



CENTER FOR TRUE HEALTH

About Deborah Flanagan

Author of *Building a Powerful Practice*, Deborah Flanagan established the Center for True Health in NYC in 2008 and has since guided thousands of people through major life changes, helping them find true health and balance using Reiki, hypnosis, and reflexology.

Her unique approach has been featured on *The Dr. Oz Show* and in *O, the Oprah Magazine*; she also teaches Reiki and sees patients at NYU Langone Medical Center, and previously at Beth Israel Medical Center. She is a certified hypnotist through the National Guild of Hypnotists, and is a certified reflexologist through the American Reflexology Certification Board and a member of the Reflexology Association of America and the New York State Reflexology Association. Deborah completed a 600-hour Reiki training through the New York Open Center, and is a registered practitioner and teacher of the Shibumi International Reiki Association, which reflects her emphasis on the traditional Japanese roots of the system of Reiki. She continues to study with Frans Stiene at the International House of Reiki, and practices Reiki meditation and self-care daily.

Prior to embarking on her wellness career, Deborah garnered more than fifteen years of leadership experience in the nonprofit sector as the director of development for distinguished arts organizations including the Paul Taylor Dance Company, the American Symphony Orchestra League, and the Academy of American Poets. An award-winning poet and the author of *Or, Gone* (Tupelo Press, 2015), Deborah's work has been published in *AGNI*, *The Gettysburg Review*, *Ploughshares*, *FIELD*, and *The Southern Review*. She is also a former professional ballet dancer, having toured with Southern Ballet Theatre and taught ballet to at-risk children. Her poetry and dance background enables her to bring to her wellness practice an intimate knowledge of the language and silence of the body, and she thinks of her current work as a union of matter and spirit.

To learn more about Deborah's work, go to www.centertruehealth.com where you can sign up for her monthly newsletter and get tips to find more balance in your life.

Synopsis for Building a Powerful Practice: Successful Strategies for Your Wellness Business

2-line Summary:

Building a Powerful Practice is the only book practitioners need to start or build a successful wellness business.

Short Synopsis:

Building a Powerful Practice offers a blueprint for practitioners just starting out with their wellness business, as well as guidance for more seasoned practitioners who want to enhance and build their client base and need additional business tools to help them make a living with their passion.

Medium Synopsis:

The process of creating and building a wellness business can be baffling, and is rarely covered in training courses. In *Building a Powerful Practice*, Deborah Flanagan shares insights gleaned from her own experiences as she built her practice from the ground up, plus advice from other accomplished practitioners and teachers. This wise and accessible guide shows practitioners how to make a career transition, find clients in person and online, market to their ideal client base (even for those practitioners that think they don't like marketing), handle the financial aspects of their practice, build confidence, and avoid burnout.

Long Synopsis:

Wellness practitioners often finish their training ready to start a business of their own, and then think: Now what? The process of creating or building a business can be baffling, and is rarely covered in training courses. In this wise and accessible guide, Deborah Flanagan shares insights gleaned from her own experiences as she built her practice from the ground up, plus advice from other accomplished practitioners and teachers. *Building a Powerful Practice* is the only book practitioners need to start and build a successful wellness business.

Flanagan offers practitioners real-world advice, including how to find clients in person and online, how to market to their ideal client base (even for those practitioners that think they don't like marketing), and how to put together creative packages and promotions. She also offers recommendations regarding how many hours per week practitioners should work to avoid burnout, as well as how to deal with potential client challenges and build confidence as a practitioner. Flanagan also addresses strategies for making a smooth career transition and finding office space, tools, and professional services that can grow with a practice.

The book also addresses the behind-the-scenes components of running a business, such as creating a home office and handling administrative and financial tasks. A free online Business Starter Kit offers practical and easy-to-use templates practitioners can follow to manage client data, build an electronic mailing list, and keep track of income and expenses.

Building a Powerful Practice offers a blueprint for practitioners just starting out with their wellness business, as well as guidance for more seasoned practitioners who want to enhance and build their client base and need additional business tools to help them make a living with their passion.

