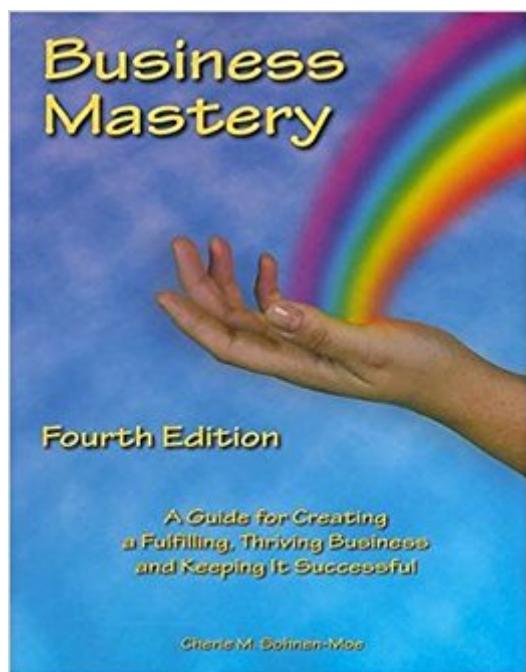


The book was found

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

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.

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.

Bought this book as it was a required textbook for a class I was taking called "business and ethics". As much as it may be trying to be an easy read with easy navigation or fun facts, it comes across like a coloring book. Or a kids book. Like business and ethics for 10-cent lemonade stands.

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!)

If you can, flip through this at a local bookstore first. It's badly written and really elementary.

The book was nearly perfect and was listed as above average. I got an excellent deal and would recommend this seller's materials if this purchase was any indication of the accuracy of their assessment. Very very pleased.

too fluffy of a book to be taken seriously. Ordered it because I was told we had to have it for class.

Perfect! Fast Shipping! ^_^

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