



The
Nutrition
Academy

Study Business Basics

Learn the essentials and launch
your business with confidence



Learning Outcome

A foundational understanding of starting and running a successful business



Type of Study

100% online and self-paced



Duration

6 weeks

Is This Course For Me?

If you're ready to learn the essential skills to start and grow a profitable business, from overcoming startup barriers to marketing, time management, and building strong client and community relationships.

Learning Outcomes

At the conclusion of this course, you will understand the fundamentals of starting a nutrition or wellness business. This includes confidence in vital skills such as marketing, communication, as well as understanding the legal classifications of business.

Course Delivery

The Business Basics course is a 100% online, self-paced course. It includes a mix of video, audio and written content.

The Nutrition Academy team is available to support you throughout the duration of your study.

Business Basics course Inclusions

- 12 months access
- Email and phone support
- 24/7 access to course material
- Free downloadable Business Plan and 90-day plan template
- Money back satisfaction guarantee
 - * T&Cs apply

WHAT YOU WILL LEARN: Business Basics

MODULE 1: SMALL BUSINESS FRAMEWORK

This module helps you understand what's needed to create the best foundation and framework for your business

LESSONS

- Knowing your WHY
- Business Plan
- Vision and Mission Statement
- Identifying early start up challenges
- Identifying personal goals, needs and objectives

MODULE 2: BUSINESS FUNDAMENTALS

This modules will introduce you to operational administrative practices, bookkeeping, budgeting and business structures.

LESSONS

- Operations, Accounting and Compliance
- Start up and operational costs for business owners
- Budgeting personal and small business
- Identifying your business structure
- Basic Bookkeeping Principles

MODULE 3: MARKET ENGAGEMENT AND MARKETING

Identify how to create and develop products and/or services within your business that are aligned to your business vision, mission, and goals.

LESSONS

- Develop product and service offering
- Using your WHY to engage the audience
- Marketing ideas on a \$0 budget
- Fee Structure - what should you charge?

MODULE 4: THE ART OF COMMUNICATION

Explore the art of human interaction - understanding the specific personality types, relationship drivers and how to benefit from the 'Art of Communication'.

LESSONS

- Human behaviour - personality types
- Handling conflict and rejection
- How to be an effective coach/mentor
- Public speaking

MODULE 5: TECHNOLOGY

This module is designed to take the information you've learned so far and translate it to an online presence, to increase your business results.

LESSONS

- Creating a website
- Building an online following through list building
- Creating a following through social media and blogging
- Using online affiliate marketing

MODULE 6: UNVEILING YOUR SMALL BUSINESS

Refresh everything you've learnt and applied in the last five modules. Be guided through a 90-day business plan.

LESSONS

- Business course overview and 90-day game plan
- Strategic placement - trends and measuring results (KPI)
- Marketing and promotion - lifeblood to small business

**Cyndi O'Meara****NUTRITIONIST AND FOUNDER OF THE NUTRITION ACADEMY**

Cyndi O'Meara is an internationally acclaimed nutritionist, best-selling author, international speaker, documentary creator and founder of Changing Habits and The Nutrition Academy. Cyndi is a passionate, determined and knowledgeable speaker on health issues and uses her experience to help others improve their quality of life.

Her qualifications include a Bachelor of Science degree majoring in Nutrition from Deakin University and the University of Colorado, as well as postgraduate studies in human anatomy, pathology and physiology, and diplomas in diagnosis and management of health issues.

Jodie Nolan**FINANCIAL ADVISOR**

Jodie Nolan is a respected financial advisor, educator, and best-selling author with over two decades of experience in the finance industry. She holds a Master of Business (Applied Finance) from Queensland University of Technology, where she completed a thesis on financial literacy in Australia. Jodie has served as a university lecturer, sharing her extensive knowledge and passion for finance with students.

Jodie is the author of *Surviving the Storm: How to start with nothing and make millions*, a book that offers practical advice on rebuilding financial stability after adversity. She is also a sought-after speaker and media contributor, recognized for her insights into financial education and empowerment. Currently, Jodie continues to support individuals and businesses in achieving their financial goals, drawing on her extensive experience and dedication to financial literacy.





thenutrition.academy



admin@thenutrition.academy



+61 7 5353 0196 or 0421 977 604