Praise for *Building a Powerful Practice*:

“With simplicity, candor, warmth, humor, tremendous knowledge and experience, Deborah Flanagan shares countless insights, as well as those of her colleagues, to provide a solid and accessible framework that any new practitioner can follow to create their wellness business.”

–Barbara Becker, Reiki practitioner, Jersey City/NYC

“This gem of a book contains a plethora of relevant advice, practical actions and lessons learned to help you establish your successful wellness business in the best way possible for you.”

–Nicola Wardhaugh, reflexologist, Singers Lane Reflexology, singerslanereflexology.com, Dumfries, Scotland

“Deborah Flanagan’s warmth and knowledge come through in each chapter, and her experience helps demystify the process of where and how to begin.”

–Beth Tascione, Yoga Teacher & Reiki Master, Yoga Bliss, Northampton, MA

“Like author Deborah Flanagan herself, this book is down-to-earth, practical, and clear while still being compassionate, heart-centered, and light. Deborah tells it like it is without preaching a one-size-fits-all approach. She offers a series of questions for practitioners to ask themselves about various aspects of the business side of wellness work, while emphasizing the natural evolution of any solo practice. In this book, ‘business’ isn’t a dirty word; it is both love- and brain-connected. This outlook is sorely needed in the wellness world. I look forward to recommending it to my students.”

–Alice Risemberg, Reiki Teacher, Reiki Pulse Roseville, ReikiPulse.com, Roseville, CA

5 Business Tips for Wellness Practitioners

Wellness practitioners often finish their training ready to start a business of their own, and then think: Now what? The process of creating and building a wellness business can be baffling, and is rarely covered in training courses. Deborah Flanagan, author of *Building a Powerful Practice*, shares five top business tips based on her own experiences as she built her practice from the ground up.

1. Don't quit your day job.

It takes time to build a strong client base with enough clients to sustain a full-time wellness practice.

2. Specialize.

Figure out the kinds of issues and challenges you especially enjoy working with, and focus on those clients.

3. Get organized.

Maintaining order in the administrative and financial aspects of your business will enable you to focus on helping clients.

4. Experiment & be open.

Building a successful wellness practice is hard work, and there will be ups and downs along the way. Be in an open mindset as you experiment with different ways of running your business and finding new clients.

5. Take good care of yourself.

To avoid burnout, schedule wellness sessions for yourself on a regular basis. (Hint: this will also help you become a better practitioner!)

“As a wellness practitioner, you have an amazing opportunity to help people who really need it. Yet so many practitioners struggle to make a living doing the work they love. Handling the business components of your wellness practice effectively will best enable you to do this work with ease,” says Deborah Flanagan. You can order *Building a Powerful Practice* on Amazon: <http://tinyurl.com/njuwkmj>

Book Details and Purchase Information

Building a Powerful Practice: Successful Strategies for Your Wellness Business

By: Deborah Flanagan

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Expert Business Advice for Wellness Practitioners

New book offers wisdom and inspiration for starting and building a successful career in the healing arts

New York, NY, December 1, 2015—Wellness practitioners often finish their training ready to start a business of their own, and then think: Now what? The process of creating and building a business can be baffling, and is rarely covered in training courses. *Building a Powerful Practice: Successful Strategies for Your Wellness Business* (2015, ISBN: 978-0-9967433-0-3, \$14.99, Amazon <http://tinyurl.com/njuwkmj>) offers a blueprint for practitioners just starting out, as well as guidance for more seasoned practitioners who want to enhance their client base and need additional business tools to help them make a living with their passion.

“As a wellness practitioner, you have an amazing opportunity to help people who really need it. Yet so many practitioners struggle to make a living doing the work they love. Handling the business components of your wellness practice effectively will best enable you to do this work with ease,” says Deborah Flanagan, author of *Building a Powerful Practice*.

