



Wolf Rinke Associates, Inc.

## READ AND GROW RICH

The eNewsletter for Savvy Nutrition Professionals

Vol. 8 No. 10, Oct. 2016 Copyright 2016 by Wolf J. Rinke, PhD, RDN, CSP

<http://www.easyCPEcredits.com>

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### INSIGHT BREAK

*"Forgiveness does not get them off the hook, it gets you off the hook that they put you on."*  
--Bertice Berry

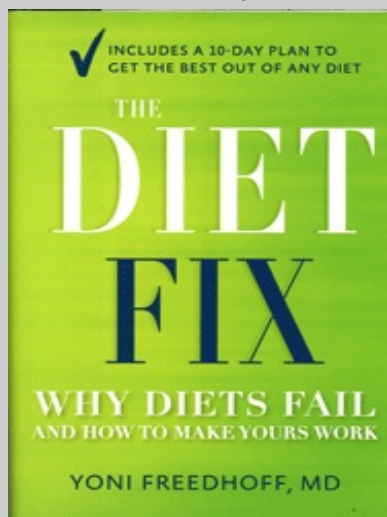
### 1. NEW CPE PROGRAM--HOT OFF THE PRESS

#### The Diet Fix: Why Diets Fail And How To Make Yours Work

Book by Yoni Freedhoff, MD

Study Guide by Susan Burke March, MS, RDN, LDN, CDE

Edited by Wolf J. Rinke, PhD, CSP, RDN



C281

25 CPEUs

HARD COPY

\$169.95  
**NEW**

Add to Cart

**Book**, 336 pgs, and **Study Guide with 1 Reporting Form**, 27 pgs.

It is well known that ~90% of all diets end in failure. This CPE program, by weight loss expert

Dr. Yoni Freedhoff, provides highly effective scientific strategies to address this dilemma. Whether used on its own or in conjunction with any other diet, this program shows how to replace a toxic dieting mindset with positive beliefs and behaviors, to help clients break the cycle of traumatic dieting, and begin living happily while losing permanently. More specifically you will be able to:

- Integrate Reset principles to reset any diet.
- Identify and discuss Post-Traumatic-Dieting-Disorder (PTDD).
- Plan a schedule that will banish hunger.
- Explain safety and efficacy of weight loss supplements.
- Recommend foods that promote the thermal effect.

For more information and customer comments, [click here](#).

Approved/Accepted by [CDR](#), [CBDM](#)

### **For RDs/RDNs & DTRs/NDTRs for the Professional Development Portfolio:**

#### **SUGGESTED Learning Need Codes:**

2000, 2020, 2070, 2090, 2110, 3000, 3005, 3010, 3030, 3040, 4000, 4040, 4060, 4090, 4110, 4120, 4130, 4170, 4180, 5000, 5090, 5130, 5150, 5190, 5200, 5260, 5370, 5420, 5460, 6000, 6010, 6020

#### **SUGGESTED Performance Indicators (PIs):**

6.3.6, 6.3.11, 8.1.1, 8.1.2, 8.1.3, 8.1.4, 8.1.5, 8.1.5, 8.2.4, 8.3.1, 8.3.6, 8.4.5, 9.1.3, 9.6.1, 9.6.4, 9.6.7, 10.2.2, 10.2.5, 10.2.6, 10.2.7, 10.2.8, 10.2.9, 10.2.11, 10.4.4, 12.2.1, 12.4.

**DON'T SEE your [Performance Indicator](#) (PI) or LNC Listed here?**

There are many PIs that are applicable (we can't list them all) and per CDR "you may use ANY PI or LNC as long as it relates to your Learning Plan." For details [click here](#).

Reminder: Meet your 5 year ethics requirement with our FREE Ethics CPE program, C237E, 2 CPEUs. Developed in collaboration with CDR. Free with purchase of any CPE Program, available in electronic format only! For more information and customer comments, [click here](#).

## **2. HOW TO GET MAXIMUM SAVINGS!!!!**

**WE let you use a coupon, + the Free Ethics, & still get Free Shipping\* making it a steal,**

**& you can also add a program from our bargain corner for even more amazing deals!!**

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## **3. NUTRITION NEWS YOU CAN USE**

***The Professional Development Portfolio (PDP) is Changing from Learning Need Codes (LNCs) to Essential Practice Competencies and Performance Indicators (PIs)***

To better understand the current changes to the PDP go

to <https://www.cdnet.org/pdp/professional-development-portfolio-guide>.

For helpful resources about the new competency-based PDP process go to <https://www.cdnet.org/competencies>.

For the PDP with Essential Practice Competencies information for practitioners go to <https://www.cdnet.org/competencies-for-practitioners>.

