

## **Bowenwork Practitioner Writing Program**

Thank you for offering to write in order to help "Bowenwork" become as well known throughout the U.S. as it deserves to be. You don't have to be a "writer" to be effective in this promotional letter-writing campaign. You just have to be willing to write a brief letter -- to a writer or editor -- to get them interested in Bowenwork.

American Bowen Academy's letter-writing campaign is collaborative, involving as many practitioners, students, instructors and even clients as are willing to participate. We hope that after reading this information (and attachment) you will start right away to help raise public awareness of Bowenwork.

We (and hopefully you, too) will be writing to two groups of people:

- editors of national mainstream, general audience, and niche publications
- free-lance writers with interest and experience in writing about health, especially alternative

We are focusing on gaining nationwide exposure because of the huge "trickle-down" effect to local practitioners from national exposure. Our Administrative Assistant says that 99% of the telephone inquiries she receives come from one publication -- David J Rowen's *Second Opinion*. Reprints have a long shelf-life, and we can post the resulting articles on this site and [Bowenwork.com](http://Bowenwork.com), with links to those publications from Facebook, etc.

There may be significant lead-time before anything appears in print as a result of this campaign, but we believe the payoff will be worth everyone's effort, including yours.

### **How you can help get more articles about Bowenwork in national publications**

It's easier than it might seem. Here are some ideas to get you started.

#### **1. Choose a publication that you already read and enjoy a lot.**

##### **a. Major mainstream magazine**

The focus can be anything — health, fitness, politics, sports, hobbies, family, community, a particular condition or population. Even the Tuesday or Sunday paper will sometimes cover a famous person with a health condition that you know often responds well to Bowenwork. Every publication is a candidate for your letter-writing. Start with one that you feel close to.

##### **b. Health-related newsletter**

Dr. Rowen is known as being cutting-edge, ahead of his time. If you subscribe to one of *Second Opinion's* competitors, look for opportunities to get the author/editor to catch up and write about Bowenwork.

**c. Newsletter of an organization to which you belong**

Large corporation, church group, professional association (whether health-related or not), alumni association, women’s networking group, *etc.* The more of an insider you are, the easier it will be for you to write to your colleagues.

You have a good idea about what their values and beliefs are. A conversational can be very effective.

**2. Choose an article that speaks to you.**

It doesn’t matter which one you start with. There are so many opportunities to write to publications that you can begin anywhere. The more strongly you relate to the situation in the article — from any perspective — the more convincingly you can appeal to the editor or author. When you read an article that makes you say to yourself, “*Bowenwork*” addresses that problem; why isn’t it mentioned in the article?”, pick up your pen or go to your keyboard and write a short letter to the editor or author, and say what you think.

It’s possible that some issues of a magazine or newsletter will contain two or more articles where *Bowenwork* would fit in nicely. In that case, your letter to the editor (or authors) might refer to both/all of them.

**3. Find the address to which to write.**

Somewhere in the first dozen pages of a magazine you’ll find the “masthead” page, which lists the editor-in-chief, editors of different departments, contributing editors, editorial board, corporate officers, mailing address, website, phone numbers, *etc.* Read the “editor’s note” near the front of the magazine, which usually lists some of the articles in that issue and gives you insight into what makes the editor-in-chief tick. Increasingly the authors of articles are not on the staff of the publication but are “free lance” writers. Their credits, with their geographic location and/or other periodicals where their work has appeared, usually appear at the end of an article, sometimes in a sidebar or even in the front of the publication. If it is not possible to find a street address or email address for a particular writer, ask the publication to provide the contact information or forward your letter to the author.

**4. Start writing.**

Pretend that you are writing to a friend — not to use slang or jargon, but rather to keep from feeling you have to write the kind of formal and distancing compositions you were required to write in school. Keep your letter short (under one page, including your return address and their name, address, *etc.*) and to the point. Remember that your purpose is only to get them interested in learning more, to contact you for more information and/or to visit a website.

If you send them a link to a website, try to find one that includes information about the magazine or author's angle, *e.g.*, testimonials or research about a particular condition or population (mothers of young children, a particular sport or musical instrument, *etc.*) Do not give a detailed history of the work or how it got to the U.S. from Australia. Do not try to explain how Bowenwork works. Tell them that if they're curious to know more, the best way would be for them to have a session. (This is another reason why Academy's collaborative promotional campaign will be effective. The people to whom you are writing will not think that you are promoting your own services but rather helping them write/publish an article that their readers will find useful, helpful, *etc.*)

If there is a Professional Bowenwork Practitioner local to the publisher or free-lance writer, check with the practitioner to make sure s/he is currently seeing clients, and (assuming Yes) include his/her contact information. (If the national publication happens to be local to you, there's no need to hide the fact that you practice, too.) Here's a sample letter, meant only to show how short the letter can be. The more varied and personal these letters are, the more effective they will be.

Dear \_\_\_\_\_

I very much enjoyed reading your article, "Title in quotation marks," in the Month 2010 issue of *Periodical Name*. It [a sentence or two why you liked it so much.]

I was surprised that it did not mention Bowenwork, a gentle hands-on therapy that often addresses [that condition or the needs of that population] with surprisingly good results. [Provide some details specific to the condition/condition].

You can read about it at [www.AmericanBowenAcademy.com](http://www.AmericanBowenAcademy.com) and [www.Bowenwork.com](http://www.Bowenwork.com). But reading about it is nowhere near as interesting as experiencing it. And, fortunately, there is a Professional Bowenwork Practitioner near your office. [Practitioner's contact info] If you would like more information, feel free to contact me.