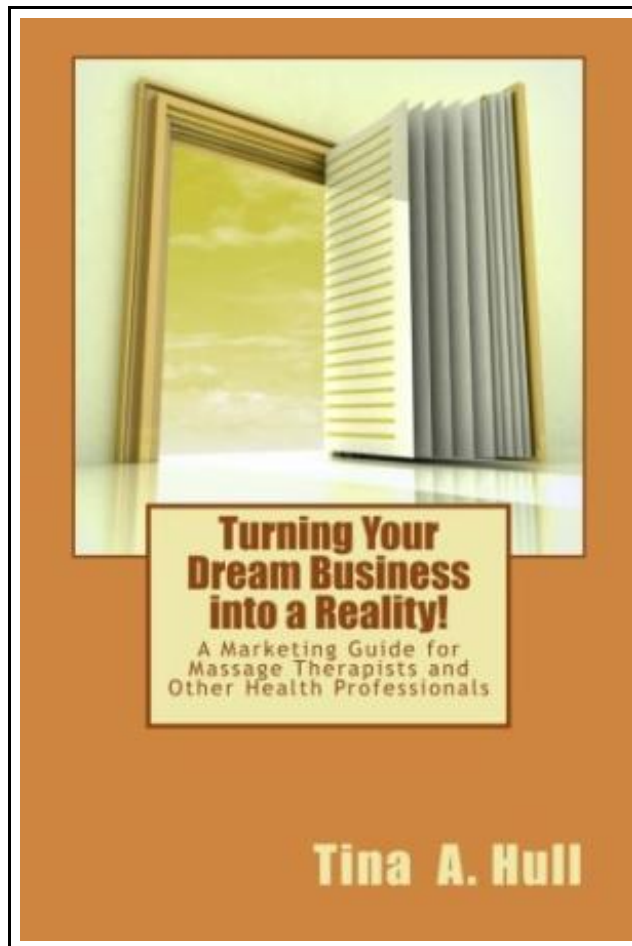


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Reviews




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(Mabel Corwin)*

TURNING YOUR DREAM BUSINESS INTO A REALITY!: A MARKETING GUIDE FOR MASSAGE THERAPISTS AND OTHER HEALTH PROFESSIONALS



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Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. I think it is an excellent guide, especially for new therapist. I love how you share your personal experiences through out the book it is a window into the making and building of a successful practice. Too often I ve seen other therapist give their secrets to building a successful practice, and they make it look so easy, but yours is practical and wonderful to read. I m now on page 101 and will let you know when I m done. again thanks for sharing! Shirley LMT Open your business doors and they will come! Right? Create a Facebook page and you will attract likes and have great interaction, right? Wrong! Most entrepreneurs, including myself, at one point, think this way. So what now? How do you bring clients in your door and get likes on your page? This marketing book guides you through the process of creating your dream business. My goal is to encourage graduating Massage Therapists, health professionals and those who are thinking of starting their own business the cold, hard truth about what it takes to start and run a business. I do not focus too much on the tactics like flyers, events or websites. This book focuses more on having a strategy and making a plan to start your business on a solid foundation. So hopefully you can learn from my mistakes and build and grow your business quickly. Marketing is just as important as your knowledge and skills, because without marketing no one will find you that is the reality. Once you have figured out who your ideal customer is, then you need to determine the marketing material to use to...

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