 ALL ACCESS  
DIETETICS

**Creating a Career in  
Sports Nutrition &  
Entrepreneurship**

Jenny Westerkamp, RD, CSSD  
Founder | All Access Dietetics  
Nutritionist | Chicago Bulls

**IT STARTED WITH A SCRUNCHIE**





**UNIVERSITY OF ILLINOIS  
DIETETICS MAJOR  
(ALMOST A DORITOS FLAVOR INVENTOR)**



**ALL ACCESS INTERNSHIPS  
(ALL ACCESS DIETETICS)**



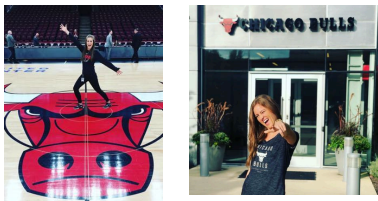
**SPORTFUEL  
(Chicago Blackhawks, Rockford IceHogs, NBA D-League)  
2009-2013**



**CHICAGO CUBS  
Minor League Nutritionist  
2015-2017**



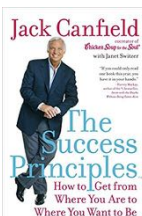
**CHICAGO BULLS**  
Team Nutritionist  
2017-present



**ALONG THE WAY....**  
Author, Speaker, Consultant, Start-up Nutritionist,  
Professional Involvement, Sales



**LESSON #1:**  
PROACTIVELY CREATE RELATIONSHIPS

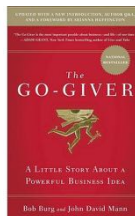


"Your network is your net worth."

- How to get foot in the door
- Email 100 dietitians
- SWSWSWSW
- How to find connections (CPSDA)
- Twitter stories

Book: *The Success Principles* by Jack Canfield

**LESSON #2:**  
BE A GO-GIVER

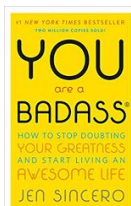


"Shifting your focus from getting to giving is not only a nice way to live life and conduct business, but a very profitable way as well."

- When you reach out, offer to give not get
- Ask yourself how you can give more value to another person
- Be strategic in who you connect with

Book: *The Go-Giver* by Bob Burg

**LESSON #3:**  
ATTITUDE DETERMINES ALTITUDE



"If you keep waiting for the right time, you'll keep living the wrong life." -Jen Sincero

- Positive reframing (dietetic internship)
- Changing your thoughts 180 degrees
- Be happy now - gratitude!

Book: *You Are a Badass* by Jen Sincero

**LESSON #4:**  
READY FIRE AIM



"The goal in life is not to attain some imaginary ideal; it is to find and fully use our own gifts." - Gay Hendricks

- Ready, fire, aim
- Commit to exploring
- Try new things (like improv!)
- Find mentors to help
- Move past your upper limit

Book: *The Big Leap* by Gay Hendricks

**LESSON #5:  
FIND YOUR JOY**



“The biggest mistake people make in life is not trying to make a living at doing what they enjoy most.” – Malcolm Forbes

- List of what you want and don't want
- Identify the non-negotiables
- Can't be afraid of answers
- Adjust accordingly

Book: *Am I Doing This Right?* Colleen Bordeaux

**LESSON #6:  
DEFINE YOUR OWN VERSION OF SUCCESS**



“You have to know what you want to get what you want.”

- Vision board
- Goals list
- Look at it every day

**GETTING STARTED...**

**ENTREPRENEURSHIP**

- Read books
- Seek advice
- Get business coach

**SPORTS NUTRITION**

- Join CPSDA
- Find first experience
- Get career coach (resume, cover letter, interview)



**“Dream.  
Believe.  
Achieve.”**

For more help on launching your dietetics career join the All Access Dietetics newsletter at [allaccessdietetics.com](http://allaccessdietetics.com).

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