

FGNA Tips for Building your Practice from the Ground Up

FGNA supports you in flourishing as a successful professional teacher! As you build your practice, consider the tools you will need to present yourself to the world as a professional *Feldenkrais*® practitioner. Options for business tools are abundant. We'd like to provide you with a brief list of tools and business services various Guild members have found to be useful in their practices. Visit our website for more links in *Learning Resources* under Membership. FGNA does not endorse any particular company. Please research carefully and choose the right combination of services for you. Here are some starting places.

Tools of the Trade	
<i>Feldenkrais</i> ® tables and supplies	Achievingexcellence.com, Feldenkraisresources.com
Functional Skeleton	AnatomyWarehouse.com
Rollers and More	OPTP.com
Moving Blankets	Wellmats.net, UScargocontrol.com

Practice Management Suites	
Scheduling, payment processing, client tracking, email marketing, staff management	FrontDeskHQ.com
Bookkeeping, marketing and schedule management suite	Intuit.com
Online Scheduling, credit card processing, marketing tools, and more.	MindBodyOnline.com
Credit card processing, simple webpages, appointment scheduling, gift cards, invoicing, etc.	Squareup.com

Website Creation					
Squarespace.com	Squareup.com/sell-online	Strikingly.com	Weebly.com	Wix.com	Wordpress.com

Video & Audio	
Make a video, hold a class online, record your class and save it to your desktop	Zoom.us
Upload your video or audio to the web	Vimeo.com, YouTube.com, Soundcloud.com

Event Registration	
Mailing list management and event registration	ConstantContact.com
For events large and small, ongoing web presence	Eventbrite.com
Simple event/class registration	Squareup.com

Scheduling Software				
FrontdeskHQ.com	FullSlate.com	Scheduleonce.com	Schedulicity.com	Squareup.com

E-newsletter/ Digital Marketing			
Aweber.com	ConstantContact.com	MadMimi.com	MailChimp.com

Get the word out there about your practice! As an FGNA member, you can promote your practice in our Online Directory (http://www.feldenkrais.com/AF_MemberDirectory.asp?version=1). Here you can post your contact details, a description of your practice, and links to your website. Potential students can contact you directly through your listing. FGNA members can also purchase marketing and promotional materials such as introductory DVD and CD, branded postcards, letterhead, and business cards. Visit feldenkrais.com/marketing-promotional for more information.

The *Feldenkrais* community is happy to help support its new practitioners. Your FGNA Professional Membership will allow you to connect with active *Feldenkrais* practitioners in your Region. Visit your Region page at feldenkrais.com/regions.