



## **C114 - Start Your Own Business with Relaxation Therapist 350 Hours**

### **Start Your Own Business**

#### **Overview**

Would you love to be your own boss? Do you have a great idea for a business, but just don't know where to begin? Let us help you get started! Our in-depth course can provide you with a comprehensive introduction on how to start your own business. This is your chance to take that exciting first step toward a new career as an entrepreneur!

Do you have an idea to start your own internet business, or start your own home business? This course is an excellent starting point in learning the fundamentals every entrepreneur should understand and employ.

Our detailed start your own business course offers instruction on a number of business topics, including:

- Entrepreneurial skills
- Home business success
- Types of available small businesses
- The ingredients of a business plan
- Marketing and research
- Small business management
- Managerial accounting
- Budget planning

#### **Outline**

##### **Start Your Own Business Module 1**

##### **Being an Entrepreneur**

- Starting Your Business
- What Is an Entrepreneur?
- Opportunity Recognition
- Characteristics of the Successful Entrepreneur
- Income Statements: The Entrepreneur's Scorecard
- Return on Investment
- Inventions and Product Development
- Financing Strategy: Borrow or Sell?



## **Start Your Own Business Module 2**

### **Choosing a Business**

- Selecting Your Business
- The Power of Positive Thinking
- The costs of Starting and Operating a Business
- What Is Marketing?
- Advertising and Publicity
- Cost/Benefit Analysis
- Market Research
- Basic Business Plan Review

## **Start Your Own Business Module 3**

### **Running a Successful Business**

- Running a Business Successfully
- Your Competitive Advantage: Tactics and Strategies
- Keeping Good Records
- Negotiation
- Consumer Analysis
- Developing Your Marketing Mix
- Sole Proprietorships and Partnerships
- The Production/Distribution Chain
- Technology and Your Business

## **Start Your Own Business Module 4**

### **Intermediate Business Skills**

- Business Communication
- Product Quality
- Cash Flow
- From the Wholesaler's to the Trade Fair
- Trade Fair Financials
- Principles of Successful Personal Selling
- Protecting Your Intellectual Property
- Intermediate Business Plan Review

## **Start Your Own Business Module 5**

### **Growing Your Business**

- What You Need to Know to Grow
- Small Business and Government
- Supply and Demand
- Break-Even Analysis
- Understanding Stocks
- Math Tips to Help You Sell and Negotiate
- The Advanced Sales Call



- Franchising and Licensing: Capitalizing on Your Brand

### **Start Your Own Business Module 6**

#### **Advanced Business Skills**

- Dealing with Contracts
- Raising Capital: Other People's Money
- Venture Capital
- Taxation for the Entrepreneur
- Corporations: Limiting Liability
- Putting the Right Management Team in Place
- Bonds and Other Debt-Based Financing Strategies
- Insurance and Other Operating Costs

### **Start Your Own Business Module 7**

#### **Business Ethics & Social Responsibility**

- Manufacturing: From Idea to Product
- Future and Present Value of Money
- Ethical Business Behavior
- Building Good Personal and Business Credit
- The Balance Sheet: A Snapshot of Your Business
- Socially Responsible Business and Philanthropy
- Building Lifelong Financial Relationships
- Advanced Business Plan Review

## **Relaxation Therapist**

### **Overview**

This relaxation therapy course can provide an in-depth introduction on a number of relaxation techniques such as meditation, stretching, hydrotherapy and more! Every day, more and more people are realizing the ongoing benefits of relaxation therapy. Whether people suffer from work related stress, or need to cope with the rigors of a busy lifestyle, our relaxation therapy course can teach you how to help people find tranquility in their day through a number of coping techniques.

Learning more about relaxation therapy with us could be the first step toward a career as a relaxation therapist. You can also apply the relaxation techniques you learn in this relaxation therapy course in your own life, or among family and friends.

Our relaxation therapy distance learning course offers a thorough introduction on a number of relaxation therapy topics, including:



- Relaxation techniques and procedures
- Stress relief
- Anxiety management
- Sanitation and safety practices
- Hydrotherapy
- Self-massage techniques
- Visualization and much more...

## **Outline**

### **Relaxation Therapist Module 1**

#### **Relaxation Techniques:**

- Meditation
- Yoga
- Progressive relaxation
- Autogenic training and imagery
- Aromatherapy
- Music for relaxation
- Creative visualization
- Conscious exercise
- Biofeedback
- Flotation therapy

### **Relaxation Therapist Module 2**

#### **Stress Relief, Part One:**

- Definition of stress
- Stress management goals
- Stress psycho-psychology
- Stress and illness
- Nutrition, noise, life events
- Asserting yourself
- Conflict resolution
- Communication and time management
- Perception interventions
- Selective awareness; humor
- Gratitude; self-esteem
- Anxiety management
- Spirituality and stress



### **Relaxation Therapist Module 3**

#### **Stress Relief, Part Two:**

- Internal sources of stress
- Material and social reinforcement
- Occupational stress
- The work environment and job dissatisfaction
- The workaholic and burnout
- Saying No
- Making time for leisure
- Family stress
- Money and stress
- Dealing with difficult people
- The importance of social support
- Dealing with anger and depression
- Enjoying the Holidays

### **Relaxation Therapist Module 4\***

#### **The Healing Art of Touch:**

- History of massage
- Benefits of massage therapy
- Psychological and spiritual effects of massage
- Creating a relaxing environment
- Massage Etiquette
- Sanitation and safety practices
- Anatomy of movement
- Basic massage techniques
- Aromatherapy and massage
- Hydrotherapy
- Self-massage treatments
- Specialized massage techniques

\* **CAUTION:** This section does NOT qualify you to be a massage therapist. Please check with your state and/or country to learn the requirements for a massage therapy license.