ARC Health & Wellness Community

# Side Dish Success:

## How to Build Thriving Health and Wellness Side Hustles

From ARC - The Association of Retail and Consumer Professionals

# Introduction

## Presented by: Kelsey Butler, MS, RDN

Learning Objective:

Participants will be able to identify and implement foundational strategies for initiating and growing a successful health and wellness side hustle, focusing on brand building, content creation, marketing, and maintaining a balanced professional lifestyle.

Performance Indicators: 3.2.4, 3.2.5, and 3.2.8

# Side Hustle Areas of Interest

- Writing and Content Creation
- Online Coaching
- Recipe and Meal Plan Development
- Program Development & Other Digital Products
- Outreach & Public Speaking
- Subject Matter Expertise & Advisory Services

# How to Enter the Field

- Upwork or other freelance/ remote websites
- Indeed, ZipRecruiter
- Linkedin
- Social Media
- Networking
  - With local or remote businesses
  - With other dietitians
- Word of Mouth

# Tips On Entry

- Start small and simple
- Pick a niche
- Build your portfolio
- It doesn’t have to be perfect

# Freelance Need-To-Knows

- Taxes
  - 1099/W9 forms
  - Quarterly payments/ withholding
- LLC vs. Freelancing
- Business Finances
- Insurance & Billing
  - NPI number
- Licensure for MNT and insurance across state lines

ARC
Health & Wellness
Community

# Thank you