Flanagan offers practitioners real-world advice, including how to find clients in person and online, how to market to their ideal client base (even for those practitioners that think they don’t like marketing), and how to put together creative packages and promotions. She also makes recommendations on avoiding burnout, dealing with potential client challenges, and building confidence as a practitioner. Flanagan advises on how to make a smooth career transition and find office space, tools, and professional services that can grow with a practice.

The book also addresses the behind-the-scenes components of running a business, such as creating a home office and handling administrative and financial tasks. A free online Business Starter Kit offers practical and easy-to-use templates practitioners can follow to manage their clients, build an electronic mailing list, and keep track of income and expenses.

Flanagan shares five tips for wellness practitioners to create a successful business:

1. Don’t quit your day job.

“The most important piece of advice I can give you about making a career transition to a healing arts practice is this: Don’t give up your day job!” warns Flanagan. It takes time to build a strong client base with enough clients to sustain a full-time wellness practice.

2. Specialize.

Figure out the kinds of client issues and challenges you especially enjoy working with. This will set you apart in your field and help the right people find you.

3. Get organized.

“Develop a system for keeping track of client information, income and expenses, and tax payments,” recommends Flanagan. “Maintaining order in the administrative and financial aspects of your business will enable you to focus on helping clients.”

4. Experiment & be open.

Building a successful wellness practice is hard work, and there will be ups and downs along the way. Be in an open mindset as you experiment with different ways of running your business and finding new clients.

5. Take good care of yourself.

To avoid burnout, schedule wellness sessions for yourself on a regular basis. (Hint: this will also help you become a better practitioner, as you learn about the work you do from the inside out and address your own physical/emotional challenges.)

Read a free sample chapter and order the book at Amazon <http://tinyurl.com/njuwkmj>.

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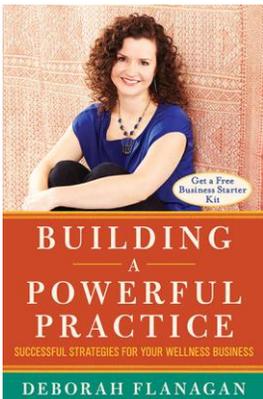
About the Author:



Deborah Flanagan established the Center for True Health in New York City in 2008, and has since guided thousands of people through major life changes, helping them find true health and balance using Reiki, hypnosis, and reflexology. Her unique approach has been featured on *The Dr. Oz Show* and in *O, the Oprah Magazine*; she also teaches Reiki and sees patients at NYU Langone Medical Center, and previously at Beth Israel Medical Center. As an award-winning poet and former ballet dancer, Deborah brings to her wellness practice an intimate knowledge of the language and silence of the body, and she thinks of her work as a union of matter and spirit.

To learn more about Deborah's work, go to www.centertruehealth.com, where you can sign up for her monthly newsletter and get tips to find more balance in your life.

About the Book:



Building a Powerful Practice (2015, ISBN: 978-0-9967433-0-3, \$14.99) by Deborah Flanagan is available on Amazon.com.

Review Copies and Media Interviews:

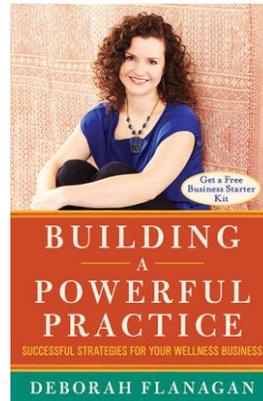
For a review copy of *Building a Powerful Practice: Successful Strategies for Your Wellness Business* or an interview with Deborah Flanagan, please contact her at deborah@centertruehealth.com or 646.326.1115. When requesting a review hard copy, please provide street address.

If you would like to receive this information as a Word document, please let us know.

Sample Chapter

Building a Powerful Practice: Successful Strategies for Your Wellness Business

By Deborah Flanagan



Chapter 6: Defining Your Niche

Before you can dig into the details of how to market your practice and build your client base, which I'll discuss shortly, you'll need to define your ideal client or niche market.

What do I mean by "niche market"? Niche marketing means focusing your marketing efforts on a small, but specific and well-defined segment of the population. In other words, what are the age range, gender, education level, income, background, and presenting issues of your ideal client?

