



Good day and welcome to the Renal Diet Headquarters podcast. This is number 43. And this is Mathea Ford, the CEO of Renal Diet Headquarters.

This year I... it's December 31, 2014 and I am posting this. And going to talk about goals and plans and things that happened this year and things that I want to do and this coming year.

Just to let you know where I'm coming from and what I have in store for you, if that's exciting to you I would

appreciate hearing in a little feedback. And if it's not then you should you no... not listen, not go forward with us.

This year we're going talk... today we're going to talk about goals and what kind of happened last year and what I have planned for the next year. And I hope it's exciting to you because it's extremely exciting to me to talk about what I'm getting ready to do and how I'm going to change Renal Diet Headquarters in the next year for the better. How we're going make it so much better for you. And that's even going to start tomorrow because they're something exciting tomorrow.

Okay last year one my goals was to do... related to the podcast to do 52 podcasts. So from January 1 to December 31, my goal was to do 52 podcasts. I'm at number 43. This is number 43 and I have... I was going to try to make them up and do all the recordings and catch up but I've decided that that would kind of be just phoning it in just checking off that box, so I'm going to accept the fact that I missed it by 10. But that I also made 43 podcasts. So, I am excited about the fact that I made 43 podcast because that was huge for me to get done and the number of people that have listened to those podcasts is huge. I've had a ton of downloads, I've had people write me emails about questions for the podcast and I've interviewed a couple people and it's been a great year.

My goal for next year is the same it's going to be to do 52 podcast. So one per week, every week. And I want to do interviews on a regular basis, people really loved the interview podcasts that I did last year and this year I have some other people lined up that I spoke to at the AAKP meeting. And looking forward to talking to some survivors of transplant; some people who have experience with herbal and different

types of medicine. I hope I can get a nurse or doctor on here to talk to me and just share that information and then I also want to talk to some people about cooking and what they've done to change their diet.

I want to say that I'm thankful to my current listeners, and I want you to help us grow in the future. Because that inspires me just to do more and it helps me to get more people to do interviews, because I can tell them, hey we have this many listeners. So just help us grow in the future, share this with your friend if you feel like it would be something that they could use, share with a nephrologist, your doctor and if you want us to reach out to them let me know by emailing me. You can email me, the main way from the podcast is to send a question into podcast@renaldiethq.com, I'm working on a way to text-me questions, just because I think that that would be really cool, but to have you send me any questions for now. Because I know a lot of people listen while they are on their phone, to the podcast. So sending questions to podcast@renaldiethq.com and I would love to hear those and talk to me about what you want to hear me talk about on the podcast.

So that was one of the goals for this coming year was to do 52 podcasts. This year I didn't quite make it, but I'm excited by what I did. And I hope you were excited to listen to them and this coming year, I have another goal and this is the one I'm super excited about. Is I am going to change the focus of the website more towards food and how it fits into your diet instead of so much of the dietetics. I love explaining the nutrition; I love explaining how phosphorus, potassium and sodium fit into your diet. But I also know that you can find that lots of other places. What I know is that you struggle to find recipes that work for your diet. Recipes that are both you know maybe their specialty recipes. This month I'm going to do an almond cookie recipe that's kind of a specialty recipe and you may look at it and go "Wow what was she thinking." But it's just so there's kind of different levels of cooks and there's different levels of recipes but I am going to have a weekly recipe feature on Thursdays starting tomorrow.

So that's January 1st.

I am going to have a black eyed peas recipe and it will be... it is very popular in South to eat black eye peas on New Year's Day for good... hoping for good a year in prosperity and so I'm going to start with that and the rest of the month I have several other recipes planned.

I am going to make you a new recipe every week so 52 new recipes, free on the blog. And what will happen is I'm going to take lots of pictures. I got a new camera for Christmas; my sister gave me a camera that I asked for. And I'm so excited because it just takes awesome pictures and I know I'm not that good of a photographer yet, but I'm going to get better for you and for me. And so each of these blog posts is going to have lots of pictures to show you the steps along the way, because I'm very serious about making sure if you're a new cook or you're an old cook. If you have been

cooking for years or you just started trying to do these recipes. A lot of the terminology and everything can be very complicated, so I'm going to bring in down to your level. I'm going to make sure that you know what equipment to use; I'm going to make sure that you have references; I probably refer to Amazon links and those are affiliate links and that means I make you know -- what is it 2% or something on those. But that's helping me, that's rewarding me for sharing with you the best products. So you can do that, you can click my links in my show notes or you can in my recipes or you can go to Amazon yourselves and look for it and that's perfectly fine. Because I am honestly out there out just to give you the best recipe and make sure that you have the skills and the tools that you need to have a great renal diet. So you don't feel like you're missing out or you're not able to do things.

Honestly we've been kind of vanilla and more informational but not so much fun and for me cooking is fun and I love doing it. So I want you to know that I love to cook and I'm going to cook for you and to put these recipes on there and I hope it shows, I hope you can see how you know I get better throughout the year and I hope you can encourage me.

