



Special Report for Complementary Therapists

Are you paying too much for practitioner insurance and natural therapy membership fees?

Dear Natural Therapist

I am writing this special report to inform you about our new cost effective membership solution for your natural therapy business.

The fact is, most natural therapy practitioners are paying far too much to maintain their professional affiliations and insurances. The good news is, we offer a cheaper alternative for practitioners just like you, let me explain.

My name is Lawrence Ellyard. I am the founder and director of the International Institute for Complementary Therapists (IICT). Read on and I will share with you how you can benefit from our unique services that will greatly assist you in your natural therapy business.

The IICT offers a credible and cost effective alternative for practitioners. We have been operating throughout Australia since 2003 and now have well over 2,500 members, growing daily.

In July of 2008 we officially opened operations in New Zealand and now provide the same level of services abroad to hundreds of alternative therapists. If you already have professional affiliation with an association and insurance, you may wish to compare our discounted rates with your existing arrangements.

We feel that we can provide you with the best rate for comprehensive insurance cover and professional affiliation. With over 550+ alternative therapies represented, we are also the largest modality list operating in the southern hemisphere.

Whether you practice a variety of natural therapies or just one, the IICT can provide you an excellent platform to denote your professional affiliation.

"I practise a number of modalities and some of them are not widely known. The IICT was extremely helpful in recognising new modalities, adding them to their list and accrediting them all. Membership, accreditation and insurance all became very convenient".
- Manninder Sekhon, Colour Vibrations, IICT Member

The IICT's philosophy is simple, we offer a no nonsense discounted membership/insurance package putting you the practitioner first. Whether you have gained your qualifications overseas or have completed short courses, all credible qualifications are considered by the IICT for membership.

The IICT can also represent all of your natural therapy modalities under the one banner for a fraction of the price of associations. As an IICT member, there is no need to join several associations or obtain different insurances for each modality practiced. You can now roll all your modalities and insurance needs into one low price.

"IICT - always prompt and helpful with any queries I may have. The offers and supports they source for members are relevant and well priced. I am proud to be a member of IICT".
- Ann Beck, Clinical Hypnotherapist, IICT Member

What does it cost?

The IICT offers both associate and full membership. Our annual associate membership is only \$55pa. Full membership is only \$110pa. Whether you choose our full solution option as a full member or our budget solution as an association member, both levels qualify you to our members discounted insurance package. Because we recommend our extensive membership list to our brokers, all our members automatically receive access to our 'members only' discounted insurance policy.

As an IICT member you can access comprehensive practitioner insurance from only \$198pa. This includes \$10 million dollars of public liability; \$1 million dollars of professional indemnity cover and \$1 million dollars of products liability cover. We can also provide you with a no obligation free quote if you require a higher level of insurance cover - (up to \$20 million dollars). The policy also features 'multi-practitioner cover' for you and your staff. This way both you and your staff can be covered under the same policy at a greatly reduced rate.

IICT members also pay no excess and there are no hidden brokers fees or charges. Our promise is to provide you with one low price and hassle free, speedy and efficient service from start to finish.

"It was very pleased to find a professional body that provided membership for the many therapies that are on offer through my service. The extra bonus was the opportunity for excellent insurance premiums saving me over \$700.00 per annum from previous years with a broker." - Christine Richards, IICT Member

What do you cover?

We welcome membership to over 550 natural therapy modalities including: Chinese and Ayurvedic Medicine, Homoeopathy, Naturopathy, Acupuncture, Acupressure, Aromatherapy, & Herbal Medicine to name a few.

The IICT also welcomes membership to all natural therapies and healing arts including: Aromatherapy, Hypnotherapy, Pranic Healing, Reiki, Reflexology, Shiatsu, Counselling, The Journey, Reconnective Healing, plus over 35 different massage modalities including Clinical and Remedial Massage. We also provide cover for Beauty Therapists, Day Spa operators, plus a variety of health treatments and devices.

Rest assured, if you practice natural therapies (in all but a few cases), the IICT can provide you with professional affiliation for all of the modalities you offer through your business.

We recognise that most of our members are qualified in several modalities. Because they offer these various treatments to their clients on a regular basis, we are able to provide them with affiliation for all their modalities. If you are a multi-skilled therapist, we can offer you the best solution.

For our extensive modality list, over 550+ visit our website at: www.iict.com.au

Please Turn Over...

In addition to 550+ modalities, the IICT also leads the way by assisting many new healing practices in becoming accepted nationally within the natural therapy industry. We have helped dozens of emerging natural therapies to be recognised in Australia and New Zealand from overseas. This enables practitioners of these modalities to practice and obtain insurance by belonging to the IICT.

If you have pioneered a new modality you can now apply to have this modality recognised and approved by the IICT nationally. To find out how, visit our site.

