

## **ADVERTISING YOURSELF ONCE QUALIFIED**

Advertising your Bowen Technique practice is important once you are qualified and we help you by making our Bowen Association logos available free of charge to full members of The Bowen Association UK. As soon as you have completed your Module 7, A & P and First Aid, and have your insurance in place, you may join as a Full Member of BAUK and we will be delighted to supply you with copies of the logos for your personal use, along with your welcome pack which contains a huge range of useful info.

Most of our own photos are copyrighted and belong to individual trainers and members who are usually happy to share them with others. If you look at our website and let us know which images you will be particularly interested in, we will make the requests on your behalf. Otherwise we can recommend good sources of professional pictures from companies we have used from time to time in the past. Professionally produced photos with models (which are much less expensive than you may think if they are from an existing stock of photos) are often better than 'real' clients who may be uncomfortable about being seen in the public domain - even if they appear to agree to do it for you initially. That said, some posed photos of yourself working on a model (who has given you signed consent to use the photo) may be something you would like to consider as people will see you too.

Whatever advertising you are preparing to get you started - whether a website, something for Facebook or a paper document which will be advertising your services, do remember that Advertising Standards Authority Regulations apply. We offer our members a free checking service, to make sure you are the right side of the law, and again, please do contact us if you would like us to assist you in this way. There is additional information in the Members Only area of our website on this issue too - together with a wealth of other useful info – you will have access to this when you qualify and join as a full member.

You will also be able to purchase a personal profile on our own [www.bowen-technique.co.uk](http://www.bowen-technique.co.uk) site when you are qualified - if you would like to have a look at one already in use by a current member, take a look at this link:

<http://www.bowen-technique.co.uk/therapist.php?tid=9&trid=745>

We look forward to hearing from you in due course - very best of luck with your training.

## **BOWEN ASSOCIATION UK**

