

**Workshop**

**CREATING A BUSINESS PLAN**

**The Alliance Networking Model**

**Practitioners spend years learning to perfect their trades,  
but generally learn nothing about the business of their trades.**

# **WORKSHOP OBJECTIVES**

**include learning about how to:**

- 1. implement the Alliance Business Model**
- 2. set up colleague boards and referral systems**
- 3. establish affiliations with third party organizations**
- 4. describe marketing strategies that meet your objectives**
- 5. create a business plan for marketing biofeedback services**

# ARE YOU IN BUSINESS?

If you are in private practice,  
then you ARE in business.

*A truly successful practice  
necessarily means sound economics.*

# **BE A GOOD BUSINESSPERSON**

*AND a good practitioner.*

**A truly successful practice necessarily means sound economics  
as well as efficacious and relevant services.**

**Being a good businessperson, like being a good practitioner,  
*is not just a necessity, it is a responsibility.***

**GOOD BUSINESS MEANS  
GOOD COMMUNICATION.**

**Are you successfully communicating  
about your services  
to colleagues,  
to organizational affiliates, and  
to the public marketplace?**

**Make education your professional and public contact point.  
Develop a reputation as a community resource.**

# **DID YOU EVER WONDER?**

**Why does one practitioner have a six-month waiting list,  
while the other nine out of ten are struggling to survive?**

**Is this because they offer better services?**

**Or, is this because they know how to  
market themselves and their business?**

**What is this difference about?**

# **DO YOU HAVE A BUSINESS PLAN?**

**Operating without a business plan is a recipe for financial struggle.**

**Don't play the role of "victim," like many of your clients.**

**Take strategic action.**

**Create a self-evolving network of colleagues, affiliates, and clients.**

**Make your business a partnering enterprise with your clients and the community.**

**Make it global rather than local. Create passive income. Build equity.**

# **BASIC ELEMENTS**

**Vision**

**Business Model**

**Identities**

**Model components**

**Virtual vs. actual**

**Local vs. global**

**Services and Products**

**Education vs. therapy**

**Target audiences**

**Partnering with affiliates**

**Marketing & Sales**

**Income: active and passive**

**Investment & equity**

**Overhead**

**Financial projections**

**Sale of entity**

# ALLIANCE BUSINESS MODEL

**Based on this Model, you will learn about:**

creating business identities;

marketing strategies, sales, advertising;

forming partnerships with colleagues and allied businesses;

setting up a network-infrastructure for offering your services;

setting up multiple Boards for credibility, network marketing, and referrals;

minimizing overhead, setting up Internet services, understanding equity vs. income;

defining services, determining fees, creating passive income, and organizing events;

**AND**

establishing affiliations with educational institutions, corporate entities, healthcare provider organizations, and professional organizations.

# THE ALLIANCE MODEL

is about.....

# US

not about **ME**.

*Alliance is about organizing*

a **“WE”** ENTITY, instead of an **“I”** IDENTITY.

The “we” entity formally includes clients, colleagues, affiliate entities, and the community, all of whom can benefit by virtue of the alliance and its mission.

# NETWORKING MODEL

**Boards**



Types of boards might be consulting, educational, advisory, science, technology, business, executive, community, health, citizen, advocacy, and other names that might best fit your objectives.

Board members might include politicians, healthcare professionals, business leaders, authors, advocates, professors, community advocates, attorneys, and athletes.

