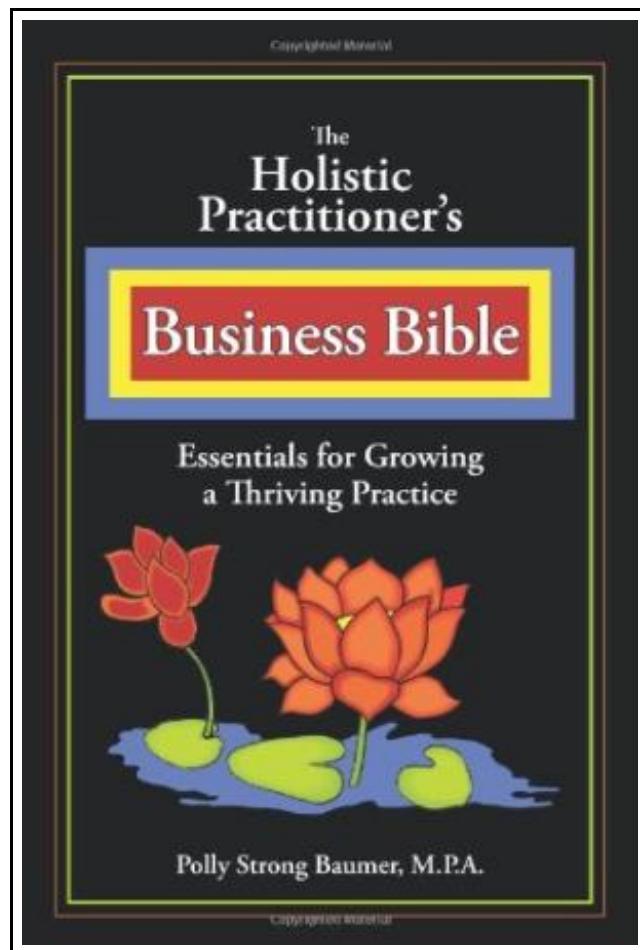


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THE HOLISTIC PRACTITIONERS BUSINESS BIBLE

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Seaboard Press. Paperback. Condition: New. 224 pages. Dimensions: 9.0in. x 5.9in. x 0.8in. The Holistic Practitioners Business Bible is a comprehensive business guide specifically tailored to holistic health business owners who have received training in their respective fields of acupuncture, bodywork, coaching or psychotherapy, but have little experience in setting up an office and managing it effectively. Written in an easy-to-follow format for the non-business and non-technically inclined, The Holistic Practitioners Business Bible offers all the essentials of running a thriving business. Learn how to set up computer systems, track leads, advertise—even decorate your office—in terms that are easy to understand and implement. Find out what you need to know about state laws, zoning, and the local practitioner market; what kind of records you need to keep; how to communicate with the public; how to avoid time wasters, how to attract and retain clients; and finally, how to preserve your own energy and mental stamina. A breath of fresh air for practitioners struggling with cost/benefit concerns, this book's straightforward approach takes the mystery out of business basics and inspires immediate action. Designed as a quick and easy resource for graduates of accrediting schools, it is also a very useful tool for all small business owners. About the Author Polly Baumer owned and operated a small business, a holistic health magazine, for 16 years before selling it to one of the oldest newspapers in the country. In this capacity, she informally coached hundreds of holistic practitioners starting out in business from a wide range of modalities including acupuncture, massage therapy, reiki, feldenkrais, and nutrition to name a few. Over time she noticed that many of them were struggling with the daily details of running a business. This book is a culmination of her experience, aimed at simplifying business practices for holistic practitioners...

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