

CANINE BOWEN INSTITUTE PRESENTS

# KICK START YOUR **ABT** BUSINESS



IT'S YOUR TIME TO BRING ANIMAL BOWEN THERAPY  
TO THE WORLD!



# KICK START YOUR **ABT** BUSINESS WITH PURPOSE.

THREE STRATEGIES  
TO HELP YOU DO WHAT YOU LOVE  
IN A SUCCESSFUL, NON-STRESSFUL WAY



**START SMART.  
WHO ARE YOU?**



**STAY ON PURPOSE.  
IT'S YOUR  
GAURANTEE FOR  
SUCCESS!**



**RESOURCE GUIDE  
UNIQUELY  
SUITED TO YOU.**



# START SMART

WHO ARE YOU?

Before you create a business card,  
before you start spreading the  
word on Social Media,  
before you start a website...  
you need to know yourself!!!

Take a few minutes and really think  
about **who** you are, **what** your  
purpose is for reaching out into the  
world with ABT, and **how** you see  
your life expanding over the next  
few years.

The next few pages are geared to  
help you answer theses questions...



# WHO ARE YOU?

Let's start with a very simple self reflective statement:

I am an **introvert**.

I need time and space alone from everyone to feel creative and at peace.

It's difficult for me to put myself "out there".

I sometimes struggle with my self confidence.

I need to find a way to create awareness of ABT without compromising who I am!

**OR**

I am an **extrovert**.

I enjoy multi-tasking and I can do so no matter how quiet or loud my surroundings are!

Social media is a part of my life.

I can't wait to get my ABT skills out into the world!

Sometimes I burn myself out and end up frustrated and not knowing where things went wrong.





# **MOST OF US ARE A COMBINATION OF BOTH, YET WE TEND TO LIVE ON ONE SIDE MORE THAN THE OTHER ON A DAILY BASIS.**

Me?

I definitely tip to the introvert side.

Yet, there are times where I simply amaze myself at how I'm able to put myself "out there" for the sake of my ABT business.

My secret?

Purpose.

What do I mean by Purpose?

I mean it's my guiding force to success!

It's important to know which side you live on the most.

It's the first step to any successful business plan!

Both sides have strengths.

But if you're not aware of **WHO YOU ARE**, you might just step into the business side of ABT and end up overwhelmed and frustrated.

So I ask: "**WHO ARE YOU?**"



Whether you are an **introvert**, and by the way that's not being shy, its being creative, observant, and ultimately needing to do things from the heart.

Or

You are an **extrovert**: outgoing, social, full of ideas and wanting them all to be fulfilled,

...the number one thing that's going to create a profitable business is a **strong sense of purpose**.

Let me ask you three **PURPOSEFUL** questions...



ONE.

### Why were you driven to take this course?

Be honest here, write it all down, all of it!

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**My personal answer:** At my very core of who I am, I knew I needed this form of healing in my life. I knew I needed to help animals and I knew I needed to fulfill a piece of Me . I also knew that there was no one in my life that understood this. Supported me yes, but certainly didn't understand the depths of my desires. So, as much as I needed to do this, I was protective of my dreams. It just so happened that my brother had died suddenly 3 months before I began my studies, and in a very real sense, it saved me from the depths of my sadness. It gave me Purpose.



## TWO.

### What do you want to offer the world with your ABT skills?

Now that you know why you opened yourself up to this journey, it's time to explore ALL the multitude of reasons for wanting to touch the world with your own uniqueness.

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**My personal answer:** Honestly, my journey was as much about wanting to heal the lives of animals as it was about healing myself.

Offering my skills to the world was based on both of these factors.

### What did I want to offer the world?

- I wanted to offer them the opportunity to experience the awe-inspiring changes that I experienced during my case studies.
- I wanted to bring a sense of peace to those who were looking for more answers to their animals health.
- I wanted to express the best of who I am.
- Without a doubt, I wanted to help, truly help, animals.





### THREE.

#### How do you see your ABT business expanding over the next few years?

This question may or may not have a clear answer right now, and that's ok.

Give some thought about your two previous answers, this will stir up the purpose of why you are creating a business in the first place!

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**My personal answer:** When I was starting out I certainly didn't have a business plan!

What I did have was a huge determination to offer this incredible therapy to anyone that cared enough about their animals to give it a try!

Expanding was **more** about creating awareness and **less** about money in my pocket.

This is still my main goal, **I've kept my PURPOSE in tact** through out all these years.

...and it created success!

Emotionally. Financially. Spiritually.



**STARTING A  
BUSINESS  
ISN'T  
ALWAYS  
EASY.**

**CREATING  
IT WITH  
PURPOSE  
MAKES IT A  
WHOLE LOT  
SIMPLER.**

THREE REASONS WHY



## ONE.

Living the life of an ABT Practitioner is a profession in which the more you give, ( with Purpose ) the more you receive.

Giving mobility health back to an animal goes hand in hand with giving their family back a loved member of the family...in return you are rewarded with gratitude and an excitement for your clients to " Spread the word".

Walk in your Purpose, money will follow.



## TWO.

Using your own unique Purpose for creating your ABT business will guarantee a better customer!

When your business has heart and soul, you tend to attract kinder and more loyal clients, and who doesn't want that?

Every single action you take in your business plan that is backed with the intention to be of service will be noted by your clients, potential clients and those who surround and support you!



### THREE.

Starting a business takes effort and hard work.

You're going to run into obstacles, you're going to have frustrations, but when you base your business on your own unique sense of Purpose, you'll find that your creativity and passion will shine through!

When you intentionally make your business a force for good, it's going to fuel you emotionally on a daily basis!



**A PURPOSE DRIVEN  
BUSINESS WINS EVERY  
TIME!**

**THE WORLD IS WAITING FOR YOU!**





# ANIMAL BOWEN THERAPY

FOR YOU.  
FOR THE ANIMALS.  
FOR THE PEOPLE WHO LOVE  
THEM.

