

Hi, I'm Jennifer!

CEO, Dietitian, Business Coach, Wife & Mom of 3

Jennifer McGurk, RDN, CDN, is passionate about helping dietitians take up space in business. She began her career as a private practice dietitian specializing in eating disorder treatment and had a successful practice for over 10 years. During that time, she grew her solo business into a group private practice that served more than 1,000 clients. Her experience navigating the ups and downs of clinical work, business decisions, and team leadership inspired her to support other dietitians in private practice.

What started as a side hustle quickly grew into Pursuing Private Practice, a company now known for its mastermind program, Business School. Business School is designed to support dietitians through every stage of business—SET UP, START, GROW, LEAD, and COAST—with a mix of coaching, community, and resources that help dietitians step into their CEO role, whether starting or scaling. Jennifer hosts the Pursuing Private Practice podcast, where she openly shares the wins and challenges of business, featuring guests who offer their insights and experiences.

AS SEEN IN



JENNIFER HAS BEEN A GUEST ON MANY PODCASTS INCLUDING:

- The Unconventional RD
- Weight-Inclusive Innovators
- Empowering Dietitians
- Nourishing Women
- Food Psych
- The MentoRD Podcast
- The Practice of Therapy
- The Nutrition Content Creator Podcast
- The Practice of Therapy
- Money Skills for Therapists
- Selling the Couch



 **+400**
professionals served

 **+140K**
podcast downloads

 **2,400**
email subscribers

 **5,000**
followers

PRESENTATION TOPICS

- ✓ **Is Private Practice Right for You?**
The Pros and Cons of Being a Business Owner
- ✓ **Take Up Space in Business:**
How to Measure Success on Your Terms
- ✓ **Your CEO Assessment:** Identify Strengths, Gaps, and Next Steps in Leadership.

PODCAST TOPICS

- ✓ **Start a Private Practice:** The Ultimate Step-By-Step Guide
- ✓ **The Stages of Business:** There is No One-Size-Fits-All
- ✓ **From Solopreneur to CEO:** How to Hire Your Team
- ✓ **Leading a Team:** Live Your Life Like a CEO and Manage Your Team
- ✓ **Run Your Practice Like a CEO:** Your CEO Assessment as a Business Owner

WHAT WE OFFER

BUSINESS *School*

Business School is a 6-month online program that provides the roadmap and support to build a thriving private practice. Designed for dietitians, it combines business education, accountability, and coaching through every stage of growth—from setting up a business to becoming fully booked and leading a team.

Business School has helped transform countless dietitian practices into sustainable, successful businesses.



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📍 [Pursuing.Private.Practice](https://www.instagram.com/Pursuing.Private.Practice)

IT WOULD BE AN
HONOR TO WORK
WITH YOU!

Jennifer