

CREATE YOUR IDEAL WELLNESS PRACTICE: MODULE I SYLLABUS

Class 1: *Laying the Foundation*

ASSIGNMENTS:

- Read Grodzki's *Building an Ideal Private Practice, Chapters 1: The Blueprint*
- Complete Exercises in *Grodzki's Building an Ideal Private Practice, Chapters 1: The Blueprint*
- Read *Abrams' Six-Week Startup, 4th Ed.*: Introduction and Week One, pages 1-19 (*3rd Ed.*: pages 1-18)
- Complete CYIP BINDER Worksheets:
 - Values + Vision Worksheet (Page1)
 - Startup Goals Worksheet for Private Practice
 - My Healthcare Practitioners Role Models Worksheet
- Complete *Six-Week Startup: Week One* Exercises:
 - Goals for Starting My Business - Page 4 (*Comparable to Startup Goals Worksheet for Private Practice in your CYIP BINDER*)
 - My Personal Goals - Page 6
 - My Business Values - Page 10
 - My Role Models - Page 11 (*Comparable to My Healthcare Practitioners Role Models Worksheet in your CYIP BINDER*)
 - My "Bright Idea" - Page 13
 - My Business Concept - Page 14
 - My Business Description - Page 16

Class 2: *Fall in Love with Your Practice*

ASSIGNMENTS:

- Conduct a sort using Values Sort Cards, starting with the Instructions Card. Record your Top 10 Values on the Values Survey (in the binder).
- Read *Grodzki's Building an Ideal Private Practice, Chapter 2: Loving the Business of Therapy*
- Complete Exercises in *Grodzki's Building an Ideal Private Practice, Chapter 2: Loving the Business of Therapy*
- Read *Abrams' Six-Week Startup, 4th Ed.*: Introduction and Week One, pages 25-44 (*3rd Ed.*: pages 24-44)
- Complete CYIP BINDER Worksheets:
 - Values Survey
 - Self Care Plan
 - Name Your Business Worksheet
- Complete *Six-Week Startup: Week One* Exercises:
 - Business Name Comparison Chart - Pages 28-29
 - Creating My Identity - Page 38

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Class 3: *Staying in Love with Your Practice*

ASSIGNMENTS:

- Read Grodzki's *Building an Ideal Private Practice, Chapter 3: Top Business Mantras for Success*
- Complete Exercises in *Grodzki's Building an Ideal Private Practice, Chapter 3: Top Business Mantras for Success*
- Read *Abrams' Six-Week Startup, 4th Ed.*: Week Two, pages 45-60 (*3rd Ed.*: pages 45-60)
- Be prepared to share with the group why the magazine pictures you took home at the end of the last class spoke to you.
- Complete CYIP BINDER Worksheets:
 - Business Affirmations Worksheet
 - Spoken Basic Message Worksheet
 - Target Market Worksheet
 - Venn Diagram: Ideal Client
- Complete *Six-Week Startup: Week Two* Exercises:
 - My Research Questions - Pages 50-51
 - Who Are My Customers - Page 55
 - My Customer Profile - Page 56
 - Size of My Market - Page 59

Class 4: *The Value of Vision*

ASSIGNMENTS:

- Read Grodzki's *Building an Ideal Private Practice, Chapter 4: Values & Vision*
- Complete Exercises in *Grodzki's Building an Ideal Private Practice, Chapter 4: Values & Vision*
- Read *Abrams' Six-Week Startup, 4th Ed.*: Week Two, pages 60-66, 69-76 (*3rd Ed.*: page 61-66, 69-76)
- Remember to bring the magazine pictures you took home at the end of the 2nd session.
- Review CYIP BINDER Resources:
 - (Create a) List of Networking Opportunities: Community, Entrepreneurial, Holistic Health, Neighborhood and Industry Organizations (w/notes for how to follow up)
 - (Create a) Written and Audio Version of "Mentally See Your Vision"
 - Warming Up to Social Media
 - Hubspot Article: "The 10-Part Checklist for Starting a Successful Referral Partnership"
<https://blog.hubspot.com/sales/the-10-part-checklist-for-starting-a-successful-referral-partnership>
- Complete CYIP BINDER Worksheets:
 - Competition Research Worksheet
 - Referral Partners Worksheet [Read Hubspot Article in your binder before you fill this out.]
 - Networking Superstar
 - Networking Roster (after the Networking Superstar)
- Complete *Six-Week Startup: Week Two* Exercises:
 - My Competitors - Pages 63-64
 - Potential Strategic Partners - Page 69
 - Organizations to Join - Page 73

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Class 5: Embracing Entrepreneurship

ASSIGNMENTS:

- Read *Grodzki's Building an Ideal Private Practice, Chapter 5: Entrepreneurial Mindset*
- Complete Exercises in *Grodzki's Building an Ideal Private Practice, Chapter 5: Entrepreneurial Mindset*
- Read *Abrams' Six-Week Startup, 4th Ed.*: Week Three, pages 77-90 (*3rd Ed.*: pages 77-90)
- Review **CYIP BINDER** Resources:
 - What Drives an Entrepreneur
- Complete **CYIP BINDER** Worksheets:
 - Start-a-Business Checklist (fill out as much as you can)
 - Basic Message Worksheet
 - Personal Budget
 - Business Budget
 - Niche Worksheet
 - Entrepreneurial Quiz
- Complete *Six-Week Startup: Week Three* Exercise:
 - Business Licenses and Permits - Page 91

Class 6: Starting Strong

ASSIGNMENTS:

- Find 3 profiles on either the Psychology Today website or PortlandTherapyCenter.com (or a website that lists health practitioners) that you admire and hope to emulate or hold in high regard.
- Read *Grodzki's Building an Ideal Private Practice, Chapter 6: Getting a Strong Start*
- Complete Exercises in *Grodzki's Building an Ideal Private Practice, Chapter 6: Getting a Strong Start*
- Read *Abrams' Six-Week Startup, 4th Ed.*: Week Three, pages 91-114, 124-127, Week Six: pages 249-275 (4th Ed.: 91-114, 124-127, 239-279)
- Review **CYIP BINDER** Resources:
 - Website Workbook: Step 1
 - Why Cash Flow Analysis is an Important Metric for Your Business
 - Cash Flow Statement_How to Fill It Out
- Complete **CYIP BINDER** Worksheets:
 - My Board of Directors (modified version of "My Support System from Abrams book)
 - Cash Flow Statement