But the other thing I want to tell you is if you want to get those recipes and instructions every week without having to remember to go to the blog and check it out, you can sign up for our email list and I know the podcast tells you at the end a link to go to. The other thing you can do is just go to the homepage of the blog, which is www.renaldiethq.com. And on the main page on the main page on the right hand side there's a box right at the top that says "Get three free days of meal plans," and so you can go there and get that and have it download and then every week I send the newsletter out and that newsletter is going to have the recipe post attached. So no worries about that, you will get that automatically so I encourage you to sign up for the email list and that way you get that every week. So I'm sure you can hear the excitement in my voice about that, but I'm so excited because I've been preparing for this and it's something that I'm just so excited to do for you.

So I hope you can tell me some recipes when ask in the future. If you want to email me at podcast@renaldiethq.com. I want to hear what recipes you want me to cook for you. But I've got some for January that I'm already working on.

Number two; well at the section number three. Number three -- create... I'm going to create at beginning of the year January this is my project an emergency kit or like a starter kit. And so if you have feedback I would like to hear your feedback from that but basically it's going to be like a 14 day - here's exactly what you need to do. Cook these food; make these items and it's going to be insanely useful; insanely easy; it's going to be great for somebody who's never done it before. But it's also going to be great for those people who are overwhelmed. I know that's why you come to my blog; I know that's why you read my posts because you're overwhelming you just don't know. And I know that I can write in the manner that will help you to understand what you need to do during this period of time because

it's critical that you get off to the right foot. You don't want... so many people send me a note "Oh I've been eating carrots and rice and chicken breast for weeks you know I'm tired of it" I don't want you to do that. I want you to have a variety of foods but not... I know it's not gourmet the first couple weeks, and I know it's just survival because you just found out this interesting diagnosis that all of a sudden you have kidney disease and you've got a lot of questions and I want to... I know that you can get the answers for those questions about what is a stage III kidney disease. But I know you can't find the answers to those questions about what do I eat. And yes I have meal plan product which I am going to talk about at the end but this is going to be like a onetime thing that is going to be a very reasonable price and it's going to be just this is how you do it. And just to get you by. And see what you need to do and if that's is all you need, that is all you need to get.

So that was goal number three. Number four is I am going to develop more cookbooks, obviously that goes along with cooking more. But my cookbooks are the favorite things that people have on my... you know purchases. So when I go look at what I'm selling the cookbooks are what sells the most. So I want to develop more cookbooks. I have several that I have thought about. And have planned. But I'm going to test out some of these recipes in the weekly features, so if I'm thinking about doing a... you know birthday cookbook or a holiday cookbook. I'm going to make some of those recipes and show them to you for free on the weekly features, but obviously as I developed the rest of the cookbook it's going to be things that are important to put in together in a book and you can see together as how they fit so to speak.

Number five I'm going to continue to write and do the podcasts. I'm going to have themes every month. I'm going to have different things that I want to talk about and next week I have a product that's out that is called... if you go to renaldiethq.com/Bestyearnow that's BESTYEARNOW and that's the product that I have for... like setting your New Year's goals and it's relatable to a lot of different goals, but it focuses a lot on health goals, and how to make them. But so I'm going to talk a lot about that this month not this week because I'm telling you about my goals and kind of I have a plan. But that product will help you with that and it's \$17 and it's on the website now available so if you're interested, go grab it.

But we are going to have themes every month and I am going to work to try to make the recipes and the podcast and the writing kind of follow that theme so if I say like this month's comfort food or something. Then you know that that's what I'm going to be talking about a lot of. I again love to hear your feedback.

So sixth thing I want to do is to attend more conferences. I attended the AAKP meeting last year and I enjoyed conferences a lot it gives me a chance to talk to you directly. I'm going to the Spring meetings in Dallas this year in March. I am super excited about that, I am going to be teaching and I am going to have to work around

my teaching schedule a little bit, but what other events do you attend that you think I should consider going to or looking at?

I want to speak more and I'm working on that through doing more podcasts and reaching out to some event organizers. But I want you to know that if you need a speaker at your event, or if you know of an event and you think I should try to put out a proposal to speak at that event, then just let me know, or let them know they can contact me on my website but I am open and I am interested in speaking just because I love talking about how food can affect your diet. I know that food can change the course of what your health is. I know that if you eat better you can slow down the progression of kidney disease... it doesn't mean you're going to get rid of it, it's not going to cure it. It's not going to get... you know you're not going to suddenly be born again, but it can make your life so much easier, just by those simple things and then you can feel that change quickly when you don't follow a healthy diet. You can feel quickly how it just drags you down and makes you feel yucky... so yucky is an official word yes.

Okay, so I don't want to get too far off my soapbox, but thank you for your patronage and your encouragement this year. This has been a wonderful year for me. I quit my job, I became a stay-at-home mom and working on this business full time, and I love everything I've done with it. And that is why I'm so inspired to do this work for you. And it really helps me to know that I'm making a difference to you and I know when you download the podcast and you comment and stuff like that -- that just helps me a lot.

So I want to share with you a coupon that we have for our membership and if you... it's just today which is the 31st and tomorrow which is the first. It may work on the second if you're listening to this but. It's... it's NewYear15 altogether so it is NEWYEAR15, number one and number five. So if you use that when you're checking out on the website for memberships. You can get some money off your monthly subscription. And we would love to see you there. So thank you so much and have a Happy New Year.