I know it might seem counterintuitive to narrow your focus and get specific about the kinds of clients you want to work with. It's common to hear new practitioners say they want to see anyone and everyone who needs help (I remember thinking this, too.), but aiming too broadly actually defuses your ability to attract clients. Here's an analogy: would you go to a restaurant that serves Chinese, Greek, Italian, American, *and* Indian food? Or would you rather go to a restaurant that specializes in one of those?

I remember a story my first Reiki teacher, Margaret Ann Case, told me years ago about finding your niche. She gave the metaphor of a lighthouse shining in the dark. If the lighthouse is moving around, trying to shine brightly for every boat in the ocean, it's not as effective as if the lighthouse is fixed in one place close to shore for the nearby boats who really need the light to navigate near that particular shore.

Now, I'm not saying you can't ever see clients who fall outside your niche, or that you have to have it all figured out before you open your practice. But having some ideas about the kinds of people you'd like to work with will be helpful. For example, back when I was finishing my Reiki III (Reiki Master) training, one of the requirements for certification was to write a business plan. In this business plan I had to define my niche and my ideal client. I came up with some general demographics: I knew I liked working with young professional women aged twenty to thirty-five.

At first I was a little frustrated that I couldn't define my niche more specifically. But looking back, I don't know that I could have narrowed it down further without a process of experimentation in practice. With time, I realized that I really liked working with women dealing with a transition, whether it was a career, relationship, or health issue. These women were

ready to make a big change in their lives and do something different, because what they'd been doing wasn't working for them anymore. I wouldn't have been able to know that I liked helping these kind of clients until I worked with enough kinds of people to realize it.

I think if in the beginning you have a general sense of your ideal client, that's a good starting point. And if you're more clear, all the better. Sometimes new practitioners already know exactly what kinds of clients they want to work with, and that's wonderful. For example, I have a colleague who dealt with severe pain in her reproductive system. As a result, she is inspired to help others who are dealing with chronic pain. Similarly, based on your own background, you can bring to the table certain qualities you've learned, or problems you've dealt with or overcome, that you'd like to help other people with—a specific health issue, phobia, or life challenge, for example.

I know another practitioner who comes from the finance sector and really enjoys working with people in this field. He knows firsthand what it feels like to be super-stressed and burned out, looking for something more fulfilling in life. Another colleague is a lawyer, and she focuses her hypnosis practice on helping new lawyers build their confidence in the courtroom. Another practitioner comes from the theater world, and focuses her Reiki practice working with performing artists. These are some examples to give you a range of ideas as you determine your niche. If you have hobbies, expertise, or a certain background or passion for something, this is a great place to start. But it's also okay to simply be as specific as you can, and then let your practice evolve over time like mine did.

Don't be too hard on yourself if you don't know your niche right off the bat, or if your initial ideas about what you want turn out to be misguided. I experimented with different niches early on. I thought maybe I would work with people who have migraines and headaches because of the neurologist I was going to work with. By chance I had a lot of fertility clients, so I thought about specializing in that, and at some point I thought the same thing about clients with digestive issues. Over time I realized that for me, seeing people with the exact same issue over and over was burning me out a little. I like variety. I still see clients for fertility issues, but it's not the bulk of my practice, and I think this balance works better for everyone concerned.

NLP and hypnosis teachers and practitioners Sarah and Shawn Carson told me about the importance of finding a niche:

“One of the quickest ways to building a practice is to choose a niche. Niche is important because it establishes you as the authority in your community. When people have your niche problem, they will automatically think of you. And of course you will still get lots of other clients too because when you are the expert in one area, people will believe you are also skilled in other areas.”

Pamela Herrick, who, as I mentioned, lives in a small, rural community, thinks of niche differently: “For my practice, the key to success has been to specialize. I am the only full-time Thai massage therapist within a thirty-minute drive.” She's specializing in the kind of bodywork that she does. Similar to Pamela's experience, as my practice has evolved, I've begun to combine Reiki, reflexology, and hypnosis in the same session, and this is another way I define my niche, further differentiating me from other practitioners.

