



Success from the Start Business Principles for Massage Therapists (DavisPlus)

Debra Koerner

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Rely on Success from the Start for the inspiration and practical business guidance you need to enjoy a long and rewarding career in massage therapy. Business naiveté is one of the primary reasons massage therapists leave the profession. The author has written this text to provide you with the business skills you need to envision and then launch a successful career. Set yourself on your path to success—right from the start. Whether you choose to be an employee, independent contractor, or business owner, this practical text will guide you every step of the way! Exercises and worksheets throughout will help you explore and better understand your intentions as a therapist. After crafting a vision and defining your personal success, you'll establish the business and financial foundation you need to meet your goals. From professionalism and business ethics, to money matters, business planning, and marketing techniques, you'll find all of the depth and detail you need—more than in most business texts. What's more, this is the only book that defines a systematic approach to creating a flawless client experience. Positive massage experiences lead to client loyalty which, in turn, generates the referrals and word-of-mouth buzz crucial to maintaining and growing your practice. The author walks you through all the important steps to follow when interacting with your clients.

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