

Zach Cordell

Daytona Beach, Florida



[Cordell Nutrition Consulting](#)

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Learn about Florida Entrepreneur Zach Cordell:

"You don't have to give up everything you love to eat." That was a central theme throughout our interview with Zach Cordell, owner of Cordell Nutrition Consulting. Zach's company focuses on helping their clients make nutritional and diet changes that will last. Zach explains, "Are you better off eating Kale than Spinach? Maybe, but which do you prefer? For lasting changes to occur, it's important that you enjoy what you're doing and what you're eating." In addition to helping his clients focus on making the right decisions, he works to dispel some of the more common misconceptions and myths about healthy eating and weight loss.

"People assume they have to be a certain weight to be healthy. The reality is that weight is not the final say." Zach insists that your overall

health is determined by more factors than just a number on a scale.

"You don't have to be skinny to be healthy." Another common misconception is that it's too expensive to eat healthy. According to Zach, you can eat healthy on a budget. Not being caught up in the new health trend, or swayed by advertising goes a long way in reducing food costs. He's also quick to point out that organic doesn't necessarily mean more nutritious.

Zach provides his clients with encouragement, education and helps them to understand how food marketers and clever advertising manipulate food perceptions. He stays up-to-date on current nutrition and health research which allows him to paint an accurate depiction of health for all client types. We asked Zach what's one thing someone can start or stop doing immediately to improve their health. His response, "It's different for everybody. There's no magic pill. Stop thinking there's a fountain of youth to be found in our food." It boils down to a sustainable and lasting plan that works for you.

With an eye toward the future, Zach envisions his business growing to a level that would allow him to work at it full-time. He's passionate about nutrition and he's not shy about telling the World. Zach recently spoke about nutrition at Elevate Daytona Beach and sees public speaking engagements with corporations, organizations, churches and conferences as the primary source of income for his business. He's also looking to engage with clients through books and webinars. Regardless of the medium, he wants everyone to know that it's never too late or too soon to get healthy. "People will wait to do healthy things until they're a healthy weight. Don't do this. The right time to start is now."

As an entrepreneur, Zach utilized many local resources such as the Small Business Development Center at Daytona State College, the UCF Incubator and of course, Elevate Daytona Beach to launch and grow his business. He recognizes the importance of planning ahead, but also believes that your product and/or service doesn't need to be bullet proof before you go to market. "Have a flexible plan with the mindset that you're going to make changes."

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