

Building Bowen Buzz

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

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Class format: Combination of teleseminar and home study

CE credit: 8 hours (3 hours of teleseminars plus 5 hours of independent home study)

Cost: \$195

Prerequisite: 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 has been very little coverage of Bowenwork in general-interest magazines, blogs, and podcasts, where many prospective clients first hear about new healthcare options. This course will give you tools for (a) identifying published authors, bloggers and/or podcasters who cover healthcare topics, (b) motivating them to write/speak about Bowenwork, and (c) tracking the results of your efforts.

II. Presentation Aims and Outcomes:

Aims

This collaborative marketing approach is different from the marketing you do to promote your practice locally. In this program, the results of your efforts are likely to generate as many prospective 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, as you will find it easy to customize sample introductory letters 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 can more easily spread the word.

Specific Learning Outcomes

By the end of this class, you will know:

- 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
- how to identify additional writers who are looking for interesting topics to write about
- several ways to find out how to contact them
- a variety of ways to approach them in ways likely to stimulate their interest in Bowenwork

- how to track your correspondence with them.

After this warm-up period, you will have the confidence to contact the appropriate people at any medium you set your sights on, forever, moving forward.

III. Presentation Requirements:

Three one-hour teleseminars spaced two or three weeks apart allow time for implementing the steps learned so far. Templates and other resources (documents, free library services, etc.) are provided. The formation of informal “buddy groups” for ongoing mutual support will be encouraged but not required.

IV. Resource Readings:

The emphasis is on how to make the most out of what you already read/watch/hear. If you wish to reach out more broadly, I will recommend additional publications and/or directories that are tailored to your particular interests and reading/listening patterns.

V. Time Allocation:

Time and Place	CE points	Topic – Content Outline	Teaching Method Learning Activity
1 hour teleseminar	1.0	How to: identify good candidate “writers”; find them; approach them; use library resources; track your contacts and home study time	Conversation to explore opportunities within current patterns of reading, watching, listening; overview of first set of handouts
2.5 hours home study	2.5	Study the handouts. Evaluate opportunities at hand and start drafting introductory emails.	Feedback via email is available during this time.
1 hour teleseminar	1.0	Feedback on approaches taken so far; factors that influence likelihood of success; additional ways to find writers	Coaching as appropriate, especially re how to think like the writers you are contacting.
2.5 hours home study	2.5	Contact at least two writers; follow up as appropriate.	
1 hour teleseminar	1.0	Report results; discuss plans for short- and long-term follow-up.	Coaching as appropriate
TOTAL:	8.0		