



THE GROWTH COURSE FOR ESTABLISHED HEALTH PRACTITIONERS

Grow Your Practice

From a full diary to \$100k and beyond

COURSE PROSPECTUS



with Annie Gibbins

THE OPPORTUNITY

You did the hardest thing. You started. Now you build the business.

You opened your practice and made it work. Your diary is full, or close to it, and your clients are better because of you. You've done the hard part.

But most established health practitioners hit the same wall: the only way they know to earn more is to work more. Income and effort become welded together, and growth starts costing evenings and weekends. It isn't a gap in your skill — it's that no one ever showed you how to grow a business on purpose.

GROW is the course that changes that — the pricing, numbers, systems, team and plan to grow your business to \$100k and beyond, without burning out.

WHO GROW IS FOR

Built for established health practitioners ready to grow

THE ESTABLISHED SOLO PRACTITIONER

A full or nearly full diary, earning a living, but capped by your own hours — and ready to break past it.

THE PRACTITIONER BECOMING AN OWNER

Ready to add capacity, make a first hire, and build something that runs beyond you.

WHERE GROW FITS

The course that follows **START** Your Practice

A three-course path for health practitioners: **START** sets up the business, **GROW** grows it, **SCALE** multiplies it — more revenue, locations and leverage.

COURSE 1

START

YOUR PRACTICE

Set up the business properly

COURSE 2 • YOU ARE HERE

GROW

YOUR PRACTICE

Grow to \$100k and beyond

COURSE 3

SCALE

YOUR PRACTICE

Multiply revenue & reach

WHAT MAKES GROW DIFFERENT

Practical, proven, and built for Australia

01

The best frameworks, made practical

Gerber, Hormozi, Michalowicz, Harnish, Warrillow — distilled, attributed, and turned into steps you can take in a busy practice.

02

Tools, not just theory

An interactive workbook, reusable tools and worksheets, so you build as you learn.

03

Anchored to Australia

Pricing, hiring and funding grounded in Fair Work, the ATO, AHPRA, and Medicare / NDIS / DVA.

04

Honest by design

Education, not advice — and never an income promise.

THE CURRICULUM

Eleven modules. Nine pillars.

11

MODULES

32

VIDEO LESSONS

9

PILLARS

12

MONTH PLAN

The Growth Mindset

Revenue Architecture

Financial Mastery

Client Growth

Sales & Enrolment

Your First Team

Leadership & Culture

Operational Excellence

Building Value

THE CURRICULUM

Modules 1-6

01 **The Growth Mindset**

From owner to builder — the shift that starts it all.

03 **Advanced Financial Mastery**

Read your numbers, pay yourself, protect what you build.

05 **Sales & Enrolment**

Enrol clients in care — as a service, never a hard sell.

02 **Revenue Architecture**

See where your money comes from, and price for value.

04 **Advanced Client Growth**

Become the choice, and keep clients longer.

06 **Your First Team Member**

Make your first hire the right way, and compliantly.

THE CURRICULUM

Modules 7-11

07 Leadership & Culture

Lead a small team well, and have the hard conversations.

09 Building Practice Value

Build an asset, not just an income.

11 The Bridge to SCALE

Whether — and how — to scale: more revenue streams, locations or leverage.

08 Operational Excellence

Systems, space and rhythms that run without you.

10 Your 12-Month Growth Plan

Decisions, a one-page plan, and a monthly rhythm.

WHAT'S INCLUDED

Everything you need to actually grow

- ✓ **32 video lessons** — Self-paced across all eleven modules — around 5.5 hours.
- ✓ **Practice Template Pack** — Reusable tools: one-page plan, trackers, scorecards, planners.
- ✓ **Quizzes & final assessment** — A knowledge check for every module.
- ✓ **A 12-month growth plan** — Leave with a dated plan and a monthly review rhythm.
- ✓ **Interactive workbook** — Scorecards, the Profit First allocator, a KPI dashboard.
- ✓ **Module worksheets** — Turn each lesson into decisions and actions.
- ✓ **Practice Growth certificate** — Your credential on completion.
- ✓ **Lifetime access** — Work at your pace, on any device, and keep your materials.

Designed for busy health practitioners

How you learn

Self-paced video you can work through about one pillar a week — an hour or so of focused time on your business. Any device, with lifetime access to revisit as your business grows.

Your certificate

Complete the modules and pass the final assessment to earn the “Practice Growth” certificate. Whether it counts toward CPD is for your association or National Board to confirm.

YOUR INSTRUCTOR

Annie Gibbins



A Grand Stevie Award-winning business leader, a registered nurse turned educator, and the author of 17 books. Over more than fifteen years she has led five of the professional associations health practitioners belong to.

She holds a Bachelor of Health Science and a Master of Education, and is a graduate of the Australian Institute of Company Directors.

“GROW is the growth path I wish every health practitioner had once their diary was full.”

WHAT YOU'LL WALK AWAY WITH

By the end of GROW, you will have...

- ✓ A clear growth strategy — and the one lever to pull first
- ✓ Pricing built on value, not the hour
- ✓ Real control of your numbers, and a proper wage for yourself
- ✓ A marketing system that grows and keeps your client base
- ✓ The confidence to enrol clients without feeling 'salesy'
- ✓ A compliant path to your first hire, and the skills to lead
- ✓ Documented systems, so the business runs without you
- ✓ A 12-month growth plan with a rhythm to drive it

ENROLMENT

Invest in the business, not just the diary

One enrolment includes the full course, the workbook, the template pack, the quizzes and your certificate — with lifetime access.

ENROL IN GROW YOUR PRACTICE

\$997 AUD

One payment · lifetime access

or 3 monthly payments of \$369

- ✓ All eleven modules & 32 video lessons (~5.5 hrs)
- ✓ Interactive workbook & template pack
- ✓ A knowledge check for every module
- ✓ The Practice Growth certificate
- ✓ A dated 12-month growth plan
- ✓ Lifetime access, on any device

Price in AUD — confirm current pricing at nexusbm.com.au. The "\$100k+" is an illustrative goal, not a promise.

COMMON QUESTIONS

Who is GROW for?

Established Australian health practitioners with a full diary, ready to grow — solo or with a small team.

Will it guarantee I'll reach \$100k?

No. The “\$100k+” is an illustrative goal, not a promise — your results depend on you. GROW gives you the strategy, tools and plan.

Is it advice?

No. It's general business education, not legal, financial, tax or employment advice — it shows you what to confirm with your own advisers.

How much time does it take?

Self-paced — most owners move through it over a few focused weeks, at about an hour a week.



Ready to build the business you came here for?

Enrol in GROW, or ask us anything — we'd love to help.

[Enrol at nexusbm.com.au](https://nexusbm.com.au)

hello@nexusbm.com.au · nexusbm.com.au

GROW Your Practice — The Growth Course for Established Health Practitioners. Educational course only — not legal, financial, tax, employment or clinical advice. Outcomes, including the "\$100k+" goal, depend on each practitioner's own effort and circumstances.