

MANIFESTING PROSPERITY 101 Course Syllabus

Class schedule: Tuesdays, 9:00 am – 12:00 pm
January 5 – March 9, 2010

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Class resource page: <http://blog.manifestyourreality.com> (select 'CPP Class' tab)

Course overview and learning objectives:

This introductory “Essentials for Business” course is designed to present the basic relevant information necessary to establish a successful career in massage and bodywork. Students will be provided information about practice management, marketing, finances, legalities and business planning. In-class and out-of-class assignments will weave together material with instructor presentations and guest speakers. Students will experience business as a creative process using visualization, writing, collage, and music. Upon completion of the class, each student will have his or her own "Massage and Bodywork Career" portfolio that includes the work completed for the class as well as a Business Plan blueprint for the future.

Course requirements:

- A. Prerequisite: Completion of **Contemporary Methods B**
- B. Satisfactory completion of:
 - a. the Business Plan, Portfolio and all homework assignments as specified in the Grading Requirements to accumulate at least 70% of total points possible;
 - b. all in-class assignments and exercises; and
 - c. all reading assignments prior to class.
- C. Active participation in class and group discussions.
- D. Attendance at all class meetings, including make-up of missed time, as required by school policy.

Curriculum and assignments:

All required reading assignments listed below must be **completed prior** to the class date.

Key: **BM**=*Business Mastery*; **SN**=*Professional Practice Student Notebook (online)*

DATE	CURRICULUM	HOMEWORK		Assignments Due
		BM	REQUIRED Reading <i>(REC = Recommended)</i> SN	
#1	Introduction & Intentions			
	Visioning for Success	209	7-10	
Jan-05	Dreams & Goals	19-32	88-89	
	Class Overview		2-6	
#2	Elements of Success	4-17, 32-48		Practitioner Interview
	Personal success inventory			
Jan-12	Communication: Who are you?		13-19	
	Résumés & Cover Letters	151-156		

HOMEWORK

DATE	CURRICULUM	REQUIRED Reading (REC = Recommended)		Assignments Due
		BM	SN	
#3 Jan-19	Self-Introduction Business Plan: Philosophy, Business Definition Being Self-Employed: Independent Contractors Practice Management: Legalities	372-378 215-222 167-170 273-277	 87, 90 43-47, 118- 121 51-75	Introductory Paragraph (Draft) Visions & Goals (Draft)
#4 Jan-26	Wisdom Circle check-in Marketing Methods: Defining your target markets Practice Management: Organization: Client & Financial Records Client Policies Professional Trends: Research	335-348 110-112, 233-246, 286-296 73-74, 379-380	 22, 91-96 122-132 79-82, 99	Résumé and Cover Letter
#5 Feb-02	Marketing Methods: Marketing possibilities Market planning Professional Interviews Negotiating Contracts	349-365, 433-436 148-150 157-164	20-27, 40, 97 76-77	In-class Interview
#6 Feb-09	Marketing Methods: Using and Creating your own Visual Promotion materials Practice Management: Income Strategies Insurance Reimbursement Research Article Reports	386-415 212-214, 263-267, 290-291 256-262	45-48 100-101 113-117 108-110	Research Article write-up
#7 Feb-16	Practitioner Mastermind Practice Management: Business Expenses Practice Management: Taxes	292-299 301-310	102-105	
#8 Feb-23	Marketing Methods: Networking & Referrals Self-Introduction & Drawing Marketing Methods: Client Goodwill & Retention	355-366 372-376 332, 437-447	 36-39 98	Self-Introduction (Memorized) & Business Card
#9 Mar-02	Practice Management: Financial Forecasting Insurance Coverage Creating Success REVIEW: Portfolio, Business Plan, & Success Collage	300 210-211 3-17	106 107	Visual Promotion Piece
#10 Mar-09	Collage & Business Plan Sharing Maximizing Yourself Evaluations Closing Meditation	63-80	136-140	Portfolio, Business Plan, Success Collage