

Business Essentials for Intuition Medicine® Practitioners

Bring your creativity and intuition to these 3 information packed seminars as we cover the basics of launching and growing your professional practice.

We will meet online as a group for 3 seminars on 2 consecutive days – Saturday & Sunday, August 18 & 19, 2018. Each seminar will last for 3 hours with a 15 min break at the mid-point.

In each live streamed seminar, you will receive practical business knowledge and participate in meditations designed to deepen the discovery of your unique offerings. If you cannot attend at the scheduled time, you may watch the recording later – at a time that is convenient for you.

In addition to the live seminars, you will receive secure access to viewable and downloadable resources including your recordings, booklets, templates, and tutorials.

PRE-REGISTER ONLINE at <https://auraluna.com>

Tuition: \$60 per seminar, or \$150 for all 3 seminars.

Saturday & Sunday, August 18 - 19, 2018

- Seminar 1: Business Planning • Saturday | 9am–12pm
- Seminar 2: Website Creation • Saturday | 1pm–4pm
- Seminar 3: Marketing Ease • Sunday | 9am–12pm

Pre-registration is required.

Payments are made online during the registration process. If you would like to pay by check, please contact the instructor for address and instructions – no later than Saturday, August 4th.

Seminar 1

Business Planning: Setting Up a Professional Practice

Saturday, August 18, 2018 | 9am – 12pm

Seminar 1 Topics:

- **Business plan.** Do you really need one? 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.
- Instructions on how to legally and accurately use the **Intuition Medicine® trademark** on your website and printed marketing materials.
- **Extra resources.** We will cover some special tools that help you confidently move into professional practice and stretch past your comfort zone.



Seminar 2

WordPress: Creating a Website for Your Business

Saturday, August 18, 2018 | 1pm – 4pm

Seminar 2 Topics:

- An **overview of the WordPress** for setting up and maintaining a business website including Themes, and Plugins
- **Best practices** for engaging with potential clients.
- **PayPal** and other online payment options.
- Optimize with **online scheduling** that's convenient for you and your clients.
- Website customization and design elements – including resources for beautiful and **royalty-free licensed** images.



Seminar 3

Marketing Ease: Attracting and Retaining Clients

Sunday, August 19, 2018 | 9am – 12pm

Seminar 3 Topics:

- **Social media platforms.** Know where your clients are spending their time, so you don't waste yours.
- What about **Google** Calendar, G+, **YouTube**, gmail, etc.? We'll cover the basics.
- The "why" and "how" of building your business with a **list of email contacts**.
- **An overview of email marketing.** Creating a branded newsletter with **MailChimp**.
- **Learn to maximize** the time you spend on marketing activities.
- **Got a website?** Learn why you need to consider **SEO & SEM**.



About the Instructor

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

During the twelve years of her corporate career, Laura acquired a wide-range of marketing and web expertise in the natural products and technology industries. She co-founded one of the first Aromatherapy boutiques in the US. It has been in operation for more than 20 years and was featured in InStyle magazine.

She offers distance Intuition Medicine® consultations, energy healing sessions, and Reiki classes from Sedona AZ. She also enjoys sharing with other practitioners the basics of starting a business and marketing online.