Writing newsletters or books
17. Having a presence in all departments
18. Dressing professionally to reflect your brand
19. Voice mail message, email address + office
20. Non-work life, social media + blog

…and random, regular acts of kindness

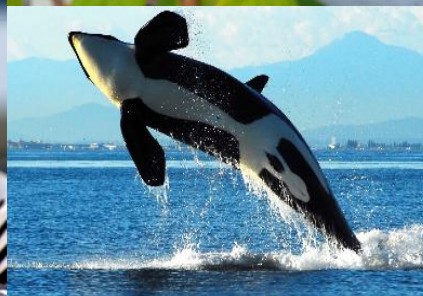
Building Your Brand… and Making a Difference along the way

- Form relationships, not arguments over facts
- Surround yourself with supporters who walk a similar talk
- Stay YOU + be consistent while taking on new challenges
- Evaluate + set new goals

You get what you give!

Nanaimo, British Columbia, Canada

…come visit!



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