



Congratulations!

You're Qualified!

Now that you're a (Provisional) AcuEnergetics® Practitioner or Wellness Balancer, there is some important administration you need to sort out before you begin promoting yourself.

LICENSING AGREEMENT & LOGO

Please read, sign and return the AcuEnergetics® Licensing Agreement. AcuEnergetics® is a registered trademark and this contract permits you to use the AcuEnergetics® treatment modality, including its unique approach, understandings, techniques, hand skills and balances. It also gives you permission to use the AcuEnergetics® name and logo. If you wish to use ANY part of the AcuEnergetics® modality/approach/understanding/skills/balances or the AcuEnergetics® name in *any* way, you need to sign this agreement. You will then receive the AcuEnergetics® logo and brand guidelines to use for your business cards and marketing material.

As of 1 January 2010, all practitioners must use the *new* AcuEnergetics® logo in any print material you produce. You can refer to the AcuEnergetics® logo & brand guidelines when you receive them. Alternatively, AcuEnergetics® has a new standard business card format and we can arrange these for you, at a minimal cost.

JOIN A PROFESSIONAL ASSOCIATION + GET INSURANCE

You are required to join a professional association such as the International Institute of Complementary Therapists (IICT) or another of your choosing. Make sure you have all the correct insurance as a practitioner.

HELPFUL INFORMATION

On the following pages you will find some information that may be helpful. It includes things to consider when starting to treat, as well as details on the AcuEnergetics® Clinic and how to request a treatment space there.

Remember, you have two years as a Provisional Practitioner until you are required to submit your 15 case studies to become a Fully Qualified AcuEnergetics® Practitioner. This is a compulsory requirement to completing your practitioner requirements.

Also keep in mind that to stay current as an AcuEnergetics® Practitioner and Wellness Balancer, you need to continue with your Continuing Education. Please read more about this in this document.

If you have any questions or need further assistance, please feel free to contact me at the AcuEnergetics® Centre.

Best wishes, Rochelle x

PRACTITIONER INFORMATION

Congratulations on becoming an AcuEnergetics® Practitioner/Wellness Balancer!
Now that you're ready to get started treating, here are a few basic things you should know.
This is by no means a comprehensive guide, but a good place to start. Best of luck!

GETTING STARTED

ABN

If you're starting working for yourself for the first time, you need to get yourself an ABN in order to begin trading to the public. If you already have an ABN you may be able continue to use it, but check this out with your accountant.

Business Name

You don't need a business name but it's something to consider. You can also be a sole trader and work under your legal name. If you want to consider a business name for yourself, you need to register it with the Australian Business Register. You may also want to think about registering a website domain name for future set up as well.

*You are **not permitted** to use the name AcuEnergetics® in your business name.*

Business Cards

You'll also need to think about producing business cards and possibly some brochures or posters to promote what you do. These should be professional looking, so it's best to get someone to design your cards for you. Your business cards should be in line with the AcuEnergetics® brand. Alternatively, AcuEnergetics® has a new standard business card format and we can arrange these for you for a small fee. Ask us about this.

Treatment Space

You'll need to work out where you are going to treat - at home, in a clinic or wellness centre - and make sure the space is set up in a way that feels comfortable and professional. Make sure you have enough room for your table, fresh towels, music and table/chairs etc.

Promotion

Once you've done the basics and are ready to go, the next thing you need is people to treat. This is the time to start drumming up business for yourself and doing some self-promotion. A great deal of the business practitioners receive is from word of mouth marketing. That is, people who you have treated, telling other people about you. As such, the more people you get out there and treat, the more people they will tell and the more people you will reach as potential clients!

In the beginning, it is usually a bit quiet as you start to build your client base. This is the best time to look at offering special 'trial sessions', 'deals' and other promo opportunities. The best thing that works is to try and offer friends of friends or family a set of 5 or 6 sessions for free. This is hard for them to refuse as they don't lose anything and it gives you enough time to really make a difference. At the end of the 6 sessions you should have made a significant improvement and they will certainly be very happy to recommend you new clients. If you don't want to treat for free, you might consider offering \$50 sessions or three sessions for \$180 - anything to try and get you a regular flow of people. Look at the free sessions you are giving out as fantastic experience, without the pressure. It is a great way to begin.

Other ways you could think about promoting yourself is visiting local businesses and introducing yourself, distributing flyers/business cards, hooking up with a local gym/health centre, doing a mail box drop in your local treatment area and think of every person you meet as a potential new client. The Practitioners who are the most passionate about AcuEnergetics® always have a lot of clients and find new ones all over the place - because they love what they do and people can see this! Also, talk to AcuEnergetics® about using some of its flyers and promotional materials - some are free while others are available to purchase.

CONTINUING EDUCATION

The AcuEnergetics® healing modality is in a constant state of evolution. To protect the integrity and advance the professionalism of qualified AcuEnergetics® Practitioners, AcuEnergetics® mandates that all Practitioners and Wellness Balancers pursue continuing education in order to maintain proficiency and credibility. Annual Continuing Education requirements established by AcuEnergetics® involve obtaining a specified number of points in areas such as education and training.

In order to stay current as an AcuEnergetics® Practitioner, these requirements currently state that all practitioners must complete a minimum of **two points** of Continuing Education every calendar year. Please review the Continuing Education Policy for details on what is acceptable.

A Wellness Balancer is required to do **one point**.

Please remember you are required to adhere to these Continuing Education requirements as a compulsory element of the AcuEnergetics® Practitioner License agreement.

You are personally responsible for fulfilling your individual Continuing Education activities and maintaining the associated records. You are also accountable for ensuring these activities are officially submitted to AcuEnergetics for tracking each calendar year. Please do not hesitate to contact the school via the front office or info@acuenergetics.com if you would like further clarification and/or if you have any questions regarding this important topic.

THE ACUENERGETICS TREATMENT CLINIC

The AcuEnergetics® Clinic in Birchgrove was established so different AcuEnergetics® practitioners could offer sessions in the same premises. There is an overview document of hiring a room at the clinic which details everything you need to know.

If you would like to treat at the AcuEnergetics Clinic, there is now a simple process for applying. You should fill out the *'Application to Treat at The AcuEnergetics® Clinic'* (available from the clinic) and send your application to the clinic via email to info@acuenergetics.com

WHAT YOU CAN CHARGE FOR A SESSION

While you are a Provisional Practitioner you can charge \$110 a session and your session should run for no less than 75 minutes. It's best to start at 90 minutes and see how you go, as this gives you plenty of time to get the feel for treating, and talking to the client. You are a Provisional Practitioner until you submit your case studies. Once you have completed and passed your 15 case studies, and are qualified as a Fully Qualified AcuEnergetics Practitioner, then you can decide your own price and length of your sessions.