Is it better to offer more?

New practitioners often ask me if I see clients more for Reiki, hypnosis, or reflexology and if it's better to add more modalities to their practice.

I've seen practitioners who include a laundry list of techniques and modalities on their business card. Don't get me wrong: I think continuing education is vital, and I love taking new classes and learning new techniques and models of healing—but I'm not planning on adding more to my practice. I like variety, and I like having different tools I can use depending on the client and the issue that they're seeking to treat. But I also think it's really important to be thoroughly trained and knowledgeable about what you do, rather than diluting your practice

with too many different things. If you're just starting out as a new practitioner, stick with one modality and become really proficient at it. Then, if you're truly interested in learning something else, study it for a while and see if you want to add it into your practice.

Sometimes people want to race through getting all these different modalities under their belt, or they love taking classes, but never get started with their practice as they keep waiting and focusing on accruing more knowledge. Remember that taking a weekend class in something doesn't make you an expert. It can also be confusing to your clients, because then they have to pick from among the laundry list of services you offer. Moreover, from a marketing perspective, it's easier to specialize in one modality—it's easier to explain, and it's more focused. It's a mouthful for me to say the three things I do, and that's definitely a drawback. Keep it simple as you get really good at what you do, and then expand from there if you feel called to do so.

Worries about competition

Sometimes new practitioners (and seasoned practitioners as well) worry about competition from others. The more you define your niche, the less competition you'll feel. When you're working with clients who are the perfect fit for your skills—your expertise, the things you're passionate and knowledgeable about, your life experiences—you'll do your best work. There's no way another practitioner can replicate your style, and people pick up on this authenticity, so that in the long run you'll attract the clients who need what you uniquely offer.

I like to remind myself that my ideal clients will find me if I stay true to myself, do my best, and continue with my personal practice (which for me is my meditation practice, taught within the system of Reiki).

Another Reiki practice opened very near Frans Stiene's office and school in Australia, but it didn't bother him. In fact, he thought it was a good thing:

"In essence, when we see someone as our competition, then this is based on our own insecurity. When we know as practitioners or teachers that we are doing the best that we can, 110 percent, then we have no fear of anybody teaching in our area, or neighborhood.

"This is also based on our own faith in what we do, faith within our practice and in what we teach. This faith is not established straight away; we need to work on this through our own personal practice [within the system of Reiki, or whatever meditation practice you have]. Through doing the meditations, we start to gain faith in the teachings and in what we do. This faith in turn gives us a solid foundation so that we do not see other practitioners or teachers as competitors."

Here's how Thai massage therapist and coach Pamela Herrick views competition living in a rural town:

"When I opened my private practice here in the Hudson Valley, a dear friend of mine and an experienced massage therapist said to me, 'Honey, sadly there is no end of pain in the world.' She helped me to see my practice and the community I work in as a glass half full.

"She told me to get treatment with every therapist in town, to see them as my colleagues, and to recognize that we are not in competition. The truth is, there is more need in any community than we could ever hope to meet."

Homework: Define Your Niche

- What kinds of clients do you want to work with?
- What interests and personal experiences do you have that might inform your niche?

Building a Powerful Practice offers additional business tips and advice and serves as a blueprint for practitioners just starting out with their wellness business, as well as guidance for more seasoned practitioners who want to enhance and build their client base and need additional business tools to help them make a living with their passion. *Available on Amazon*

<http://tinyurl.com/njuwkmj> For a free Online Business Starter Kit go to

<http://www.centertruehealth.com/business-starter-kit>

Sample Interview Questions for Deborah Flanagan

1. Why did you write *Building a Powerful Practice*?

I wrote this book to help practitioners start or build their successful wellness business. Over the past several years, so many new practitioners have asked me to meet for coffee to “pick my brain” because their various trainings didn’t prepare them for the business side of starting a practice. This book is the product of those coffee dates, but is more comprehensive (with less caffeine!). I had to figure out the nuts and bolts of starting a business from scratch and I want to share what I learned to make it easier for new practitioners.

