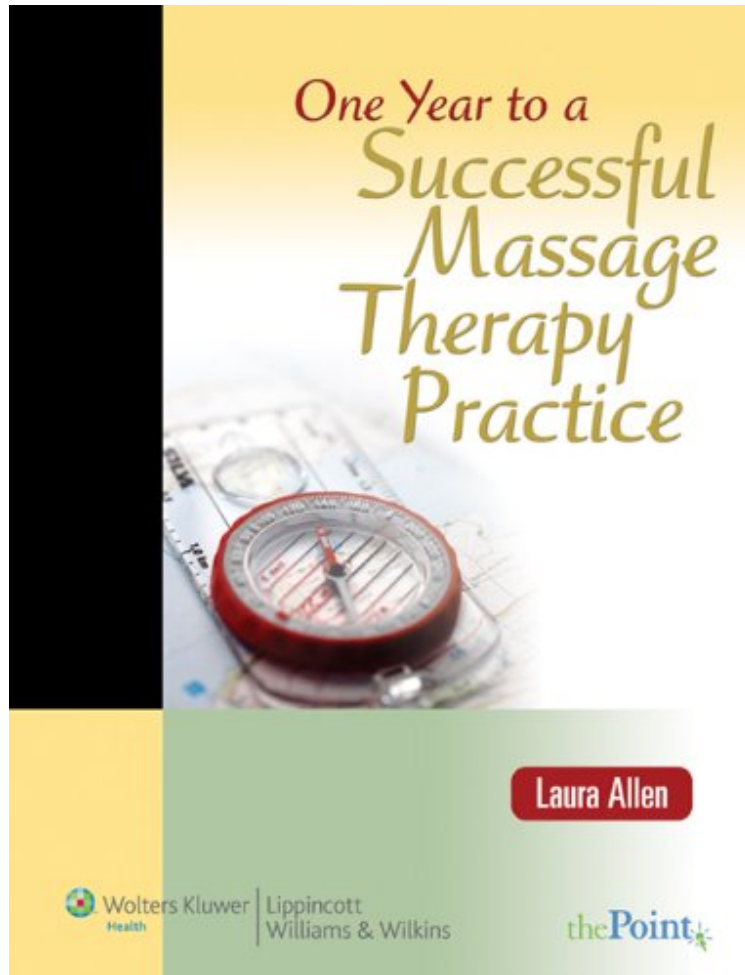


[FREE] One Year to a Successful Massage Therapy Practice (LWW In Touch Series)

One Year to a Successful Massage Therapy Practice (LWW In Touch Series)

Laura Allen

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Laura Allen : One Year to a Successful Massage Therapy Practice (LWW In Touch Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised One Year to a Successful Massage Therapy Practice (LWW In Touch Series):

4 of 4 people found the following review helpful. Buy a different book if you want to succeed in 2016. By F. Sch This book is outdated. It has a few helpful tidbits that can be applied in 2016 but overall this book should be retired. I found a few things to be surprising in this book, including the use of the words "crack babies". I don't think this book is a good investment. Look for something more current. 1 of 1 people found the following review helpful. My expectations were far too high for this book. By mlfecourt It focuses too much on print media as a way to advertise, not feasible in my area (more urban than Laura Allen's). Room for improvement in discussing *all* ways to advertise. Definitely focuses only on marketing, and will *not* help you write a full business plan, make legal decisions about your

business entity, etc. Doesn't help you "revitalize" your existing business, again focuses only on marketing. Doesn't discuss pros/cons of different types of marketing, just *describes* different types. Talks a little bit about making good decisions about location, budgeting, etc, but that's only a few chapters, not the focus of the whole book. I did expect more out of this book, as it was recommended whole-heartedly by the staff at my massage school. But if you have the correct expectations, I'll bet this book would be way more useful. 13 of 13 people found the following review helpful. Great resource for anyone who wants more: business, clients, money
By SB Strohmeier
I've been a massage therapist for more than 6 years, and plan on many more. I've owned a business and been an employee. My career path has seen me in a salon, a medical clinic, doing mobile massage and working for myself. This book has excellent suggestions for ALL of those situations. Laura has great ideas and suggestions that work for anyone on a budget or anyone looking to increase the bottom line. She is a massage therapist in a small town and has built her own business using these same marketing strategies - and they are realistic. When building a business or a clientele, usually there is more time than money, and this book works within that parameter. You just have to be willing to try new things. I wish this book had been required reading (and planning) when I was in massage school. Unfortunately, business classes seem to be missing key strategies; this book fills in those gaps. Kudos to the author for such a comprehensive, well-written handbook. I will be referring to this one for years to come.

One Year to a Successful Massage Therapy Practice is designed for all massage practitioners, whether they are beginning their business or need to revitalize it. This new text utilizes no-cost and low-cost marketing methods in a week-to-week planning format. Sample letters are included where appropriate. Readers are encouraged to be proactive in their business and perform the activities set forth in each chapter, then journal their results. At the end of one year, the practitioner will have a documented, successful business plan.