

A week in the life of a Press Release

One of the things Members of The Bowen Association UK can enjoy, for free, is our press release writing service. Practitioners contact us regularly with requests to help them get something in the local paper. And it's a good idea to do just that. Editorial (stories) are read 7 times more than paid-for advertising. Not only that, you can use the same piece for local radio, glossy magazines, social media, brochures etc ... in fact anywhere and anything you like.

Here's how a typical press release is created – from the initial contact from a member, to the final article. With thanks to practitioner Jeni Jones for allowing us to publish her path to the press.

Initial contact made with Head Office, BAUK via office@bowen-technique.co.uk

On Fri, 14 Dec 2018 at 20:04, Jeni Jones wrote:

Hi Sheila

I am just wondering if you could write an article for my local newspaper.

I have treated a local ballroom dance teacher who had not been able to wear heels until she had Bowen. Since then she has been dancing in heels and even entered a competition for a local charity and came second with a gentleman she had taught! Let me know what information you require.

Many thanks
Jennifer Jones

We replied at once...

Happy to help. That will make a great news item.

If you can send us the basics, together with details about the teacher - name, age, address, name of dance school, age of people she teaches, preferably a quote from her too, that would be great ... plus a brief case study with some personal details thrown in. For instance, what was the competition she entered and where.... We would also like to have a bit of background on you - how you came to be a practitioner, how people can contact you, where you work from and so on.

It doesn't matter how you send the above, or what it looks like, - it can simply be a list! We will do the rest from that and write you a Press Release. Look forward to hearing from you.

Sheila

(So now you all know what we need from you!)

On Mon, 17 Dec 2018 at 11:13, Jeni Jones replied with all the above information just as we'd asked. We went to work.

And here is the finished result:



STRICTLY BOWEN

Ballroom dancer and dance teacher, Nikki Stoddart (39), who runs the NS Ballroom Dance school in Formby, has scored the Bowen Technique a perfect '10' following her visits to practitioner Jeni Jones.

"Nikki was planning to enter the "Strictly for Woodlands" dance competition to raise money for Woodlands Hospice in Liverpool when she came to see me," explains Jeni. In fact she had been suffering with severe pain in her feet from years of dancing and teaching. And when she went to Jeni for help she was struggling to wear heels or dance at all.

"On top of that, her competition dance partner had lost his wife to cancer, and she desperately didn't want to let him down," says Jeni. "However, the Bowen technique is an effective therapy offering significant relief for many conditions. And sometimes results can be life-changing."

After the therapy, Jeni was thrilled to learn that Nikki and her partner had won second place at the charity dance event. "After one session Bowen has transformed how I feel after dance classes too - it's absolutely incredible," said the delighted dancer. "It's as good as winning the glitter ball!"

Jeni was inspired to become a Bowen practitioner after successful treatment for severe foot and ankle pain herself, whilst training as a nurse. "That's why I'm so passionate about Bowen and making a difference," she says. Now a qualified health visitor too, Jeni says: "I felt compelled to learn Bowen, so that I could help other people, just like it helped me."

A classic Bowen treatment is very gentle. There is no vigorous 'pulling about'. Gentle rolling moves are made on skin, muscles and tendons to promote healing.

A spokesperson for **The Bowen Association UK**, the professional association for Bowen Technique practitioners, of which Jeni is a member, was not surprised at such excellent results. "We hear many stories like these, the Bowen technique has an amazing track record," she explained.

And as for Jeni - she continues to treat people from all walks of life and all ages in her Merseyside clinic. "It's my job, and my delight, to help as many people as possible get relief from pain or discomfort, and to improve their mobility and sense of wellbeing," she says.

You can contact Jeni Jones, who practices at [The Health and Beauty Centre, 155 Southbank Road, Southport, Merseyside PR8 6LZ](#) by:

Email: jeniscully@hotmail.com
Phone: 07866184766
Facebook: JeniBowenTherapist

To find out more about The Bowen Technique in general and to find nationwide practitioners, visit the **Bowen Association UK's** website:
www.bowenassociation.co.uk.

ENDS

Contact: Jeni Jones

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Jeni pictured with a very happy Nikki Stoddart)

... if, like Jeni, you think a press release will help you promote your practice and you have a good tale to tell – simply contact us here at the Office:
office@bowen-technique.co.uk with the bones of your story – and we will get to work for you too. We are in contact with you throughout the whole process to make sure we get it right.

Sheila Whyles,
Bowen Association Office