

Business Essentials for Intuition Medicine® Practitioners

Discover the basics of starting and growing your practice by attending 1, 2 or all 3 of these business seminars – **Sundays · August 6, 13 & 20, 2017 1pm – 4pm**

To Register, visit auraluna.com or contact the instructor lgenoway@comcast.net · 415.305.6502

Location · Academy of Intuition Medicine® · 2400 Bridgeway Ste 290 · Sausalito

Course Fee · **\$60 each** at the door, or **\$150 for all 3** seminars if paid in advance.

Please make payments to the instructor. [Pre-pay online](#) or pay at the door with cash, credit card or check. If you are paying by check, make check payable to: “Laura Genoway”

Seminar 1 · Sunday, August 6, 2017 · 1pm – 4pm

Business Planning: setting up a professional practice

Are you ready to start a professional practice but not sure how to begin?

This seminar will include:

- **Business planning.** Do you need to write a business plan? We will take a practical, and not too complicated, look at pricing strategies, expenses, goals, business types, and more.
- **Permits.** Does your city, county or state require a business permit, fictitious name statement, or a reseller permit?
- Professional **liability insurance.** Where do you get it?
- Generic **legal templates** – client disclosure, informed consent, etc.
 - You will also receive instructions on how to legally and accurately use the **Intuition Medicine® trademark** on all of your online and printed marketing materials.
- **We will explore** some special tools such as visioning, business coaching, and the expectations of stretching past your comfort zone.



Seminar 2 · Sunday, August 13, 2017 · 1pm – 4pm

Website: creating a website for your business

Learn how to create and easily manage your business online.

This seminar will include:

- An **overview of WordPress tools** for creating and managing a business website (*with or without a blog*).
- **Review other options** such as Squarespace.



Seminar 2 • continued

- **Best practices** for engaging with potential clients.
- **PayPal** and other online payment options.
- **Online scheduling.** Make it easy for you and your clients.
- How to **customize your website** by adding photos, videos, forms and more – including resources for beautiful and **royalty-free licensed** images.
- **Suggested:** Laptop to access wireless internet in class.

Seminar 3 • Sunday, August 20, 2017 • 1pm – 4pm

Social Media & Marketing: using email & social media to engage your client base *Are you curious about using social media to attract clients and grow your practice?*

This seminar will include:

- An **overview of social media platforms.** Know where your clients are spending time so you don't waste yours.
- Should you set up a **Facebook** Business Page, a **LinkedIn** business profile & a branded **Twitter** account, or use **Pinterest** for business?
- What about **Google?** Google Calendar. G+, **YouTube**, gmail, etc.
- An **overview of MailChimp.** How to create a branded newsletter.
- Tips on **building a list of email contacts** for online promotions and outreach to potential clients.
- Scheduling your emails and social media posts to **maximize your marketing time.**
- **Suggested:** Laptop to access wireless internet in class.



About the instructor • Laura Genoway, BA, MIM

Laura has been a small business owner since 1994, a marketing professional and website administrator since 2003, and a faculty member of the Academy of Intuition Medicine® since 2008.

In 1994, Laura co-founded one of the first Aromatherapy boutiques, and was involved in all aspects of this Austin, TX based retail business on a daily basis from it's inception until 2003 when she moved to California. Her business was featured twice in InStyle magazine and has been in operation for more than 20 years (sabria.com).

During the twelve years of her corporate career, Laura amassed a wide-range of marketing and web expertise. She currently has a private practice offering in-person and distance Intuition Medicine® consultations, energy healing sessions and Reiki classes.