

July 25, 2017  
Liz Axelrod  
Website copy: revisions

**Revisions include:**

* Homepage intro copy

**HOMEPAGE**

[Intro]

**Hello. I’m Liz Axelrod.** I’m a registered dietitian. But I’m also a realist. I know healthy eating can be a challenge. That’s why I work closely with people to discover the strategies that will work best with their lifestyles and be successful. And I like to have fun along the way. Learn more about me. (link to About Liz page)

Or

[Intro]

**Hello. I’m Liz Axelrod.** Being a registered dietitian in today’s world is like being a guide. With all the diet trends and eating ‘dos and don’ts’ we’re exposed to, it’s harder than ever find your way to healthy living. I help people get on a path that’s going to work for them. And I like to have fun along the way. Learn more about me. (link to About Liz page)

**What I believe**

* Diets don’t work.
* Nutrition is personal and individual.
* Potato chips should not be banned.
* There’s no one-size-fits-all nutrition plan.
* I can help anybody who’s up for it.

[Photo caption]

“I have a background in both health and fitness, so I bring a uniquely holistic approach to my clients.”   
Liz Axelrod, MBA, RD, LDN

**ABOUT LIZ page**

[Intro]

I’ve always been interested in health and fitness. And, I genuinely love helping people. As a dietitian, I get to bring all my passions together.

**Dietitian or nutritionist**

Dietitians, nutritionists, health coaches. It gets confusing, but there’s a difference. A Registered Dietitian (that’s me) is a food and nutrition professional who has met the academic and professional requirements for the credential. Registered Dietitians are the only licensed credentials recognized as providers of medical nutrition therapy (MNT).

**My approach**

It’s individualized because everyone’s different. I start by getting to know my clients and their goals, challenges, health history and eating habits. This is important because it helps inform what strategies will work — and won’t. Because I’m also fitness instructor, I provide a well-rounded approach that includes both exercise and eating strategies. And, the strategies I use are evidence-based — that’s a fancy way of saying they’re proven to be successful.

**My philosophy**

After years of education and consulting, every dietitian develops his/her own point of view. Here’s mine. Moderation + mindfulness. It’s impossible to think you’re going to eat perfectly nutritious meals 100% of the time. And there’s no reason to. It’s ok to indulge in chocolate or potato chips. But — this is where the mindfulness comes in — it’s about having an awareness about it. And making the choice to eat certain foods in moderation.

**Special interest in corporate wellness**

I enjoy partnering with organizations who believe in health and wellness. I provide programs, tools and coaching that help employees identify and reach their goals. When employees are healthier, they’re happier, more productive and have fewer sick days. Everybody benefits.

**The perfect client**

My clients are all different: People looking to lose weight, people looking to gain weight, diabetics, athletes, and so on. The one thing that they all have in common? They’re truly engaged and motivated. That’s what makes it work.

**Credentials and education**

BS in Human Nutrition and Exercise and Fitness; University of Chicago at Illinois

Dietetic Residency, MBA in Healthcare Administration; Dominican University, River Forest, IL

Member of the Academy of Nutrition and Dietetics, Nutrition Entrepreneurs, Dietitians in Business and Communications, and the Weight Management Dietetic Practice Group

**SERVICES page**

[Intro]

Whether it’s working with individuals or large companies, the goal is the same: helping people live healthier lives.

**Corporate wellness services**

Initial Consultation

60-minute consultation with employees, including a full nutrition assessment to understand their health history, current eating habits and goals for moving forward. Employees receive a personalized plan with strategies and tools for success. *Consults are held in person, over the phone or via video messaging.*

Follow-up Consultation

30-minute consultation with employees to evaluate progress toward goals, provide guidance, and to develop new strategies if needed. *Consults are held in person, over the phone or via video messaging.*

Workplace Events

Coordination of workplace challenges, wellness screenings, lifestyle management programs or other engaging health events that are fun and inspire employees to stay on track toward reaching their goals.

Group Nutrition Presentations

Group speaking events or lunch-and-learns to educate employees about nutrition, health and wellness. Popular topics include: Meal Planning Made Easy, Healthy Holiday Eating, Stress Management, Eating Well on the Road, and Dining Out.

Cooking Demonstrations

Live cooking demonstrations where employees learn how to cook delicious meals and snacks that are aligned with their dietary goals.

**Individual services**

Initial Consultation

60-minute consultation, including a full nutrition assessment to understand client’s health history, current eating patterns, and goals for moving forward. Client receives a personalized plan with strategies and tools for success. *Consults are held in person, over the phone or via video messaging.*

Follow-up Consultations

30-minute consultation with clients to evaluate progress toward goals, provide guidance, and to develop new strategies if needed. *Consults are held in person, over the phone or via video messaging.*

Grocery Store Tours

60-minute guided tour of the store, providing education about a variety of healthy foods, how to read and understand nutrition labels and claims, and meal-planning tips.