

Business *in* Balance

Creating and Maintaining a Wealth-Healthy Business

Are you ready to focus your intent, flex those entrepreneurial muscles and step forward as a successful business owner? Learn what's involved in owning a thriving business as you lay the foundation for your own enterprise. This 4-day Business in Balance intensive is followed by 3 months of mentoring while you cultivate your business. Learn:

- How to align an entrepreneurial enterprise with your values, lifestyle and life goals
- How to design a business that reflects your abilities
- How to navigate the legal aspects of a business
- Step-by-step processes to clarify the finances of start-up
- Scheduling techniques which bring order out of chaos
- Office policies and procedures that support office efficiency
- Taking the mystery out of marketing strategies and business plans
- Designing and setting up an inviting and efficient office space
- How to design and tailor PR materials to your specific needs
- How to make use of cyberspace for heightened visibility
- How to listen and how to speak to create rapport and bring in business
- Developing a clear code of ethics and professionalism to make your business shine
- Embodying the courage and decisiveness which powers all outstanding enterprises

Instructors: Eliza Bergeson, M.Ed. and Bonnie Hershey, M.Ed.

Prerequisite: A burning desire to own a flourishing business. For Brain Gym® enthusiasts: BG 101.
(This course counts as a 300 level elective toward licensure and re-licensure.)

Dates: Friday - Monday, July 30-31, August 1-2, 2010.

Times: Friday - Sunday, 8:30am to 5:30pm, Monday, 8:30am to 4pm.

Two Dream Forum tele-classes will be scheduled during the 4-day intensive.

Location: The Kinesiology Connection
594 Marrett Road #20 • Lexington, MA 02421

TAKE ADVANTAGE OF THIS POST-CONFERENCE SPECIAL!!

Course fee \$595 • Early registration fee: \$520 when registered by June 18, 2010.

Repeat Fee: \$300

Deposit: A nonrefundable \$100 deposit is required to save your place.

Information: Eliza at bergeson@sover.net, 603-542-9492
Bonnie at kinesconn@aol.com, 781-674-0044.

If I hadn't taken Business in Balance, I would still be slowly groping my way through the complexities of management, marketing, and recordkeeping. I've clarified my vision, values and goals for my Brain Gym consulting business. Instead of just dipping my toe in the water, I dived in! I am already providing services to clients and... earning money!

Margaret Marshall, Infinite Learning

I've been a Brain Gym practitioner for 9 years and in business many times in my life. I thought that I knew it all. The Business in Balance course turned me upside down! I wish I had taken it many years ago. It would have saved me so much work OR so much trial ... with lots of error. You'd be crazy not to take this course.

Beth Stoddard, TrainTheBrain.biz



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Please register me for Business in Balance, July 30-31 and August 1-2, 2010

Fee: \$595. **Early registration** \$520 by June 18. **Repeat fee:** \$300.

A nonrefundable \$100 deposit is required for registration. Payment may be made by check or credit card.

Please make checks payable to ***The Kinesiology Connection***. Send registration form and fee to:

The Kinesiology Connection • 594 Marrett Road #20 • Lexington, MA 02421

or fax this form to 781-674-3156

Payment method: Check_____MC/VISA_____ Amount Enclosed_____

NAME: _____ **PHONE (h)** _____

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CITY / STATE / ZIP CODE _____

Credit Card Information: Name on Card_____ **Please send me hotel info**____

Signature_____ **Card #**_____ **Exp. Date**_____