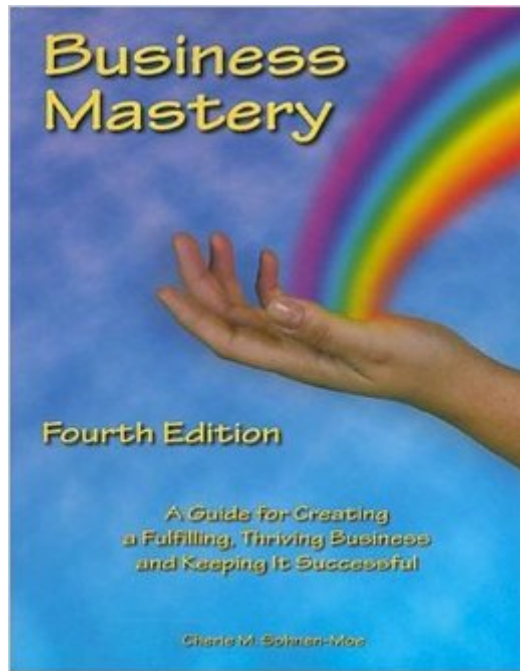


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# Business Mastery: A Guide For Creating A Fulfilling, Thriving Business And Keeping It Successful



## Synopsis

This best-selling business manual for wellness practitioners covers the major aspects of building and maintaining a successful practice. The all-new Fourth Edition is completely updated and includes information about how to effectively negotiate, keep up with the latest research, deal with difficult clients, increase career longevity, and attract first clients. Practical tools and tips teach how to market skills, work smarter, develop alliances through networking, fine-tune communication skills, and increase profits. This text is perfect for both practicing body workers and students as the road map that helps navigate the way to a highly successful and enjoyable career.

## Book Information

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## Customer Reviews

Note: I am editing this review after it was pointed out that I may have been a bit harsh, but that doesn't change my opinion that the book is very outdated. This book is geared towards people who have never been in the workforce or have been out of the workforce a very, very long time, and have virtually no computer skills. "Business Mastery" is a misnomer because the information presented here is very basic and much of it is outdated. I would not have read this had it not been required reading for a business skills class that was part of my nutrition certification. For a book that was supposedly last updated in 2008, it's still very outdated. Even if her readership is somewhat low-tech, I think the author does her readers a disservice by not emphasizing the role of technology in running a business in today's climate. She references technology that no longer exists, like computer "disks" and pagers, and debates the merits of answering machines vs. voice mail. All of the self-employed massage therapists, aestheticians, and hairdressers, etc., that I know have some

sort of website and social media presence. Your customers are going to expect to be able to communicate with you and possibly even book appointments through these channels. Advising readers to keep track of customer analytics on hand-written spreadsheets is not only antiquated advice, it could be detrimental to those who actually plan to track their marketing efforts and grow their business. If you are just getting started in the business world, this book may help you learn some of the basics, but I would not expect to "master" any business skills after reading this. And please, please, please, if you intend to become self-employed, plan on learning the tools that will allow you to have an online presence and take advantage of the technology available today.

In all fairness, I perused this over two years ago as it was required purchasing for a massage school (which I then did not attend). As I had to 'do' this 'business' 16+ years ago, it seemed very basic to me. HOWEVER, if a young 20s-30s person fresh out of massage school - or still in it - this or another book like it is essential. The basics are covered - insurance, tax set-up, write-offs, professional work space. And, read further for a double review !6 STAR REVIEW --- NOT TO BE MISSED book is "THE PSYCHOLOGY OF THE BODY" - every therapist (psycho or massage or healer) needs this in their library and more than that READ IT. It gives 'enough' definition of mental illness symptoms-categories to alert a practitioner OF WHAT MIGHT OCCUR - and provides lots of 'food for thought' on how to handle situations, i.e., attachments, making promises, anxiety, under a MDs or psychiatric/mental health professional care). It speaks of boundaries, mental and psychological issues/boundaries - and how all these [often] [buried traumas] conditions are OR could OR may be experienced through touch (or perhaps even energy work). It is really important reading, esp for those not trained in psychotherapy or some counseling training. This will give your sister or brother or daughter or son - or spouse - or friend - a lot to think about before starting a practice. It should be required reading for all massage practitioners/therapists.

I highly recommend this book for anyone starting out in running and/or managing a Holistic Health and/or massage practice. This will literally become your Bible that you refer to for almost everything you will need to know. Written in a workbook format in simple language. I whole heartily recommend this book. (Worth paying full price for, in case you were wondering!)

This was a required textbook for my Massage Therapy Business and Law class. The information seemed very remedial. This I was looking forward to gaining information on how to run my own business, I have to say I was very disappointed with this book.

I'd like to point out that the majority of massage therapists entering this profession (I'm a 15 year veteran, instructor, massage business consultant) are 2nd career, empty nesting, low tech females. The simplicity of this book is crucial in forming the basics of the business half of what they will be doing. "Obviously" the level of tech they are comfortable with is the level they will go with. I don't even have to ask my students/clients to over-look this, because they're usually mild-mannered individuals who already know how to "spit out the bones" in life. The authors simple to use templates for business bring everything back to basics as to remove the intimidation of starting your own business. This was the authors intent and she is very much in-touch with her audience. I would hate for any massage therapy student to read the negative comments and think this is a bad book. Massage Students will reference this well researched, comprehensive, and yes, low-tech book over and over again throughout their careers. This book is used in massage schools all over the nation and the author is highly sought after as a speaker because she connects to her specific audience perfectly. If this book's editions evolved into a normal-today's-tech version, then it would only speak to a really small portion of our industry; thus become extinct. Who has stepped up to the plate to fill that gap? I can tell you, no one. I would encourage you to visit the authors page here: <http://www.businessmastery.us> and see how much free help she offers to new therapists and how much of her heart she pours into what she does. I have found loads of high-tech resources through her blog. Its just nice to take baby-steps, especially when you are making major changes in life...becoming a therapist is tough enough.

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