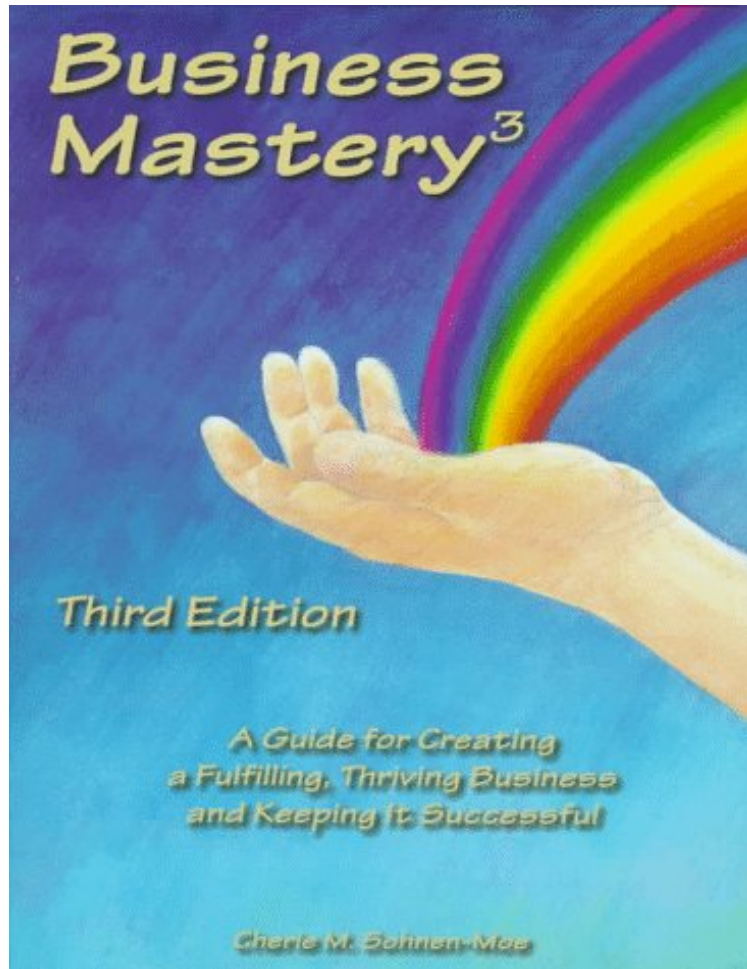


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## Business Mastery : A Guide for Creating a Fulfilling, Thriving Business and Keeping It Successful

*Cherie M. Sohnen-Moe, Cherie Sohnen-Moe*

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**Cherie M. Sohnen-Moe, Cherie Sohnen-Moe : Business Mastery : A Guide for Creating a Fulfilling, Thriving Business and Keeping It Successful** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Mastery : A Guide for Creating a Fulfilling, Thriving Business and Keeping It Successful:

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This best-selling business manual for massage therapists and body workers is now in its Third Edition. Fully updated and revised, the manual covers the major aspects of building and maintaining a successful practice. It introduces practical yet innovative methods to increase profits, develop a strong customer base, and enhance communications with clients. Topics include marketing, client retention, professionalism, referrals, business planning, insurance billing, ethics, and time-management, designing promotional material, networking and more. The book includes numerous charts and checklists, as well as reproducible business forms. Information on other helpful resources is provided along with contact information for major health care professional associations, business organizations and independent living resources.

Business Mastery is more than a book, it is an entire course that would benefit anyone planning/ running a business. -- Reflexology Digest, April, 1998 Business Mastery<sup>3</sup> is well written, informative and lively. Whether starting, evaluating or enhancing a practice, it's an ideal office companion. -- Somatics, Summer, 2000 Following the steps and principles in Business Mastery<sup>3</sup> gives readers insights and abilities to attain excellence and long-term careers. -- Massage Therapy Journal, Spring, 1999 Whatever the business, this book starts with your feet firmly planted in self-awareness and your dream drawn in detail. -- Massage Magazine, March/April, 1999 From the Publisher You can have an enjoyable, profitable fulfilling career without sacrificing your values. For the past decade, Business Mastery<sup>3</sup> has supported business owners in all realms to reach new levels of success. This book is written specifically for health care professionals. If you are a massage therapist, chiropractor, counselor, esthetician, social worker, acupuncturist, homeopath, Rolfing practitioner, nutritionist, naturopath, Reiki practitioner, psychiatrist, Polarity therapist, physician, aromatherapist, personal trainer, reflexologist, physical therapist, or a practitioner of any of the numerous allied health care professions, this book is for you! Business Mastery<sup>3</sup> is also endorsed by other business owners. Many people embrace the principles and holistic approach to life and business that is the foundation of this book. Tremendous shifts are occurring in the wellness industry and are reflected in this edition which is broader in scope than previous editions. The marketing chapter is greatly expanded, the practice management chapter has been split into several chapters; plus there are two new chapters: Conscious Business and Therapeutic Communications. We've added more than 200 new pages of material, including samples of ads, promotional materials, and contracts. In addition, the forms have been updated and the layout revamped. We hope you find this edition even more useful and fun to use. We were unable to include specific examples for each type of practice otherwise this book would have contained many thousands of pages. It's our hope that everyone can easily relate to the examples provided. Business Mastery<sup>3</sup> covers the major aspects of building and maintaining a successful practice. You may find that you only need to concentrate on certain sections of this book depending on your business experience and the degree of clarity you possess. Some of the topics may not be relevant to you now, and may become so in the future. These business skills are fundamental to your success whether you work for someone else or are self-employed. It's beyond the scope of this book to thoroughly educate you in all of these areas. Some skills are extremely difficult to illustrate in a book (such as the delivery components in public speaking). Other topics such as insurance reimbursement may require several books to cover procedures and codes. And scores of books can be found on communication skills. The intent here is to convey the fundamentals for business success and to familiarize you with the other principles and skills so that you can appropriately decide which areas you want or need to pursue. We welcome any comments you may have about the content, style or layout of this book. We will do our best to incorporate your suggestions in subsequent editions of Business Mastery<sup>3</sup> We wish you great happiness, health, prosperity, success and balance! From the Author No matter where you are in your career if you are willing to take a new look at your life and challenge some of your old thought patterns, you will find that reading this book from beginning to end is an incredibly valuable process. Business Mastery<sup>3</sup> has been designed to follow a pattern the chapters build upon each other. You may need to read a specific chapter and then go back to the beginning of the book. The major culmination of this book is the business plan. Please skim the book even though you may go directly to the business plan. The book filled with numerous exercises and soul-searching questions. One way to make reading it more manageable (and less overwhelming) is to allot a specific amount of time each day to work through the book. One of the first activities is to create a business journal using a three-ring binder so you can easily add information. Items to keep in this journal are your responses to the exercises, your business plan and samples of your marketing materials. Appendix A contains business forms you can copy for personal use. Appendix B contains valuable information on working with people with disabilities as well as a business organization directory, professional association registry and listings of IRS and SBA resources. This is not a book to read and put on a shelf. Business Mastery<sup>3</sup> is a handbook a resource tool for you to use regularly. It will help you create the success that you truly deserve!