

Marketing Massage

From First Job to Dream Practice

2nd Edition



Monica Roseberry

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Marketing Massage: From First Job to Dream Practice



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A practical, step-by-step instruction to success for massage therapists and bodyworkers, Advertising Massage distills info drawn from hundreds of interviews with massage college owners, teachers, employers, practitioners, students, and the general public that addresses the marketing needs of just about any kind of massage practitioner, from first-time work seeker to experienced therapist. From the fundamentals of professionalism and important marketing tools to advanced marketing projects geared toward a select clientele, Advertising Massage provides the knowledge necessary to begin and maintain an effective career in therapeutic massage and bodywork. For professionals starting or growing an exclusive practice or business, this reserve offers a wealth of information, like the fundamental attributes, abilities, and tools necessary to attract get and keep clients.



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Very useful and Supporting in Getting started in LMT We purchased two marketing books for massage therapy and this is definitely the more helpful one. In the publication, she shares her understanding for sustaining a successful massage therapy career. However, I'd love to see an up to date version which has current marketing issues in it (like websites, social networking, etc. Very inspiring! its ok! organic food, yoga, self massage, prayer, meditation, and other things that you can carry out to remain healthy. The emphasis of the reserve is on do-it-yourself and positive considering. There are many aspects of business management and advertising which are exclusive to the LMT business. If you would like to learn how to make more money than previously buy this book. This book is actually helping me a lot! No, it isn't a miracle.). I got what I needed!? My business is definitely soaring now! She's opened my eyes to how my clients believe and what they really need. I can't say that since I've browse the book (one month ago) that I've got a surge in customers, but it's produced the clients I have more satisfied. Right now I look better, I work better, I cater better to my customers. They book more. They pay more. They refer more than ever before! If you the energy to accomplish more massage...If you've got the will to supply better, nicer, even more professional service to your clients...If you want to learn how exactly to advertize and pull people in constantly... It has also actually helped us in getting the business going and I must say i feel that we would not be as significantly along as we are in this LMT business if it hadn't been because of this reserve. I emailed her also to my surprise the very next day she known as me on the telephone! Blew my brain. In the publication Monica gives you her email address and phone number! How many authors would do that? I've seen advertising applications on the internet. El rip-off! I believe I paid like \$20 for this book. Now that is clearly a deal. Before I bought this book I was hoping that it was written by a genuine massage therapist and not simply another marketing person writing another marketing book for another profession that they know absolutely nothing about. Good, but outdated I really love going through this publication periodically for motivation for my business. You should know how to take proper care of yourself... Another publication we read continually emphasized the negatives, and was quite discouraging to learn. Healing work is not easy and that's why 95% of those that begin it drop out. Five Stars Very well written and readable, great advice "Marketing Massage: From Initial Job to Wish Practice", .5% purchase this book. Soon I'm going to move to a brand-new place and begin a new practice. This is an absolute must have resource for therapeutic massage professionals.? Yes, a little bit however now that I've examine this reserve I feel ten times well informed than before. I can do it and so can you. In the event that you read this publication and really do what it says to accomplish you will be method beyond many therapists which have years of practice under thier belt. No joke! Good luck and happy healing.Brett Rodgers LMT Loved it and couldn't put it down It's been the very best book on therapeutic massage marketing that I have read and much better than any massage marketing class that I've attended. I must say i couldn't place it down and spent all my down time reading. Most of the suggestions are in practice by many, I'm sure, but it's a few common sense guidance that she provides or possibly just a positive attitude towards our assistance oriented careers that has made a big difference for me. That is essential. And my head is definitely filled with new ideas. Relevant and Easy to Read This book has really helped me in my massage business. I'd extremely recommend it to all massage therapists or learners of massage. Worth it, and will inspire you. Five Stars As Expected Five Stars Excellent information. You need to be a really great person to have lots of clients. We'd also read many "begin your business" books, but found you should get one specific to massage therapy, or else it isn't very useful. Yeal If you want to end up being in the top ...

"Marketing Massage: From First Job to Dream Practice", by Monica Roseberry is written in a apparent and concise manner. For one thing, it gives terrific guidance on many creative and fruitful ways to jump begin your therapeutic massage business. Asheville, NC is said to be totally saturated with therapeutic massage therapists. Amazing Where may i even start praising this book? Am I worried? Not only is Monica Roseberry a very knowledgeable massage therapist but she also understands marketing inside and out! Ive been an LMT for 8 yrs, practicing with others and on my own. Anyone, at any stage in the overall game should browse, and Research this book. This will be needed text at massage institutions because it really allows you to identify your targets and plan practical ways of acheiving those goals. One thing we really liked aswell, is usually how supportive and inspiring Marketing Massage is. I was looking for some new ideas. basic stuff that people kind of know without understanding anything on the subject of marketing. I DO THINK it was well crafted for someone who is merely starting Great book! This book arrived in great condition so when they said I would receive it. The information within the book is extremely beneficial to my business. This book was worth the money I paid for it and some! I definitely got a great deal on this reserve and I'm very happy with my encounter when I bought it.



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