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## **Business Skills for a Successful Bowenwork Practice**

**(An Online Course)**

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**Continuing Education Credit:** 30 education hours toward the 500-hour certificate, and for certified practitioners, 16 online education hours toward the 32-hour two year continuing education requirement.

**Cost:** \$385

**Pre-requisites:** None. Learners may start at any time during their training.

**Rationale:**

*Business Skills for a Successful Bowenwork Practice* provides a business skills class specifically designed to be relevant for Bowenwork students intending to become Professional Bowenwork Practitioners who cannot otherwise meet the certification requirement of at least 24 hours of business education.

**Aims and Outcomes:**

*Business Skills for a Successful Bowenwork Practice* is designed to provide guidelines to understanding legal responsibilities, professional standards of practice, and building and managing a Bowenwork practice. It is primarily aimed at practitioners intending to start their own Bowenwork business and provides resources for developing business skills and tools for a career as a Professional Bowenwork Practitioner. It is not a 'how-to-set-up-your-business' manual, but rather a *guide* to understanding important logistics involved in common business practices, resources for acquiring relevant information for setting up a business in a practitioner's locale, responsibilities for providing a healthcare service and making a profitable business in doing so.

**Presentation and Contents:**

The class will be provided in a digital format, consisting of a 90-page Manual and Activity Workbook in which 22 tasks are set, relevant to topics in each chapter of the manual. Learners will need to undertake their own, personal research relevant to their local area to complete some of the activity tasks. The manual's Table of Contents lists the topics covered in the class:

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**Supplement: Activity Workbook**

**Learning Objectives:**

*Business Skills for a Successful Bowenwork Practice* guides the learner to:

- Define his/her purpose and motivation for becoming a Professional Bowenwork Practitioner
- Become informed about legal and professional standards of practice, relative to running their own Bowenwork practice
- Understand professionalism and develop effective client communication skills
- Understand professional responsibilities associated with offering healthcare services with regard to scope of practice and maintaining accurate and safe records
- Set professional goals and develop business strategies to achieve them
- Understand the fiduciary responsibilities associated with running a business
- Develop budgets and financial plans for a profitable business
- Research and write a professional Business Plan
- Design a client-friendly office space

- Establish client and office policies and procedures
- Create marketing and strategies for growth and development

### **Building Business Tools (developed in the Activity Workbook)**

*Business Skills for a Successful Bowenwork Practice* guides the learner to create the following personalized business tools:

- Office policy and procedures statement regarding clients' rights, practitioner's rights, fees, scheduling, and services for clients with special needs
- Formal business plan
- Office layout floor plan
- Office and clinic supplies inventory
- Marketing strategy plan
- Marketing materials: business cards, business brochures, professional website design
- Technology inventory
- Client intake/SOAP note and client progress forms
- Office to-do-list
- Business budget
- Business performance evaluation

### **Class Completion Requirements:**

As demonstration that the Learner has studied the manual, undertaken guided research to find information relevant to setting up a business in his/her specific state/city/county, and completed the requirements of each of the 22 Activity tasks, s/he will use that specific information, including the personalized business tools listed above to complete the Activity Workbook and submit it to the instructor for evaluation.

### **Additional Resource Readings:**

The manual contains links to current information from federal government websites, such as Small Business Administration (SBA), Internal Revenue Service (IRS), Better Business Bureau (BBB), professional bodywork associations such as American Massage Therapy Association (AMTA), Associated Bodywork and Massage Professionals (ABMP).

### **Time Allocation:**

It is estimated that reading the manual, completing the research, collating the requisite information and completing the Activity tasks will engage the Learner for 30 hours.