2. In the book, you say you don’t offer a sliding scale or pay-as-you-wish. Why not?

I don’t offer a sliding scale or pay-what-you-wish services. I think it’s kind of a cop-out, because it’s making your client take on the burden of telling you what you’re worth, and that puts a weird energetic layer on the relationship. It’s also not taking ownership of your needs. Consider it this way: if you’re not in a financially stable position with your practice, how can you possibly offer pay-what-you-wish sessions? Each person will need to make this decision for themselves, but I think it’s essential to remember that you need to be able to take care of yourself and your financial needs to better be able to take care of others. At this stage in my practice I do volunteer work as a way of giving back, but I wasn’t able to do that when I was first getting my business up and running.

3. What's the most important thing readers will learn from *Building a Powerful Practice*?

The book offers a blueprint you can use if you’re just starting out with your wellness business, or if you want to enhance and build your client base, or if you need additional business tools to help you make a viable living with this work.

Specifically, I give you real-world advice to find clients in person and online, market to your ideal client base (even if you think you don’t like marketing), and offer creative packages and promotions. I’ll give you recommendations on how many hours you should work a week to avoid burnout, as well as how to deal with potential client challenges and build your confidence as a practitioner. I show you how to make a smooth career transition and find the right office space that can grow with your practice.

The book also gives you how-to advice to deal with the behind-the-scenes components of running a business such as creating a home office and handling the administrative and financial aspects of a wellness practice. A free online Business Starter Kit offers practical and easy-to-use templates you can use right away to manage your clients, build an electronic mailing list, and keep track of income and expenses.

Basically, I want to make it as easy as possible for you to get your wellness business up and running!

4. People listening to this often struggle with burn out. What's your best advice on how they can deal with that?

Figuring out ways to avoid getting burned out is a common concern among practitioners, and figuring out a schedule that works for you is key. When I had a full-time office job, the set workday of 9:30am to 6:30pm gave me a solid structure, even though I often worked longer hours. Having my own practice, my schedule is much more flexible, which is a huge plus, and something I really love about having my own business. But it’s much harder for me to end the work day, and I often work weekends and early mornings on administrative tasks and upcoming projects—this is a huge downside. I’m still working on finding balance between work time and downtime.

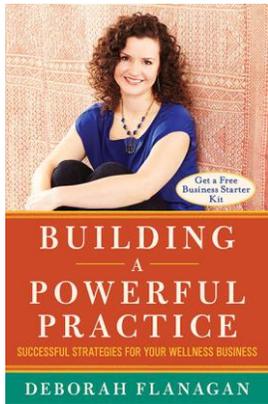
When you're first starting your practice, especially if you have a bridge job or some other kind of work to support yourself, it will take extra time to get your new business up and running. This is something to take into consideration as you're getting started. As you figure out a schedule that works for you, consider having a set time when you "turn off"—for example, maybe you don't do work in the hour before bed, or maybe Sundays are reserved for downtime. Figure out when you work best. For example, I prefer doing administrative work and writing in the mornings, and like seeing clients later in the day. Find time to play or relax: some people find it helpful to schedule in their downtime on their calendar as if it's a real appointment.

6. When do you write? Is it easier to write in the morning or at night?

I prefer writing in the morning, though to be honest, this book was written whatever time of day I could squeeze it in!

7. Where can we buy the book?

You can get the book on Amazon.



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By: Deborah Flanagan

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Advanced Praise for Building a Powerful Practice

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“In this book, ‘business’ isn’t a dirty word; it is both love- and brain-connected. This outlook is sorely needed in the wellness world. I look forward to recommending it to my students.”

–Alice Risemberg, Reiki Teacher, Reiki Pulse Roseville, ReikiPulse.com, Roseville, CA





Get a Free
Business Starter
Kit

BUILDING
— A —
**POWERFUL
PRACTICE**

SUCCESSFUL STRATEGIES FOR YOUR WELLNESS BUSINESS

DEBORAH FLANAGAN