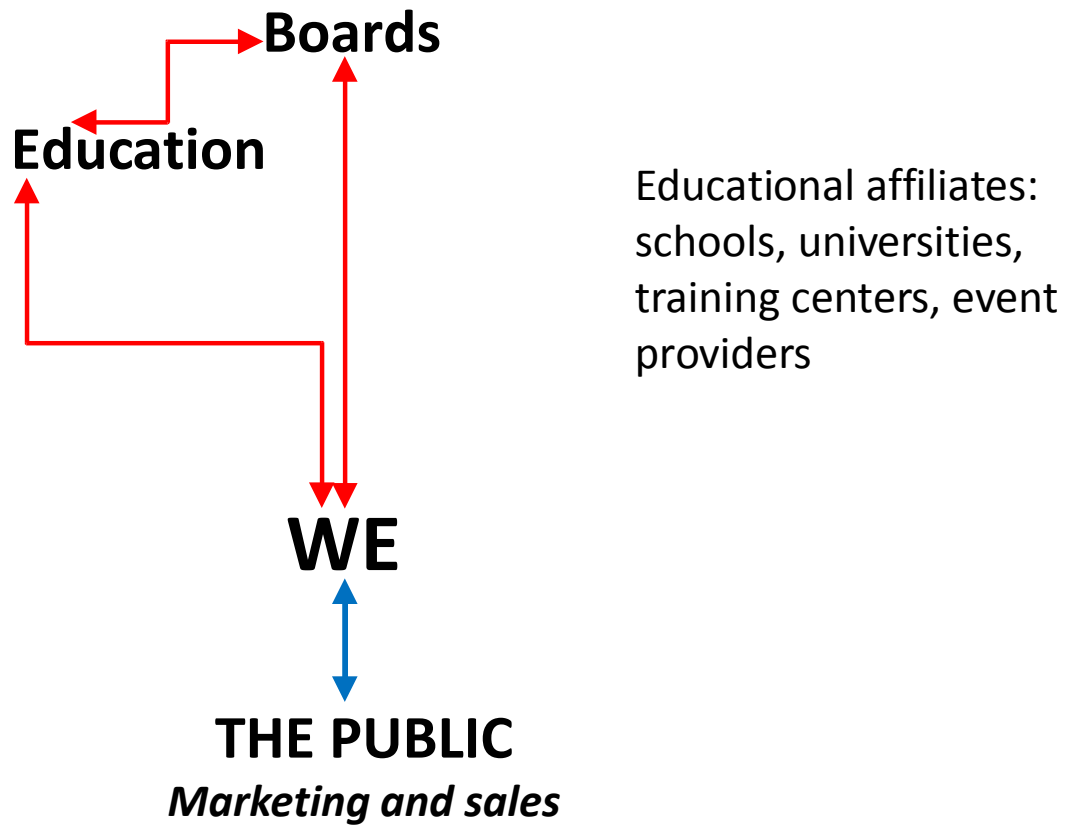
**WE**



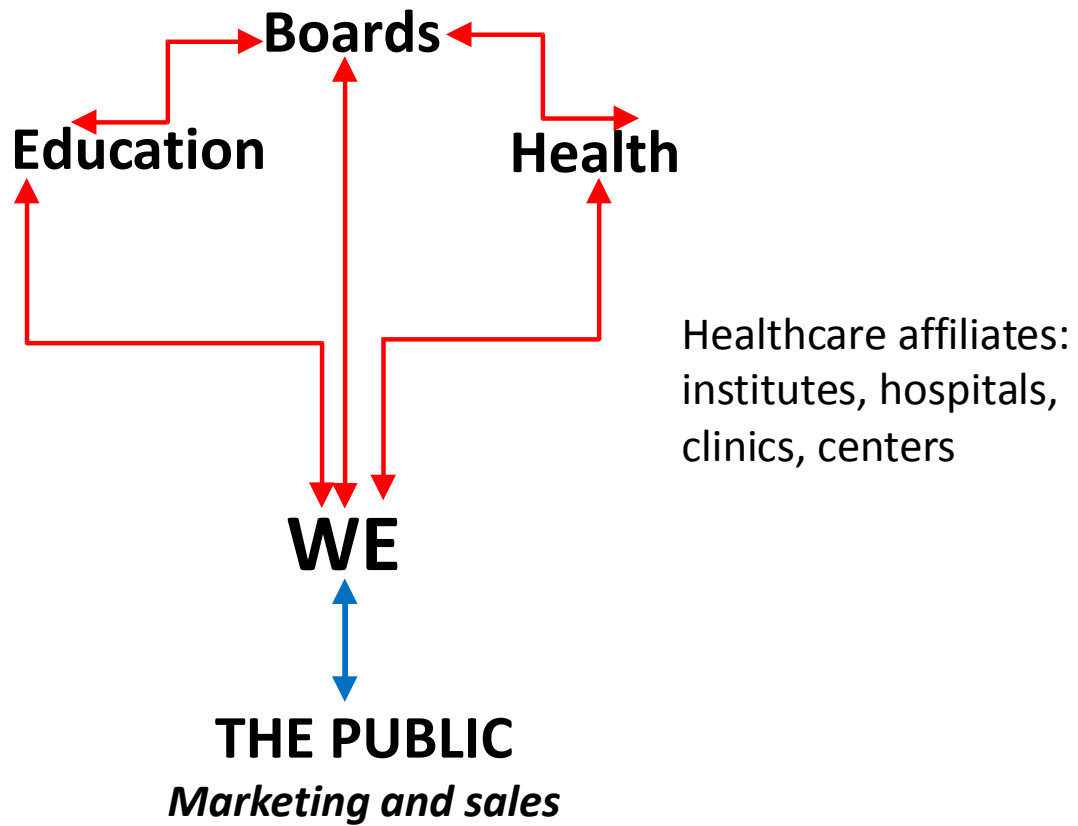
**THE PUBLIC**

*Marketing and sales*

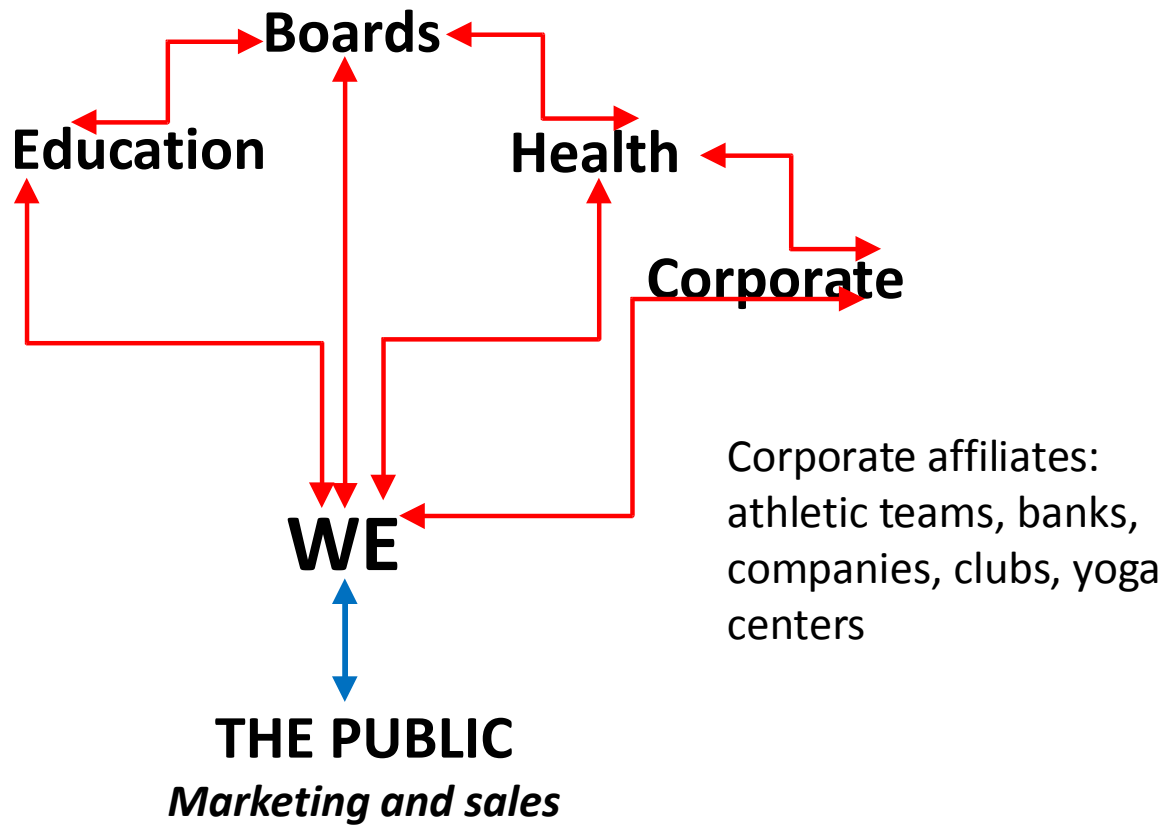
