



Now that you've seen what the course will cover (and if you've missed this stuff you can find it on [the sneak peek page](#)), you might be asking yourself who exactly this person is who's creating the content. I feel like the intention behind things is what really flavors the experience you'll have, so I wanted to share why I decided to build this in the first place so that you can better decide if you want to learn from me.

Many of you read [my story](#) in Practice Building 101 or on [the blog](#). So for you guys, I apologize for going over some of what might be old news. For those of you who are just getting to know me and are wondering who I am, why I do this stuff, and why you might want to learn from me- here's a Cliff's Notes guide:

I found the world of integrative medicine when I was a totally broken down version of myself at the age of 22. I had had a birth injury which meant that those 22 years were full of chronic pain and confused MD's who kept handing me prescriptions. By the time I discovered that there was this whole world of other options, I was at the end of my rope.

What I discovered at the end of that rope when I got my first session was pretty dang stunning: I could get well! Who knew!?!

Let me underscore this, 22 years spent suffering to some degree or another, and then in one session I had a dramatic improvement (the first dramatic improvement I had ever had). Kind of a big deal. Sorta felt like discovering an alternate universe. Then again, it *was* discovering an alternate universe.

Because it was such a big shift for me I had, and continue to have, one phrase that rings loudly through my head, "Why didn't I know this existed sooner?!" It was such a loud shout from my internal voice that it pushed me into a whole new trajectory in my life.

Four years after that first session I graduated as a Rolfing practitioner, and headed into private practice to help other people heal as I had. I've been in practice now for nearly ten years, and yet that loud question kept popping up as I worked with my clients, "Why didn't I know this existed sooner?! Why didn't *all* these people who are suffering know more about the world of options that Complementary and Alternative Medicine has to offer sooner!?"

After years of "the question" not going away, I got that I was supposed to at least attempt to answer it and to see if I could offer my own version of a solution.

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It's a big question, and one that can lead down all kinds of overwhelming roads about Big Agra, Big Pharma, and HMO hell. Those things are all true (sadly), but it turns out that I'm not in the best position to tackle them on a large scale. It's just a tad intimidating to think about taking on the big three with my army of one.

But as I pondered what contribution my army of one might be able to make in increasing the visibility of CAM, I thought about the nearly universal struggle that so many practitioners face when they graduate: trying to grow their practice. My first three years in practice had been so punishing (and I was *so deeply clueless* about breathing life into my own practice) that the experience had almost made me yet another statistic. You know, the graduate who never goes on to practice what they studied, that statistic.

This is one of the problems that makes for far fewer practitioners in the world doing their good work, and if we don't have enough people offering these options for people, then we can never reach that tipping point where *everyone* has a team of holistic providers that they rely on to stay well. In other words, far too many people will still wind up asking themselves "the question". That is, if they're lucky and they discover alternatives at all.

The other thing my army of one had going for it was that I genuinely had fallen in love with practice building after seeking solutions to resolve my problem of eating ramen for most meals and rolling coins to pay rent each month- not to mention that whole thing about not being able to do the work I loved. .

All that said, I still happen to find myself with a course that teaches people how to support themselves (i.e. how to make money) and so often these types of things are pushed by someone waving big checks in your face, "Take my course and you can make millions in your practice just like I did!!!" My head spins and my hands ache when I think of how many Roling clients I'd need to see each year to make millions. That's not me.

Yet while I don't particularly think that one person's ability to make money at something says much about them, to ease your mind that I actually *do* make a pretty good teacher of practice building I can tell you that I've created three practices from the ground up in three different states (did I mention I'm a bit of a gypsy?).

The first was my "forged in the fire" three years in Napa, California where I struggled to get people to walk through the door. Painful stuff, but it planted the seed that I needed to figure out how to make it happen.



The second practice was in Brooklyn, New York where I made up my mind to figure out this whole practice building thing and surprised the hell out of myself by filling my practice in three months, and tripling my income from the Napa days.

My current practice in New Haven, Connecticut was full after one month of opening the doors and it continues to keep on humming along.

None of these things happened because I know secret practice building voodoo rituals, or because I'm a pushy sales shark. They happened because I decided to learn (and keep learning) a skill set. One that happens to work.

So if you're looking to spare yourself the struggle to get your own practice happening, and if you're with me that the world just plain needs more thriving CAM practitioners (*way* more). Then mark your calendars for the enrollment date for the Practice Abundance course.

Enrollment will only be open between March 17th and 20th, and I'll be keeping it limited to 150 people for this first round of students so that I can be sure everyone is well taken care of. I expect those slots to go fast, so no guarantees that there will still be room by the 20th. I won't be opening enrollment again for at least several months, so if you think this might be for you I'd dive in this time around.

It will also be much cheaper for this first group- it's \$197- and will go up to \$397 next time.

Oh, and you have lifetime membership to the site which means you never have to pay again and you will always have access to this ever-growing resource and support network.

That is all. Thanks again for reading! Feel free to send questions to me at brooke@thewellpractice.com.