For frequently asked questions regarding the competency based PDP go to <https://admin.cdnet.org/vault/2459/web/files/Competencies%20FAQ%201015.pdf>.

If you still have questions, email CDR at [cdr@eatright.org](mailto:cdr@eatright.org) or at [competencies@eatright.org](mailto:competencies@eatright.org) or phone them at 1-877-1600 ext. 5500.

***According to CDR: "The performance indicators [PI's] are working the same way as Learning Need Codes. Practitioners do not have to use the suggested PI's. If they feel they have something in their Learning Plan that relates to the activity, but is not a suggestion by the provider, they may still use it."***

#### **4. BUILD POSITIVE SELF-ESTEEM—SUCCEED FASTER: PART III & SPECIAL OFFER By Wolf J. Rinke, PhD, RDN, CSP**

In the [previous issue](#) of this eNL you discovered the first three strategies that will enable you to build your positive self-esteem:  
--Practice the Double Win  
--Give Yourself Away  
--Catch Others Doing Things Right. Here are the remaining four:

##### **Set Your Own Internal Standards**

Set your standards always just a bit out of reach, but not so far away that you perceive them to be unattainable. And most importantly, use yourself as your own "gold standard," against which you compare your accomplishments. The trick here is not to try to be the best, but rather to be YOUR best. Why? Because when you attempt to be the best you will likely set yourself up for failure, stress, indigestion, and maybe even ulcers. ("Ulcers do not come from what you eat, but from what is eating you.") Even though all human beings are endowed with the seeds for greatness, we are not all endowed with the same seeds. Some of us have far more natural abilities than others. For example, even though I think I am pretty smart, I am rather dumb at the same time. Let me explain. I am rather smart (whatever that means) if you compare me to me. But if you compare me with Albert Einstein I'm pretty stupid. Fortunately for me that is an illogical comparison, after all I'm not Albert Einstein (lucky for me since he is dead), I am me. I can only build on my own innate abilities. The more important question to ask is: "What have you done to take advantage of and maximize *your* abilities? What I'm saying is "don't waste your mental energies by comparing yourself or wanting to be like others." No matter what you do, you will never be like anyone else. (Don't you think it is strange that many people who have straight hair spend a lot of money to get their hair permed, while those who have curly hair have it straightened?)

Many of us struggle with this. I remember a rather attractive woman who came up to me after one of my motivational presentations to ask several questions and compliment me. She exclaimed, "Wow, what a presentation. It was a tour de force. I really admire the way you speak. In fact, I would give twenty years of my life to be able to speak like you." I thanked her, chuckled, and answered, "Your estimate is right on. That's about how much of my life I have dedicated to public speaking." You see, we admire others for how well they do things *now*, but we forget how long it has taken them to get to where they are. Most of us want to be just as good, but we don't want to pay the price!

Instead of wishing you were like someone else, the trick is to build on your own strengths. In fact, I consider this to be another key to success. Every human being is a composite of strengths and weaknesses. (Do you know what yours are?) Luckily for all of us, there are no perfect people. Can you imagine how boring that would be? Learn from professional athletes

who gain satisfaction from being just a little better this time than the last time, who persevere, and who, sooner or later, by continually beating their own record, beat their opponents. No matter how hard you try, you will never be like anyone else. So quit wasting your abundant mental energies. Instead, accept that you are the most valuable asset you will ever own. You are the only asset that belongs to you that has the potential to truly appreciate. Most everything else you own depreciates--your money, your car, your spouse (just kidding).

### **Accept Value Paid**

According to Denis Waitley the best way to spot a winner is to see how they respond to value paid. Always accept compliments with an unequivocal and courteous "thank you." Don't be like the young lady who upon being paid a compliment about her beautiful dress replied: "This," pointing to her dress, "I was going to give this to Goodwill." Only losers have difficulty accepting value paid. Their level of self-esteem prevents them from recognizing that they are in control of their lives and that success is primarily a function of hard work and preparedness, not good luck. I believe it was Napoleon Hill, author of the success classic *Think and Grow Rich*, who defined good luck as "preparedness meets opportunity." Never say "Shucks, that was nothing," because very few things in life are the result of only good luck or karma. Instead, accept value paid with a sincere and courteous "thank you."

