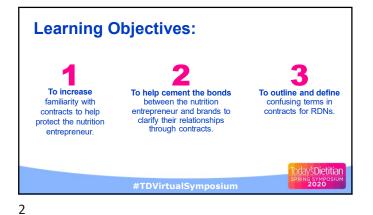
<u>Today's Dietitian</u> SPRING SYMPOSIUM #TDVIRTUALSYMPOSIUM

Reading Between the Lines: How to Interpret and Negotiate Contracts to Get What You Want and Deserve

Bonnie Taub-Dix, MA, RD, CDN & Mitchell A. Dix, Esq.





About Bonnie

- Owner of BTD Nutrition Consultants, LLC Media personality specializing in providing expert interviews for all forms of media including television, radio, print, and online sources
- Media trainer and business coach for RDNs
- Author: Read It Before You Eat It Taking You from Label to Table
- Health and wellness contributor to US News & World Report, TODAY, INSIDER, Livestrong
- Brand advisor and social media strategist



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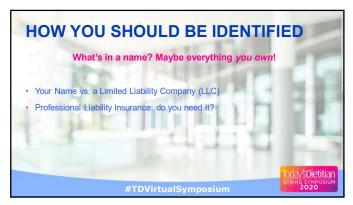




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The contract should be in the name of your company.

Example of language:

- BTD Nutrition Consultants LLC, solely represented by Bonnie Taub-Dix, RDN, followed by "Spokesperson," "Talent," or other designations they can use to refer to you
- · Liability Insurance:
 - Patient Care and Non-direct Patient Care

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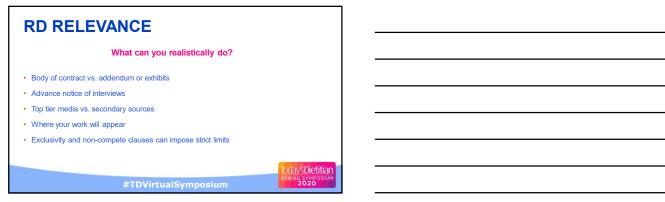


RD RELEVANCE Unless your contract is incredibly short (i.e. for a specific event, holiday campaign, etc.), the length of your contract may dictate how long you won't work with other companies! Things to consider: • Delete all instances of "In perpetuity" • Ownership (recipes, photography, etc.)

• Personal loyalty to the Brand beyond the term

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RD RELEVANCE Federal Trade Commission (FTC) Endorsement Guide • WHEN to Disclose: Show a material connection to the brand including a personal, family, employment, or financial relationship (even if the brand gives you free products or services). **HOW to Disclose:** Endorse along with the message where it's easy to see, not hidden with other hashtags, make it obvious on Instagram stories and repeat regularly on livestream. • It's fine (but not necessary) to include a hashtag with the disclosure, such as #advertisement, #ad or #sponsored. Don't use vague or confusing terms like "sp," "spon," or "collab," or stand-alone terms like "thanks" or "ambassador" or abbreviations. Disclosures 101 for Social Media Influencers. Federal Trade Commission website. https://www.ftc.gov/influence odaysDietitian G SYMP(2020



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Know what you're signing up for!

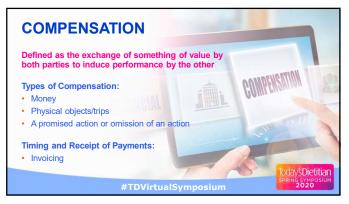
- Beware of blanket statements ("nuts," "breakfast foods," "vegetables," "grains")
- Don't commit to not mentioning something you can't control
- Brand loyalty outside of the specific product listed in your contract
- Going above and beyond to bolster long-term relationships

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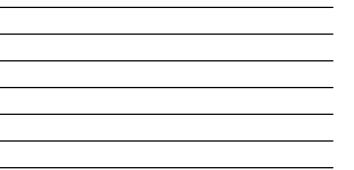
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Questions?

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