

# CPD: ARE THERE ANY ACTIVITIES THAT DO NOT “COUNT”?

- ALISON MOORE



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## Resource Guide



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# About Alison Moore

I was formerly a Contract Director in a global business and now practise as a Supervisor, Accredited Counsellor, and Business Mentor.

I use the blend of my experiences to help make the business of therapy as simple as possible, so that we can focus on our therapeutic work with clients.

Based in Dorset, England, I work face to face and online.

**(Scroll down for contact details)**



# EXPERIENTIAL WORKSHOP

## Business Of Therapy

ZOOM WORKSHOP

### Workshop 1 - Monday 20th May, 7-9.30PM - Marketing (re)visited

In workshop 1, we look at an introduction to marketing – the four (or five) P's of marketing – so much more than advertising – and whether your current or planned business fits with your aims. And where there are gaps, we will look at what can be done to lessen and remove them.

### Workshop 2 - Monday 3rd June, 7-9.30PM - Second thoughts

In workshop 2 we will look at business processes including records ~ please don't run away now. I will make record keeping simple and as straightforward as possible. We will look at Apps, for example online diary or practice management or accounting; and paper-based records. We will look at your turnover and profit, including full explanations of these terms so that you can tell how your business is.

### Workshop 3 - Monday 17th June, 7-9.30PM - And thirdly

In the third workshop we will be pulling it all together in your business plan – giving you a one page view of your therapy business, which you can use to inform your planning – whether to give up another job, take extra rooms, take on admin support, decrease a day a week to spend time on 'you'. And your plan can remind you of your success through your hard work, something as therapists we sometimes forget?

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# Video

## Welcome to my Online Event CPD

Are there any activities that do not 'count'?

Alison Moore



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# Contact / Website / Social Media

Click the links below to contact Alison

[www.agoodplace.co](http://www.agoodplace.co)

[www.abundanttherapycoaching.co.uk](http://www.abundanttherapycoaching.co.uk)



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/The Business of Therapy with Alison Moore



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