# NETWORKING MODEL



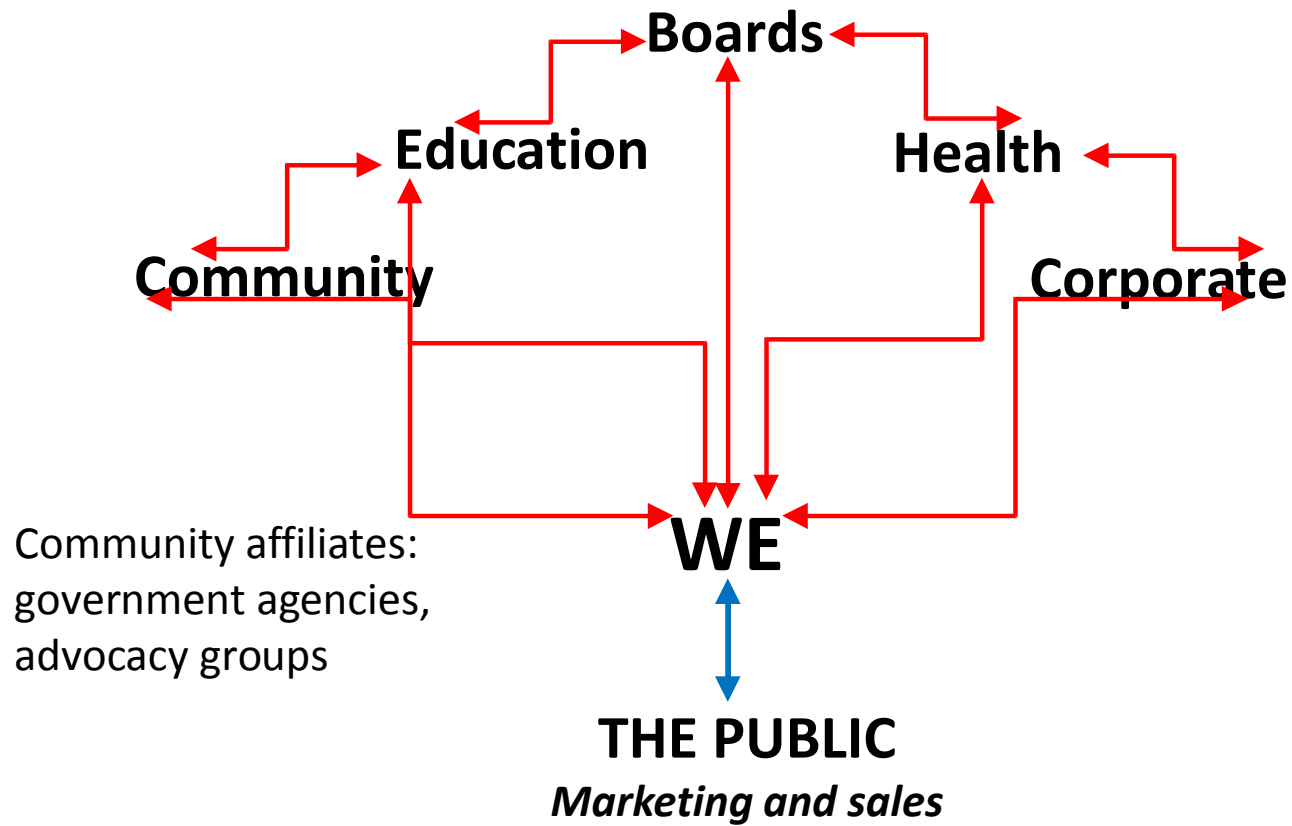
# NETWORKING MODEL



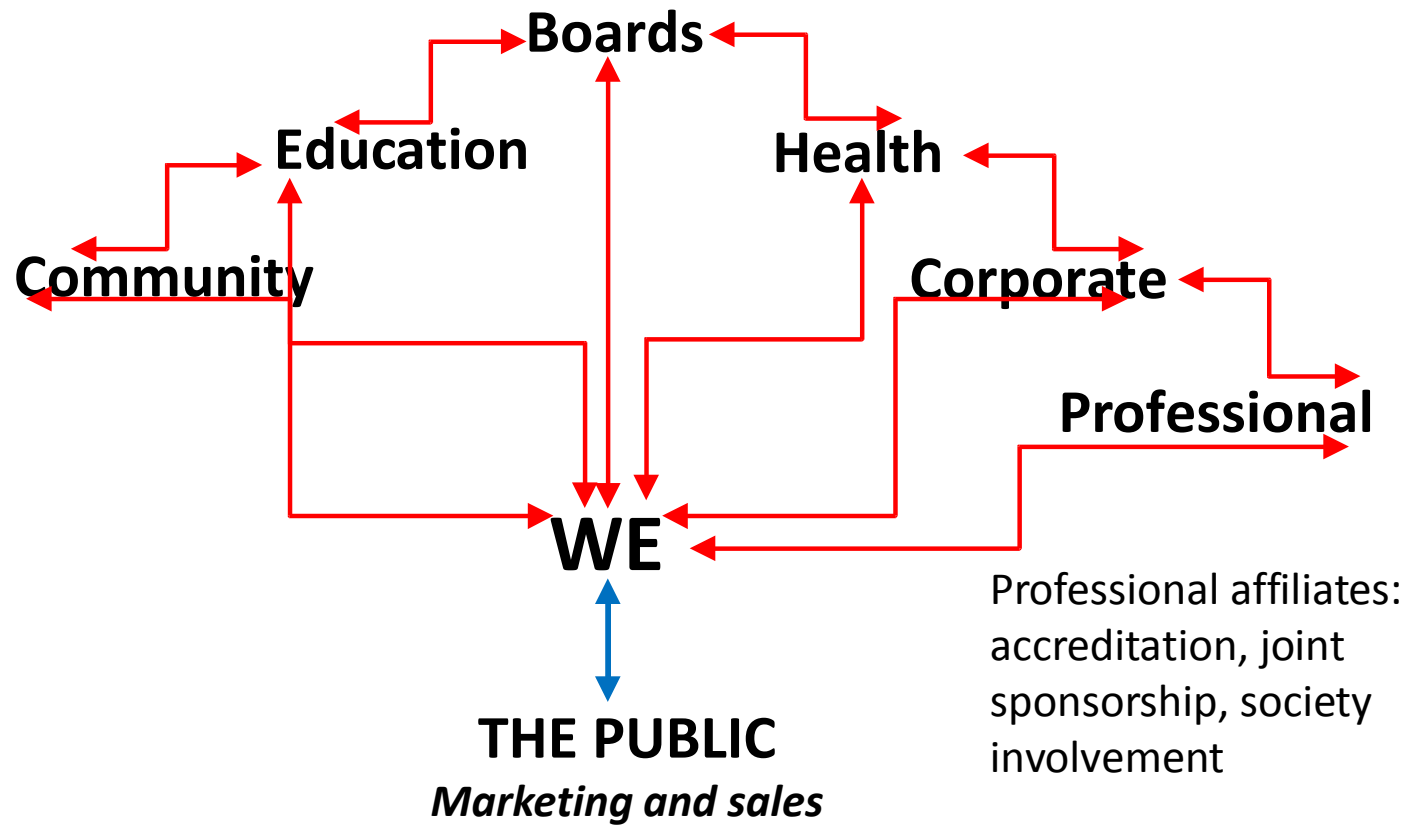
# NETWORKING MODEL



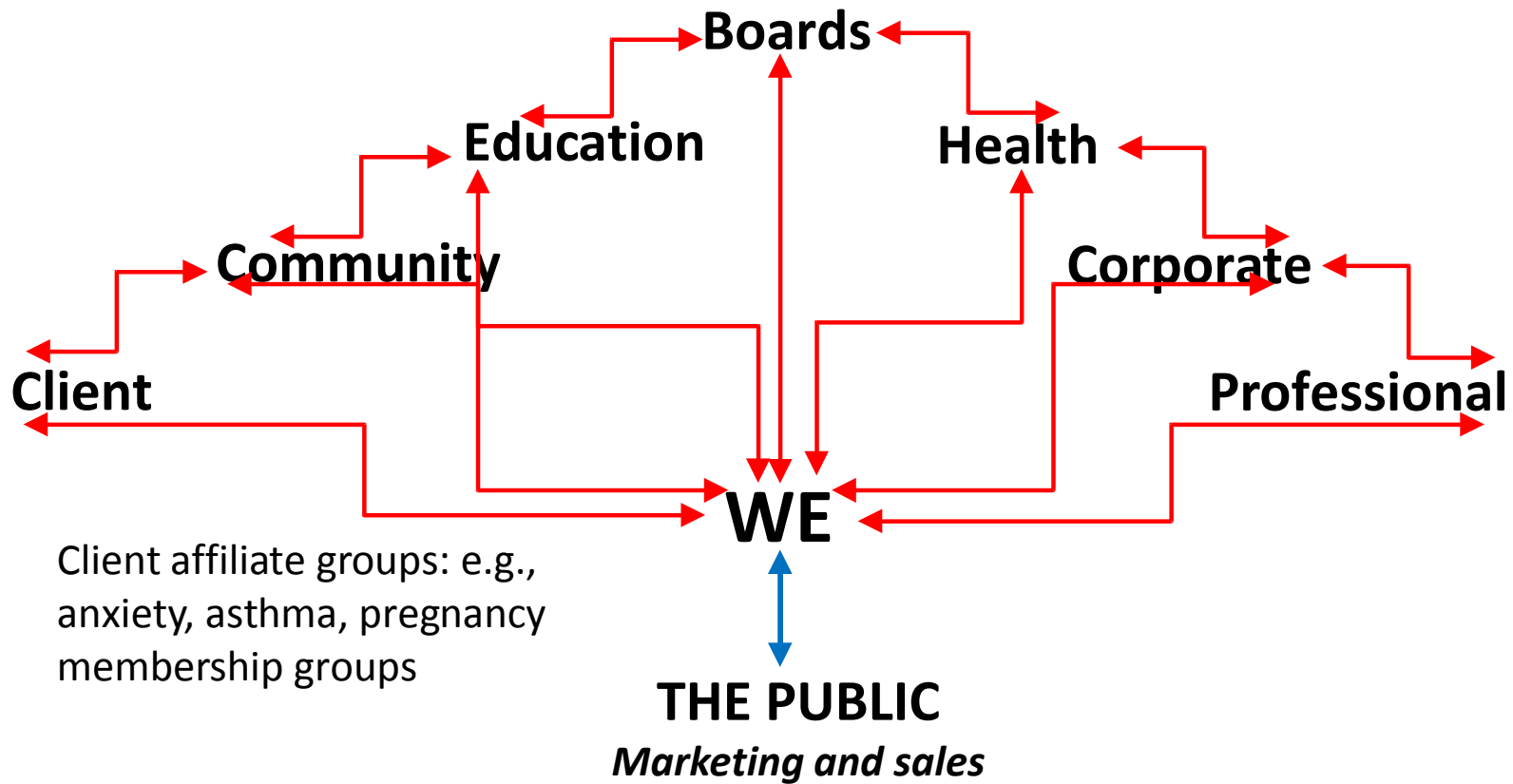
# NETWORKING MODEL



# NETWORKING MODEL



# NETWORKING MODEL



# SERVICES AND PRODUCTS

Here are examples of some products offered by many:

**Educational Services:** We offer Respiratory Fitness Sessions, Classes, and Rentals, in person and over the Internet. Internet sessions involve the rental of a CapnoTrainer®. Your practitioner operates the CapnoTrainer that you are using at home from our offices over the Internet, where (s)he can see personal physiology in real time along with you.

