

Real foods champion



Photos by Kimberly McKinzie

Healthy Habits International takes the guesswork out of good food, athletic nutrition

By SALLY PARKER

Erin Harner was well on her way to earning a Ph.D. in biomedical engineering when her world changed. She was working in a University of Rochester lab on cutting-edge cancer detection techniques. Harner was in a respected program, but she felt increasingly uneasy. Her work helped people who were already sick; she wanted to help prevent illness in the first place. "It was this underlying 'I need to do this,'" she recalls. "It just felt like something I had to do because I saw so many people being let down by our traditional (American) medical model."

Though as a kid Harner was a successful gymnast and diver, from her earliest days she had been plagued with an undetected gluten intolerance, resulting in chronic eczema, allergies, sinus infections and digestive upset. Her body was rejecting the food she ate.

It was during graduate school that Harner,

25, found relief by cutting gluten from her diet. That was a turning point.

"I think I went to seven different specialists," she says. "It was someone who does what I do that figured it out."

"I started eating food that actually nourished my body instead of poisoning it."

Despite fears that she was letting her family down, Harner cut short her doctoral studies, wrapping up with a master's in biomedical engineering and plotting a focus on holistic health. Her life experiences showed her that the right food was the answer to a host of maladies.

"The food you put in your mouth has such a profound effect on your body," she says.

Harner became a certified holistic health counselor after further studies at the Institute for Integrative Nutrition in New York City—the only nutrition school in the world to integrate traditional philosophies such as ayurveda with modern concepts like the

glycemic index and food allergy elimination.

She opened her first business, Second Nature Wellness, in 2009. Many of her clients have diabetes, gluten intolerance, high cholesterol or other health issues. Others come to her knowing that a better eating plan that fits their lifestyle would renew their energy, focus and stamina.

Harner gets her clients on track with simple steps to transition their lives. The underlying message: What they eat is wrapped up in how they exercise, work, carry on relationships and find spiritual nourishment.

For example, binge eating on the job might be more than simply an "eating problem." It could be a signal of unhappiness at work or otherwise. A walk at lunchtime could help clear the mind, she says.

Harner sometimes tours the grocery store with a client to show him healthy, whole foods he can incorporate into his diet. Or she'll give the client a vegetable or unusual grain with accompanying recipes, with instructions to try it before the next session.

"I try to take all the guesswork and excuses out of it," she says. "So many

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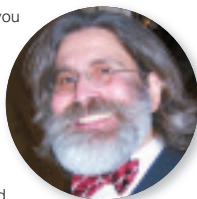
Career Q

Burton Nadler, assistant dean and career center director, University of Rochester

What if my college degree doesn't apply to my interests? Was it a waste of time and money?

Definitely not. What are your interests? Can you express them as field, function and firm? If yes, build bridges to your career goals with courses, volunteer experiences or internships.

Courses you audit or take for credit at any area school will stand out on your resume and greatly enhance your prospects. Make sure the course title, content and skills acquired are obviously associated with your career field and what you want to do. Internships and



volunteer projects after graduation also boost your chances of pursuing your career interest.

These additional efforts, built upon the strong foundation of your degree, will definitely pay off. Within six months (two semesters and two or three courses), a little extra time and tuition will generate the returns on investment you seek.

Be the change

Young professionals in Rochester are well-connected: Under-40 networking groups exist for just about any interest. Here's a sampling:

Junior League of Rochester: jlroch.org
Monroe County Bar Association Young Lawyers Section: mcba.org
ROC City Coalition: roccity.org
Rochester Young Professionals: rochesteryoungprofessionals.org
United Way of Greater Rochester
Young Leaders Club: uwrrochester.org

Find these groups on Facebook:

Eastman Young Professionals (George Eastman House)
Flower City Habitat Young Professionals
Good Pointe Society (Rochester City Ballet)
NextGen Rochester (Community Foundation philanthropy)
Rising Leaders (Catholic Family Center)
RPOrocs (Rochester Philharmonic Orchestra)

For a story on Rochester's young professionals organizations, see page 1.



