
American Bowen Academy

Continuing Education Presentation Outline

Business of Bowenwork Blueprint

Inspiring Happy, Healthy Lives

Instructor: Chris Reed 2B Arthur St Belmont, Victoria, Australia 3216

Presentation Hours/CE Credits: 8 - American Bowen Academy

Cost: \$160

Pre-requisites: Module 7

I. Rationale:

Practitioners learn Bowen therapy usually out of a desire to help others. By default, most also become small business owners/managers. This course assists Bowen practitioners in building their business and implementing systems which may streamline their clinics so they can spend more time doing what they learned Bowenwork for in the first place.

II. Presentation Aims and Outcomes:

Aims

Having participants take a close look at their current business practices and evaluate them to implement some changes if required to streamline/update or improve how they are running their business with a view to growth if that is an outcome they desire.

Specific Learning Outcomes:

By the end of this presentation, participants will:

Have evaluated their current business practices and systems and determined what changes need to be made in the areas of

- Engagement marketing
 - Including daily content suggestions for Facebook business pages
- Looking at their number and what they can reveal
- Working through their Ideal Client identification and what this knowledge can do for them.
- Have a greater clarity on their WHY and why this is important
- Booking systems
- Payment systems
- Rebooking and recall
- Time management
- Accounting systems

III. Presentation Requirements:

The course will be delivered over six weeks online using Facebook group, email, Zoom (with recordings) downloadable worksheets and live Q&A sessions. Participants will be self-paced with support from the team during this period. There is no formal assessment at the conclusion as each participant will be working on their numbers and businesses.

Begin to End Time Week 1:	CE Points	Topic – Content Outline	Teaching Method Learning Activity
1 hour	1	Introduction and presentation overview	Video Reading
2 hours	2	Current business numbers eg client numbers and income from specific periods	Worksheet templates
2 hours	2	Identification of Ideal Client and what this means	Worksheet
1 hour	1	Live Zoom call (also recorded)	Webinar
30 min	.5	Q&A Session	Video
1 hour	1	Facebook marketing content for posts x 7	
Total:	7.5		

Begin to End Time Week 2:	CE Points	Topic – Content Outline	Teaching Method Learning Activity
1 hour	1	Introduction and presentation overview	Video Reading
2 hours	2	Understanding your WHY	Worksheet templates
15 min	.25	Find you Why Simon Sinek	Youtube
1 hour	1	Live Zoom call (also recorded)	Webinar
30 min	.5	Q&A Session	Video
1 hour	1	Facebook marketing content for posts x 7	Reading
Total:	5.75		

Begin to End Time Week 3:	CE Points	Topic – Content Outline	Teaching Method Learning Activity
1 hour	.25	Introduction and presentation overview	Video Reading
3 hours	3	Business systems	Worksheet templates
1 hour	1	Live Zoom call (also recorded)	Webinar
1 hour	1	Facebook marketing content for	Reading
30 min	.5	Q&A Session	Video
Total:	5.75		

Begin to End Time Week 4:	CE Points	Topic – Content Outline	Teaching Method Learning Activity
1 hour	.25	Introduction and presentation overview	Video Reading
3 hours	3	Business systems	Worksheet templates

1 hour	1	Live Zoom call (also recorded)	Webinar
1 hour	1	Facebook marketing content for	Reading
30 min	.5	Q&A Session	Video
Total:	5.75		

Begin to End Time Week 5:	CE Points	Topic – Content Outline	Teaching Method Learning Activity
1 hour	.25	Introduction and presentation overview	Video Reading
2 hours	2	Engagement Marketing	Worksheet templates
1 hour	1	Live Zoom call (also recorded)	Webinar
1 hour	1	Facebook marketing content for	Reading
30 min	.5	Q&A Session	Video
Total:	4.75		

Begin to End Time Week 6:	CE Points	Topic – Content Outline	Teaching Method Learning Activity
1 hour	.25	Introduction and presentation overview	Video Reading
2 hours	2	Review numbers	Worksheet templates
1 hour	1	Live Zoom call (also recorded)	Webinar
1 hour	1	Facebook marketing content for	Reading
30 min	.5	Q&A Session	Video
Total:	4.75		