

Business and Marketing Books

[Building Your Ideal Private Practice: A Guide for Therapists and Other Healing Professionals](#) by Lynn Grodzki ISBN: 0393703312; 1st edition (April 15, 2000) View sample pages online

This is written by a psychologist, but her principles apply to all healing therapies. She coaches you through many exercises to find out what kinds of clients you want to work with and what do you want in your practice. Great for any stage of building a practice.

[Business Mastery : A Guide for Creating a Fulfilling, Thriving Business and Keeping It Successful](#) by Cherie Sohnen-Moe ISBN: 0962126543; 3rd edition (January 1998) Read an excerpt online and see table of contents. A massage therapists guide to setting up business and creating the practice that you want. Includes sections on business planning, starting a business, therapeutic relationships, marketing, and financial planning. Great for any stage in building a practice. There is a workbook available along with other articles etc. at <http://www.sohnen-moe.com/>

[The Educated Heart: Professional Guidelines for Massage Therapists, Bodyworkers and Movement Teachers](#)

by Nina M. McIntosh ISBN: 096741220X; Reprint edition (November 1, 1999) Read an excerpt online and view table of contents. Finally a book that discusses boundaries, therapeutic relationships, and using supervision, peer groups and mentoring. I believe the future of the profession lies in forming a strong support network. Nina shares her learning experiences with clarity and insight.

[Endless Referrals: Network Your Everyday Contacts Into Sales, New & Updated Edition](#) by Bob Burg, Bob Berg

ISBN: 0070089973; 2nd edition (October 30, 1998) More of a sales book, but with many great ideas on how to increase your business.

[Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business](#) by Jay Conrad Levinson (Author)

ISBN: 0395906253; 3rd Rev&ex edition (October 21, 1998). All of the Guerrilla series by Levinson are filled with handy ideas to supplement your marketing plans.

[Hands Heal: Communication, Documentation, and Insurance Billing for Manual Therapists](#) by Diana L. Thompson ISBN: 0781726824; 2nd edition (January 15,

2002). Extensive information on SOAP charting (writing treatment notes for sessions). She emphasizes the fact that in order for the medical (and others) professions to respect our work, they need to know what we are doing. Writing detailed notes on our work will further educate the public as to why massage is a valid health care modality.

[Hiring Independent Contractors: The Employers' Legal Guide](#)

by Stephen, Attorney Fishman ISBN: 0873375769; (September 2000) Many sample

pages online! Everything you ever need to know about independent contractors but were afraid to ask.

[Marketing Without Advertising](#) (Marketing Without Advertising, 3rd Ed) by Michael Phillips, Salli Rasberry ISBN: 0873376080; 3rd edition (April 2001) Many sample pages online! Just what the title says! Marketing is everything you do from what you say to clients, the grocery store clerk and the postman.

[Small Time Operator](#): How to Start Your Own Business, Keep Your Books, Pay Your Taxes, and Stay Out of Trouble (Small Time Operator, 25th Ed) by Bernard B. Kamoroff ISBN: 0917510186; 25th edition (August 31, 2000) I started off with an earlier edition, but he keeps updating the information. The book is a basic primer for everything you need to set up a business regarding bookkeeping, taxes and accounting.