Maggie Brooks
Monroe County Executive

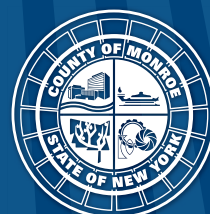
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Maggie Brooks
County Executive

The artful up-seller completes a sale and asks 'What else?'

Walking through Seattle's Pike Place Market (the inspiration for the book "FISH! A Remarkable Way to Boost Morale and Improve Results" and also the location of the original Starbucks), I couldn't resist the Queen Anne cherries, huge and just picked.

"Give me half a pound," I said with positive anticipation of eating them as I walked around. The young woman running the fruit stand obliged and weighed them. Then she showed me the inside of the paper sack, 25 percent full of cherries. "Are you sure that's enough?"

Startled at her question, I smiled and said, "Make it a pound!"

She smiled, complied and showed me the bag, now half-full. She kept jiggling the bag, looking at it, showing it to me and



SALES MOVES
Jeffrey Gitomer

looking right at me.

I knew what was coming and was thinking about my answer when she asked again, "Are you sure that's enough?"

"Make it a pound and a half," I said, smiling.

"How about an even two pounds and a few extra on the house?" she shot back without taking a breath between my an-

swer and her offer.

"Deal!" I said.

She put the two pounds in one bag and my lagniappe in a separate bag so I could see (and eat) the extra.

I loved the exchange. I love being sold. And I loved the way she up-sold me: "Are you sure that's enough?" Simple, yet powerful. I walked away smiling and eating.

After about 10 minutes, I couldn't stand it anymore. I had to go back to the cherry stand and find out more. I waited for one customer to pay, and then I anxiously said, "I couldn't help but ask about your line 'Are you sure that's enough?' It's a very powerful up-line. How often do you ask it to customers?"

"I ask every customer, every time." Wow!

It was a great line delivered by a shrewd

saleswoman at a hole-in-the-wall fruit cart. Low overhead, high profit, fueled by up-sell. Great product, simple to sell, with a second sales process to sell more.

The science of the up-sell is all-important as related to volume and profit, especially in these times.

Think about the emotional appeal that this woman used to entice me to take more money out of my pocket. It was brilliant.

Nice story, huh? Now it gets ugly.

Your sales are down. You still have customers buying from you, but not as many and not as much. In these times especially, after you have completed a sale, you have to ask yourself these two words: "What else?" And after you discover what else, you have to figure out the emotional appeal that will add to your sale.

Here are the hard questions:

■ What percentage of customers buy 100 percent of your existing product line?

■ What are you asking of your customers after you have completed the sale?

■ What are your strategies to maximize the dollar amount of your sales?

■ What is your emotional appeal for more or greater sales?

■ How consistent are you in asking for more business?

■ What opportunities have you lost or missed?

■ What could you change about your presentation that would begin to show what other great items your customer might consider?

Answer those, and you're on your way to creating up-sell opportunities!

"Are you sure that's enough?" has created an entirely new thought process for me, and I hope it spurs a few ideas for you.

Free GitBit: Besides the fish market and the cherry stand, there are a hundred other small businesses at Pike Place Market. One peach seller was attracting customers with unusual signs. If you want to see my photos of the signs, go to www.gitomer.com and enter "peaches" in the GitBit box.

Jeffrey Gitomer, president of BuyGitomer Inc. of Charlotte, N.C., gives seminars, runs annual sales meetings and conducts training programs on selling and customer service.

FASTSTART

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people think it's hard to be healthy. It's not."

A happy side effect can be weight loss. Five of Harner's clients who switched to a gluten-free diet shed not only their symptoms but 20 pounds as well.

Harner counsels clients in her office at the Old Pickle Factory in Pittsford and via telephone all over the country. Doctor referrals continue to rise, and she may soon hire help to cover the added workload.

Time with a business coach over the summer helped her plot her next step. A swimming and diving coach at SUNY College at Brockport, Harner recently expanded the business with an added focus on helping athletes, a cause dear to her heart; Empowered Athlete and Second Nature Wellness have become part of Healthy Habits International LLC.

Empowered Athlete shows student athletes how to treat their bodies well to enhance performance—busting myths such as "more is always better" when it comes to protein intake.

"There are a lot of misconceptions about what's healthy and what's going to make you perform better," Harner says.

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