



American Bowen Academy

Building Bowen Buzz

“What goes around comes around.” or “We’re all in this together.”

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CE credits: 8 hours (3 hours of teleconferences plus 5 hours of independent work)

Cost: \$195

Open to: All registered Bowenwork practitioners and Bowtech students who have completed Module 4

I. Rationale:

What do you think the effect on your practice might be if an article about Bowenwork appeared in *Time*, *Prevention* or *Good Housekeeping*? Or if an influential sports blog and a health-related podcast mentioned specific results of Bowenwork? So far there’s been very little coverage of Bowenwork in general-interest magazines, blogs and podcasts, where many of your prospective clients first hear about new healthcare options. This course will give you tools for (a) identifying published authors, bloggers and/or podcasters who already cover healthcare topics, (b) motivating them to write/speak about Bowenwork, and (c) tracking the results of your efforts.

II. Course Aims:

This collaborative approach to marketing is different from the marketing you do to promote your own practice locally. In this program, the results of your efforts are likely to generate as many clients for your Bowen colleagues around the country as they do for yourself. At the same time, *their* efforts may benefit *your* practice. You don’t have to be “a good writer” to be effective in this program; the course will give you templates that you’ll find easy to customize appropriately. As you practice recognizing writers or podcasters who might be interested in Bowenwork, it will become second nature for you to tell them about it and introduce them to Bowen practitioners near them so they’ll more easily spread the word.

III. Course Format:

Three one-hour webinars spaced two or three weeks apart will give you time to implement the steps that are taught in each webinar, using the provided templates and other resources. Everyone’s results and plans for additional follow-up will be reported in the final webinar. The formation of informal “buddy groups” for ongoing mutual support will be encouraged but not required.

IV. Specific Learning Outcomes:

In the first webinar you will learn how to identify writers in the magazines, newsletters and blogs you already read (or podcasts you already listen to) who are likely to be interested in writing/speaking about Bowenwork. You’ll also learn several ways to find out how to contact them. The second webinar will cover several approaches to these writers/speakers designed to stimulate their interest in Bowenwork as well as various ways to keep track of your correspondence with them. By the third webinar you will have written to at least two such writers/speakers and obtained feedback from them as to the likelihood of a follow-up. After this warm-up period, you’ll have the confidence to contact the appropriate people at any medium you set your sights on.