

Caring and Business Program

TWO WORLDS UNITE



DISTANCE LEARNING PROGRAM

The student is guided in the preparation of a personal business portfolio in order to plan for setting up and managing a successful practice. The development of the portfolio is a dynamic document meant to further develop with the graduate as they enter clinical practice. This subject will also include the responsibilities of belonging to a professional association and the need to do so.

Delivery Mode

Distance education (correspondence).

Intake dates:

There are no intake dates for distance learning courses, you can commence at anytime during the year.

Course Fees

Upfront program investment \$2,995.00

Payment Plan

An instalment plan is also available. Students who choose to pay by instalments go onto a payment plan which incurs a one off administration fee making the course \$ 3331.75.

Please note: Prices and some course dates are subject to change.

The breakdown is as follows:

Course Investment	\$2,995.00
Less Deposit	<u>\$ 995.00</u>
Sub-Total	\$2,000.00
plus 15% one off Ezypay admin fee	<u>\$ 300.00</u>
Total Balance	\$2,300.00

\$2,300.00 is then divided into **5** equal monthly payments of **\$460.00** which is direct debited from your nominated savings or credit account.

Career Opportunities

Develop participants as vibrant entrepreneurs, whilst maintaining their integrity as practitioners within the service sector.

Maximize skills and training to help people, and grow a Business or Practice,



Program Structure	
VOLUME 1	
<p><u>The Foundation</u> <u>About the Authors</u> <u>The Program and how it works</u></p>	
<p><u>Section 1 – Introduction</u> Key objectives of the program Why are you in business? What business are you in? Who are you in that business? The psychology of success The pitfalls of business</p>	<p><u>Section 4 - Goal setting</u> Goals & dreams Goal setting Self belief & meditation Goal setting workbook</p>
<p><u>Section 2 – Energy – connection</u> Engaging with the touching & feeling elements The value of touch & connection</p>	<p><u>Section 5 - Client relations</u> Communicating with clients Customer service developing Memory for names How to handle complaints</p>
<p><u>Section 3 - Motivation</u> The power of positive & negative thought You, yourself incorporated Enthusiasm & attitude</p>	<p><u>Section 6 - team relations</u> Staff & special relationships Managing employees Get a grip & do what you have to do</p>
VOLUME 2	
<p><u>Section 7 - Working inter professionally</u></p>	<p><u>Section 10 – Research & referencing</u> Feature writing & referencing</p>
<p><u>Section 8 – Marketing</u> Marketing casts and budgeting Marketing plan - track & measure Business image Opportunities that exist in your community Market research Guarantees Referral program Joint ventures Open days & nights Creativity Differentiate yourself in the market Image product and service Delivering your offer USP's (unique selling proposition)</p>	<p><u>Section 11 - Business affairs</u> Business structures Going into business Defining the nature of your business Business plan Business portfolio Business establishment costs Cost control & budgeting Housekeeping Time management Record keeping Hiring & dismissing Maintaining a database KPI's 1 objectives Break even analysis Networking Handling business disputes SWOT analysis Systems The sales business Business cards & brochures</p>
<p><u>Section 9 – Advertising</u> Different types of advertising Publicising your business Writing ads that work</p>	<p><u>Section 12 – Ongoing training & development</u></p>
VOLUME 3	
<p><u>Section 13 – templates, letter & proformas</u> This is a separate folder containing templates & letters referred to throughout this manual. All templates & letters are also included on compact disc to enable students to copy and modify them to suit their individual requirements</p>	
<p>Course Materials (inclusive of fees)</p>	<p>All texts and notes are included in the price of all our courses so students do not have to find extra money throughout their studies. Our very competitive course investment includes: Two Words Unite – Caring & Business program manuals (3) Two Words Unite – Caring & Business program audio compact discs (3) Two Words Unite – Caring & Business program Template compact disc (1) Three (3) months email support</p>