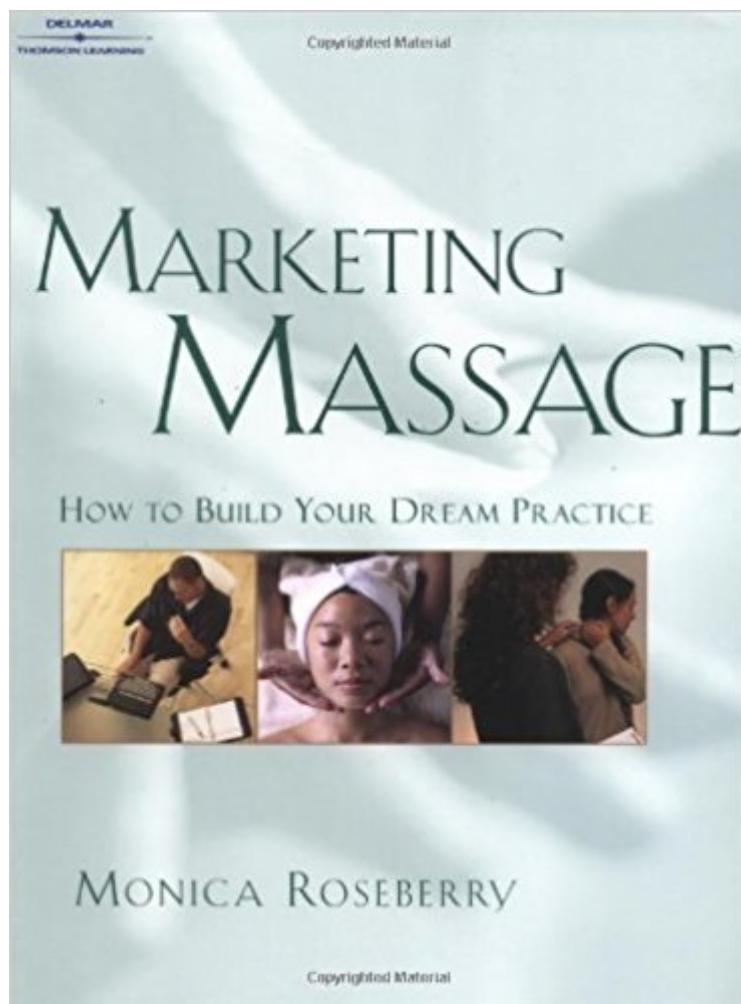


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# Marketing Massage: How To Build Your Dream Practice



## **Synopsis**

Marketing Massage is designed for massage and bodywork students enrolled in a professional certification program. It is also an excellent resource for students and practitioners interested in building their practices, as well as for massage and bodywork associations for training and member support.

## **Book Information**

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## **Customer Reviews**

Section I. MARKETING YOURSELF TO AN EMPLOYER. Chapter 1. Marketing Yourself With a Resume. Chapter 2. Marketing Yourself in an Interview. Section II. MARKETING TO BUILD YOUR DREAM PRACTICE BARE BONES ATTRIBUTES, SKILLS, AND TOOLS. Chapter 3. Marketing Attributes. Chapter 4. Skills at the Soul of Success. Chapter 5. The Only Marketing Tools You Really Need. Section III. MUSCLE MARKETING REACHING, REBOOKING, AND REFERRALS. Chapter 6. Reaching Skills. Chapter 7. Reaching Tools. Chapter 8. Rebooking Skills and Tools. Chapter 9. Referral Skills and Tools. Conclusion. Glossary. Resources. --This text refers to an out of print or unavailable edition of this title.

Monica Roseberry, MA, CMT, is a well-known speaker, educator, and international bestselling author, and has been a massage therapist in the San Francisco Bay Area since 1984. She has trained thousands of massage students and has lectured in Europe, Asia, and North America. Ms. Roseberry has written for numerous massage and spa journals, including *Massage Magazine*,

Massage Therapy Journal, and Pulse, the journal for the International Spa Association. Monica is also the primary massage author for The Body Shop, International. She has served as an Item Writer for the National Certification Exam for Therapeutic Massage and Bodywork, and as the National Supervisor of Elections for the American Massage Therapy Association. She holds a Master of Arts in Kinesiology, and lives in Walnut Creek, California.

Before I bought this book I was hoping that it was written by an actual massage therapist and not just another marketing person writing another marketing book for another profession that they know nothing about. Yea! I got what I wanted! Not only is Monica Roseberry a very knowledgeable massage therapist but she also knows marketing inside and out! My business is soaring now! She has opened my eyes to how my clients think and what they really need. This is key. Now I look better, I act better, I cater better to my clients. They book more. They pay more. They refer more than ever before! If you've got the energy to do more massage...If you've got the will to provide better, nicer, more professional service to your clients...If you want to learn how to advertise and draw people in like crazy... If you want to learn how to make more money than ever before buy this book. In the book Monica gives you her email address and phone number! Blew my mind. I emailed her and to my surprise the next day she called me on the phone! How many authors would do that? I've seen advertising programs on the internet. El rip-off! I think I paid like \$20 for this book. Now that's a deal. No, it's not a miracle. You have to be a really wonderful person to have lots of clients. You have to know how to take excellent care of yourself...organic food, yoga, self massage, prayer, meditation, and whatever else you can do to stay healthy. Healing work is not easy and that's why 95% of those that start it drop out. If you want to be in the top .5% buy this book. Pretty soon I'm going to move to a new place and start a new practice. Asheville, NC is said to be totally saturated with massage therapists. Am I worried? Yes, a bit but now that I've read this book I feel ten times more confident than before. I can do it and so can you. If you read this book and really do what it says to do you will be way beyond many therapists that have years of practice under their belt. No joke! Good luck and happy healing.Brett Rodgers LMT

My husband and I purchased two marketing books for massage therapy and this is definitely the more helpful one. For one thing, it gives terrific advice on many creative and fruitful ways to jump start your massage therapy business. We had also read several "start your business" books, but found you really need to get one specific to massage therapy, or else it's not very helpful. There are many aspects of business management and promotion which are unique to the LMT business. One

thing we really liked as well, is how supportive and inspiring Marketing Massage is. Another book we read continually emphasized the negatives, and was quite discouraging to read. The emphasis of this book is on do-it-yourself and positive thinking. Very inspiring! It has also really helped us in getting the business going and I really feel that we would not be as far along as we are in this LMT business if it hadn't been for this book.

It's been the best book on massage marketing that I have read and better than any massage marketing class that I have attended. I really couldn't put it down and spent all my down time reading. Most of the suggestions are in practice by many, I'm sure, but it's just some common sense advice that she gives or maybe just a positive attitude towards our service oriented careers that has made a big difference for me. I can't say that since I've read the book (one month ago) that I've had a surge in clients, but it's made the clients I have more satisfied. And my head is definitely filled with new ideas.

basic stuff that people kind of know without knowing anything about marketing.I was looking for some new ideas.I DO THINK it was well written for someone who is just starting

This book arrived in great condition and when they said I would receive it. The information contained in the book is very helpful to my business. This book was worth the money I paid for it and then some! I definitely got a great deal on this book and I'm very happy with my experience when I purchased it.

I really love going through this book periodically for inspiration for my business. However, I'd love to see an updated version that has current marketing issues in it (like websites, social networking, etc.).

Where can I even start on praising this book??? I've been an LMT for 8 yrs, practicing with others and on my own. Anyone, at any point in the game should read, and STUDY this book. Worth every penny, and will inspire you.

Excellent information.

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