**REGISTER** for one of the following **learning options**:

1. Breathing Interview: \$65.00.
2. Breathing Behavior Analysis: \$175.00.
3. Group Breathing Evaluation: \$75.00.
4. Breathing Learning Tutorial: \$145.00.
5. Instrument Rental: \$600.00/month, or \$275.00/10 days
6. Breathing Learning Package: \$1,320.00.  
(includes 6 sessions and a 1-month instrument rental)
7. Respiratory Fitness Class (8 hours): \$500.00,  
with a 1-month instrument rental for home use: \$900.00

# POTENTIAL INCOME

Here is an example based on the previous slide:

**Learning Packages** can transition your business into a national networking enterprise. These packages can be individual or group. The figures here are based on the *individual format*, where six learning sessions with a 1-month rental are included (\$1,320.00). **Annual gross income** might be as follows:

- 4 learning packages (clients)/month, 6 hours/week:  $\$5,263 \times 12 = \$63,360.00$   
(Passive income: \$2,400/month, \$28,800/year)
- 6 learning packages (clients)/month, 9 hours/week:  $\$7,920 \times 12 = \$95,040.00$   
(Passive income: \$3,600/month, \$43,200/year)
- 8 learning packages (clients)/month, 12 hours/week:  $\$10,560 \times 12 = \$126,720.00$   
(Passive income: \$4,800/month, \$57,600/year)
- 10 learning packages (clients)/month, 15 hours/week:  $\$13,200 \times 12 = \$158,400.00$   
(Passive income: \$6,000/month, \$72,000/year)
- 12 learning packages (clients)/month, 18 hours/week:  $\$15,840 \times 12 = \$190,080.00$   
(Passive income: \$7,200/month, \$86,400/year)

# **MARKETING & SALES**

**Lectures: yours, other's, co-sponsorships**

**Educational programs: yours, others, co-sponsorships**

**Public events: exhibits, demonstrations, conferences, fairs**

**Live Internet marketing: webinars, lectures, and demonstrations**

**In-house marketing: your own clients, colleague clients**

**Literature: brochures, posters, inserts, announcements**

**Video clips: placement in offices, Internet sites**

**Websites: brochures, announcements, articles, newsletters, blogging**

**Media marketing: newspapers, newsletters, magazines, radio, TV**

# EXCEPTIONAL ECONOMICS

## Marketing:

Make education your professional and public contact point.  
Make your business a partnering enterprise, with clients and the community.  
Create a self-evolving network of colleagues, affiliates, and clients.  
Expand your client-base by providing live services over the Internet.  
Make your client-base becomes global, not just local.  
Provide services anywhere to anywhere, over the Internet.  
Develop a reputation as a community and/or national resource.

## Income:

Triple or quadruple (or much more) your income based on passive income.  
Earn substantial passive income while NOT working.  
Base your income on what clients do, not just what you do.  
Convert “expenses” into income producing “investments.”  
Employ people who can generate income without additional overhead.  
Earn income based on doing group work, not just individual.  
Radically increase the value of your business as a resale asset.  
Partner with your colleagues and affiliates, so that they become marketers.  
Help you clients become your marketers by using instruments in the field.  
Help your clients understand that “learning” makes exceptional economic sense.

**Reduce overall costs to clients and to the community.**

# EXCEPTIONAL SERVICES

The exceptional service is helping clients and professionals alike, learn about the profound role of “learning” in who we are as physiological beings, that physiology is a learning system, and that learning plays a major role in sickness and wellness.

The services are “**client-centered**,” rather than “practitioner-centered.” The paradigm focuses on self-evaluation and learning, rather than on diagnosis and treatment. Emphasis on what clients do, not on what practitioners do. **The Alliance Business Model serves this mission.**

**Physiology is behavioral.** As Fritjof Capra so elegantly said in his book *The Web of Life* (1996):  
*“...the organizing activity of living systems, at all levels of life, is mental activity”*

**Behavior is physiological.** As David Beales, a UK physician, said at the Royal Society of Medicine (March, 2004):

*“Why is it that we physicians don’t look at physiology for understanding symptoms without pathology, or what we often call ‘unexplained symptoms? If we did, most of our patients wouldn’t go off in despair to complementary healthcare practitioners, and we might even earn back their respect.”*