



Salve Regina University's  
Continuing Education Department Presents

A 6-WEEK, NON-CREDIT PROFESSIONAL DEVELOPMENT COURSE

# MARKETING ESSENTIALS

for Therapists, Coaches, Medical and Healing Arts Professionals  
Who Want to Grow their Business and Enjoy a Holistic Learning Experience

*Our present climate of change presents a new opportunity for healing arts of all kinds. While your services are needed more than ever, your audience might question the worth of investing their time and money in your practice. You'll find this course will help you leap that hurdle so that more people benefit and your business thrives.*

GAIL GLANVILLE, INSTRUCTOR

- Design a simple marketing plan that connects your mission to today's waiting public
  - Brighten your professional identity (brand) so you shine amidst the clutter
  - Write effective copy for your brochures, emails and a website that sells
- Feel a rich excitement for your purpose and the fascinating people you inspire

Join Gail Glanville, whose 30 years of experience as a pioneering entrepreneur, has helped individuals, groups and organizations expand their professional identity, and marketing savvy. Be prepared for change, growth, and a new approach to communicating the transformative effects of your holistic solutions.

This 6-week program is open to all healing arts professionals and students.

**MONDAY EVENINGS, OCT 19, 26; NOV 2, 9, 16, 23, 2009 FROM 6:00 TO 9:00 PM  
AT SALVE REGINA UNIVERSITY'S PAWTUCKET CAMPUS at 175 Main Street.**

Pre-registration required by Oct 14. Space is limited. Call the Office of Graduate Studies and Continuing Education: **(800) 637-0002** Course fee: **\$375 plus \$50 materials fee**

*Gail Glanville is the owner of Change Bistro, a professional business development and copy coaching agency for holistic professionals in Portsmouth, RI. 401 619 4145. [gail@changebistro.com](mailto:gail@changebistro.com)*