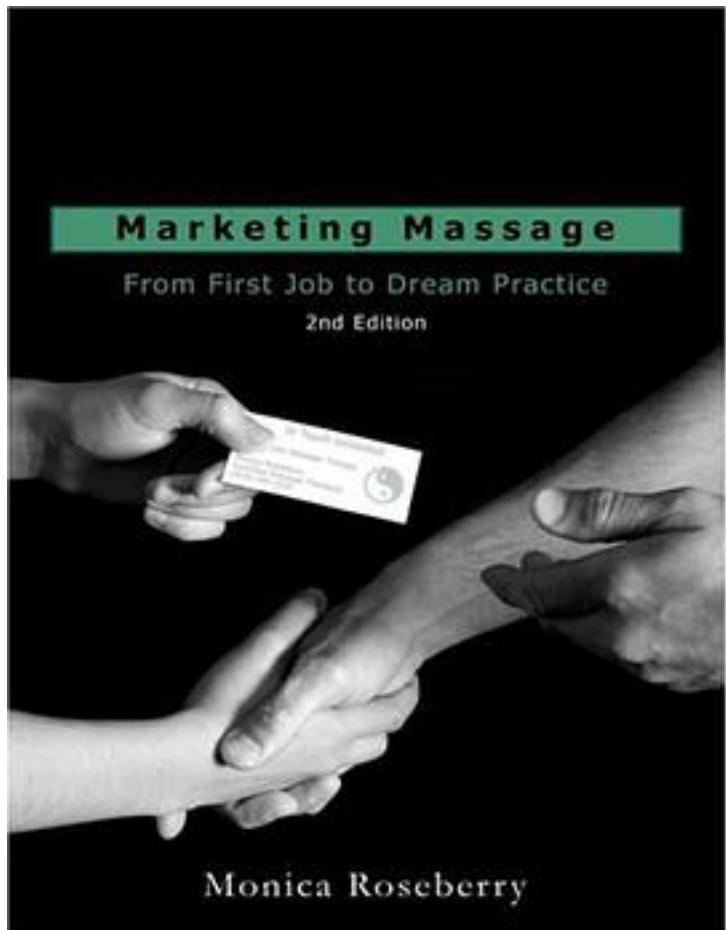


Marketing Massage



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A practical, step-by-step guide to success for massage therapists and bodyworkers, Marketing Massage distills information drawn from hundreds of interviews with massage school owners, teachers, employers, practitioners, students, and the general

public that addresses the marketing needs of virtually every type of massage practitioner, from first-time job seeker to experienced therapist. For professionals starting or growing a private practice or business, this book offers a wealth of information, including the fundamental attributes, skills, and tools necessary to attract and keep clients. From the basics of professionalism and essential marketing tools to sophisticated marketing projects geared toward a select clientele, *Marketing Massage* provides the knowledge necessary to start and maintain a successful career in massage and bodywork.

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