### **Act and Look Your Best**

"None of us will get a second chance to make a first impression." This is no idle old wife's tale. For example, I recall reading about a study in which a man went into various offices dressed rather casually. He later visited a second set of offices that were similar to the first set. This time, however, he was "dressed for success" in a traditional high-quality business suit with all the trimmings. In each case, his goal was to get the receptionist to provide him with certain confidential information. To control the independent variables, the same man made all of the visits, and the type of offices, and the language and approach used were standardized. Although I cannot recall the specifics, I do remember that the results clearly demonstrated that when he was well dressed, the gentleman was able to obtain the confidential information much more frequently than when he was casually dressed. This finding is further amplified by the fact that it takes roughly seven repetitions to reverse an initial impression. This means that when you and I meet for the first time, if I perceive your behavior negatively, you would have to be on your best positive behavior for the next seven encounters before I would revise my initial impression. This is compounded further by the fact that most people tend to form a relatively stable impression in about five seconds. I am sure some of you are saying that that's not fair. I agree with you, but unfortunately, that's how it is. Instead of bemoaning that the world is an imperfect place, I suggest that you take advantage of this phenomenon and act and look your best whenever you may come in contact with influential people.

### **Let Your Body Say Positive Things About You**

One way that you can be sure to act and look your best at all times is to let your body convey positive messages. Walk briskly, erect, and, most importantly with a smile on your face. In one of my success seminars I was challenged on this point by one of the attendees. Jane said, "How can I behave like this when I'm depressed?" I asked Jane to come up front to demonstrate how she walks when she is depressed. She walked to the front of the room slowly, taking small shuffling steps, with her head slightly bowed, and with an ever-so-subtle frown on her face. I asked her to next demonstrate how she talks when she is depressed. She answered that she talks in a whiney voice. I complimented Jane on her excellent demonstration. Then I asked her to repeat this walk, but this time I asked her to walk erect, with her chin up, her shoulders back, and her chest out, to take purposeful steps with long strides, and to put a big smile on her face. She did this very well. At this point I said, "Jane, tell us how you feel *now*." She answered in a much more positive voice that she felt much better. Your body, your posture, and especially your face *say* a lot about you. If you make the "decision" that you want to be depressed--that's right it is *your* decision--your body will reaffirm that. Conversely if you "pretend" repeatedly and convincingly that you feel good, your body will reflect that. (Doubt it? Try jumping out of your chair shouting: "I'm depressed!" I bet you can't do it, because if you do it, you won't be depressed anymore.)

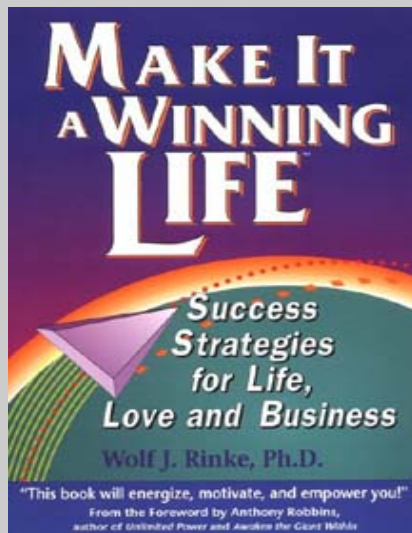
This is especially true if you learn to adopt one of the most powerful success strategies of all times--SMILE. Smiling improves your "face value" and communicates to all other human

beings, regardless of their language or nationality that you and they are okay. The other benefit is that smiling is contagious. Try it on the grumpiest person you meet to see if sooner or later you don't get a smile back. Smiling also influences your posture. Check it out for yourself by standing up, putting your chin on your chest, and trying to smile. (I do this exercise with my funshop audiences, and you should see how funny they look when they are grimacing like this. Don't gloat though--get a mirror and see for yourself that you are not doing much better.) Now put your chin up, stand up straight, and smile. (Check the mirror now. What is your face telling the world now?) I think you will agree that this is much better. Your body is a living, moving, multidimensional billboard. Your "billboard" can advertise doom, gloom, and defeat or hope, courage, energy, and success. It is your choice!

Source: Based in part on Chapter 3 of my book *Make it a Winning Life: Success Strategies for Life, Love and Business*, Achievement Publishers. Take advantage of my special offer by [clicking here](#) or below.

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## 5. HUMOR BREAK

Recently I met a good friend who was apparently in a grump mood. I asked him the customary "How you're doing?" He answered automatically, "F-i-n-e." Given that he was a good friend, I said: "Why don't you tell your face?!"

## 6. ABOUT THE EDITOR



Dr. Wolf J. Rinke, RDN, CSP, is the president of Wolf Rinke Associates, Inc. -an accredited provider of easy to use pre-approved CPE self-study programs for nutrition professionals since 1990, available at <http://www.easyCPEcredits.com>.

If you have questions, or would like him to address a specific issue or topic in this eNewsletter please e-mail him at [WolfRinke@aol.com](mailto:WolfRinke@aol.com).

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