The IICT is a 100% Australian owned and registered business operating both within Australia and New Zealand. We have a dedicated team who have extensive training and experience in natural therapies. Because we work within the industry, we understand industry needs, and can assist you at a 'grass roots' level with any inquiry.

What's different about the IICT?

What makes the IICT so unique is that we are one of the few professional bodies who accept international qualifications. Any practitioner who has been qualified outside Australia or New Zealand can easily have their qualifications approved, just by applying online.

Aside from offering what we feel is the best industry deal, another difference is that unlike many associations, the IICT does not stipulate mandatory continued education requirements. Provided you have been qualified in your chosen field and can provide us with the necessary proof of qualifications, we are happy to provide on-going membership on this basis.

All new IICT members also gain access to the IICT's guidelines for practice. In this way we ensure our members adhere to the Institute's high standards by abiding by our code of practice, and code of ethics.

Our streamlined top-down business structure also enables us to provide you with an efficient service without any complicated application procedures and unnecessary options often featured by other associations.

"IICT provides top class service for professional therapists. They recognised my overseas qualifications, thus making it possible for me to become accredited in Australia and to gain insurance. Their annual membership fees are more than competitive and so are the insurance rates."

- Philip Archer, Massage Therapist, IICT Member

As an IICT member you can also benefit from *referral bonuses* through our very popular *Referral Rewards Program*. Imagine being paid each time you told a fellow practitioner about the IICT? We pay \$10.00 *referrals* each time you successfully refer a new practitioner to the IICT.

Many members now receive referral bonuses weekly, which are deposited direct into their bank accounts. The IICT also offers additional free gifts for our top referrers, such as free movie passes, Coles/Myer gift vouchers and i Pods.

You can get all the details on this innovative rewards program at: www.iict.com.au

"I couldn't believe it when I started to receive referral bonuses just by sharing the IICT with others, but when I did I knew it was for real"

- Jamie Henderson, Massage Therapist and IICT member.

"IICT offers affordable rates yet able to maintain excellent standards. The website is very easy to follow and their prompt service and access to cheap insurance enabled me to get started in business within three days. Thanks for helping me get my start in Natural Therapies"

- Kerryn Dunlop - Rotai Pain Relief Clinic, IICT Member

Some of the benefits of membership include:

- Advertising opportunities - approval to advertise IICT member status as well as use of the institutes name and logo on your promotional materials
- Quality certificate of membership to denote your professional affiliation
- Up to 10% discount on all IICT affiliate workshops and courses throughout Australia and New Zealand
- Access to the IICT's personalized stationary and business cards
- Access to becoming an IICT's approved training provider
- Access to joining the IICT affiliate program
- Access to the IICT referral rewards program and free bonuses
- Access to the IICT's code of ethics, code of practice, and constitution
- Access to our members only practitioner directory
- Access to our membership directory referral database
- Professionally staffed office with full-time help to assist you
- Access to our members discounted multi-practitioner insurance package

If you currently do not have professional affiliation and insurance (or even if you do), I strongly suggest you consider the IICT offer. We can get you started today from as little as \$55 and by doing so, you'll benefit from being affiliated with Australia and New Zealand's fastest growing community of natural therapists and complementary health practitioners.

"In these times when people are demanding more flexibility in therapies it is good to have an effective, reliable organisation supporting professional and client needs.

I would highly recommend IICT's high quality service."

- Dr. Chris James Transpersonal Psychotherapist and Counsellor

"The IICT provides the BEST value membership/insurance and service available. Their acceptance of such a large range of modalities from a large range of institutions is a major advantage over their competitors. They truly represent ALL natural therapies and I would highly recommend them to anyone"

- Craig Hitchens, IICT Member

Where do I go from here?

To find our more information, including access to our dynamic online FAQ's, application downloads or online registration:

Visit: www.iict.com.au

Email us: iict@iict.com.au

and we can email you further information and membership applications. Alternatively, call us now on: **1300 653 981** and one of our friendly staff will be happy to answer any queries you may have.



GO Green! If you have found that this information is not quite right for you, please feel free to recycle this letter and pass it onto a fellow practitioner who may benefit from it.

Thank you for taking the time to read this special report on the IICT and our membership and insurance services. We look forward to hearing from you in the very near future.

Kind Regards

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TEN GOOD REASONS FOR JOINING THE IICT

1. We're the lowest price for professional affiliation and membership
2. We're the largest modality membership base - over 550+ modalities welcome
3. We're the only professional body for natural therapists' who pays its members to share our membership with others - \$10.00 per referral
4. We welcome membership to overseas applicants
5. No points system or continued education requirements
6. We're responsible for assisting new modalities being recognized for practitioner cover
7. Cross Referral System. We refer our members to clients looking for your services
8. We offer members advertising opportunities, plus access to our comprehensive directory
9. Easy 'one click' online applications for speedy processing and approval
10. Gain access to a discounted multi-practitioner insurance cover through our brokers

Become a member today. It's quick and easy, visit: www.iict.com.au