

# Tools for Launching & Optimizing a Successful Practice



## Individual Business/ Marketing Plan Review & Business Plan Consultation

Tailored to Meet Your Individual Needs

plus

## Webinar/ Live On-Line Class

CEUs Available

**Who Should Attend:**

**Life Coaches, Counselors, Holistic Practitioners and Others**

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**Program Includes:**

### **I. Materials (Distributed Electronically):**

#### **1. Sample Protocol Packet for Coaches and Clients**

- The Client/Coach Protocols
- Coaching Policies & Procedures
- Diverse Coaching Options to run your business
- Payment Policies

#### **2. Sample Forms to Run Your Business**

- Detailed Coaching Agreement (between client and coach)
- HIPAA Compliance Form to Preserve Client Confidentiality
- Preparation Form for Clients
- Preparation Form for Coaches
- Client Update Form

#### **3. Sample Business Plan Template for the Service Industry**

### **II. On-Line Live Class, 6 – 8 PM**

#### **4. Writing a Business/Marketing Plan for Life Coaches, Counselors, and other Holistic Practitioners:**

- A two hour on-line Live Training addressing the nuts and bolts of writing your business plan
- Includes a discussion on marketing your services
- Includes a discussion on business ethics and integrity guidelines

### III. Individual Business Consultation

5. Detailed review of your business plan by Margaret McCraw, Ph.D., MBA

6. One hour individual phone session with Dr. McCraw to receive feedback on your business/ marketing plan

**Early Bird Fee = \$ 590**  
**Regular Fee = \$ 795**

**Payment Plans are Available**

**Call 410-366-9111**



**BEHAVIORAL  
HEALTHCARE  
CONSULTING**  
[click here](#)

This Program is offered by:  
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**THANK YOU**