



Congratulations on taking your first step to becoming a Bellanina® Facelift Massage Instructor! The Scholarship competition will have two phases. First, please fill out the application, and answer the questions asked as completely as you can. From these applications, we will select 5 finalists. These finalists will then be required to take part in a personal interview with Bellanina® Institute's Director, Nina Howard and our National Training Director, Pamela Brothers-Denyes who will then choose our winner!

The winner of the 2010 Bellanina® Facelift Massage Instructor Scholarship will be announced on March 19, 2010, and will be awarded a \$2000 scholarship toward tuition for Nina Howard's Instructor Training held in Ann Arbor, Michigan in April of 2010. This 5-day Instructor Training Course will involve:

- 2 days of personal instruction with Nina Howard including:
  - Complete overview of the basic Bellanina® Facelift Massage training and how you will transition from practitioner to seminar leader
  - A business plan
  - Marketing your business for success
  - Making "the numbers" work
  - How to set up your Bellanina® Facelift Massage seminars efficiently and successfully
- 3 days of hands-on teaching of actual students under the direction of Nina Howard including:
  - Specific practical experience on all the segments of the seminar program
  - Advanced work in skin physiology, skin products and important ingredients
  - In-depth discussion on skin aging and prevention and the latest research on the skin
  - Developing a professional image

You will also receive:

- The exclusive Bellanina® Facelift Massage Teachers' Manual
- \$100 (wholesale) gift basket of products for your personal use
- Instructional DVD
- Placement on our website as a Certified Bellanina® Teacher with a link to your email and URL
- Support material as you progress through your new career
- National advertising for all Bellanina classes
- Referrals and leads from our inquiries
- A mannequin head for demonstrations

## BELLANINA® INSTITUTE FACELIFT MASSAGE INSTRUCTOR QUESTIONNAIRE

Travel to the class and housing/food and local transportation will be at your expense, as well as your portion of the tuition. Bellanina® Institute staff can help you make your lodging arrangements as the time for class nears. You'll also want to have a plan in place to teach a class soon after you become a teacher so that this course can pay for itself quickly.

To provide terrific instructors for our seminars, we require individuals desiring to come into the Bellanina® Teachers' Training Course to demonstrate that they are ready to take the next professional step with the Bellanina® Institute. To ensure that you are ready for this next step and to provide a custom-tailored teachers' program, we ask you to answer the questionnaire below thoughtfully and honestly.

Please complete and return this questionnaire no later than February 15, 2010. Type your answers to each question and please answer as thoroughly as possible. Include your name and contact information on every page. As mentioned, your answers will be reviewed, and 5 finalists will be chosen, but only one can win! Each runner-up will receive a voucher valued at \$200 to use toward a Bellanina® Instructor Training Course of their choice.

Submit your questionnaire with complete, typewritten answers to Bellanina® Institute. ***Please include your name and contact information on each page.*** (You may also want to keep a copy for your own records.)

You can send them via fax: (734) 998-1311,

OR

You can mail them to us:

409 N. 4<sup>th</sup> Ave

Ann Arbor, MI 48104

OR

You can send your documents electronically via email:

[scholarship@bellanina.com](mailto:scholarship@bellanina.com)

Please put "SCHOLARSHIP ENTRY" in the subject line.

BELLANINA® INSTITUTE FACELIFT MASSAGE INSTRUCTOR QUESTIONNAIRE

Date \_\_\_\_\_

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: Work \_\_\_\_\_ Home \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Bellanina® Facelift Massage Seminar Date/Teacher

\_\_\_\_\_

OR

Bellanina® Facelift Massage HOME STUDY Date \_\_\_\_\_

BELLANINA® INSTITUTE FACELIFT MESSAGE INSTRUCTOR QUESTIONNAIRE

*Please type your answers on a separate sheet of paper. Please put your name and contact information on each page.*

1. What massage and/or esthetic licenses do you hold? For how long? Do you enjoy your work? What about it specifically? How long have you performed Bellanina Institute treatments? Which ones?
2. Describe your business as completely and concisely as you can. Where do you practice? Are you in a large city or small town? Are you the owner of a massage/spa business, a solo therapist or employee?
3. Are you satisfied with the level of income you have been making? What level of income would you like to achieve through massage/esthetics and teaching, and how will you achieve that goal? What percent of your overall business do you expect the Bellanina Institute classes to provide?
4. Do you have enough financial backing to get you started as you purchase marketing, supplies, rent space for class, etc.?
5. What special skills do you have that will make you a successful teacher? What experience do you have speaking before groups? Facilitating adult learning? Teaching from a syllabus? What other job or career experiences have you had that might prepare you to become a Bellanina instructor?
6. What business support systems do you have in place? How will you keep student records? How will you prepare classroom materials for each class? What software systems do you know and work with regularly? Do you have a regular office space in addition to your massage/esthetics treatment room?
7. Have you purchased products (other than your original kit) from Bellanina Institute? If so, how often? What system for product inventory management have you used?
8. How often will you hold classes? Where will you hold classes? Do you have space for both classroom work and practice sessions?
9. How will you attract students? Have you ever purchased marketing services from a magazine, newspaper or website? Do you know the costs of regional and national marketing?
10. What is it about becoming a teacher for Bellanina Institute that is attractive to you?