



Student Success Guide

We provide convenient, affordable access to state-of-the-art information, products and services for professional development. Our main venues are our Catalog, Websites, Workshops, Home Study Courses and Coaching.

Student Success Checklist

Program durations vary from school to school ranging from several months to several years. Sometimes the business course is taught midway and other times near the end of the program. Some schools include 15 hours of business education, others 100. I've created a checklist to guide you through the steps to prepare you for success by the time you graduate.

I divided the school term into six segments with a checklist of goals, activities and skills to accomplish by the time you are done with that segment of your education. Some items might not be applicable (depending on your career path). Thus, depending on the length of your particular program, each segment could cover a span of time from less than one month to more than four months.

Segment I

- Identify your long-term personal goals.
- Collect business cards and brochures of other practitioners.
- Catalog your personal and professional strengths and challenges.
- Know the advantages and disadvantages of various career options.
- Begin identifying your career goals.
- Interview three successful self-employed practitioners.
- Interview three practitioners/managers who work in spa or clinic setting.

Segment II

- Determine your start-up costs for a private practice.
- Create an estimated budget for the first year in private practice.
- Identify local agencies to start practice (license, permits, zoning, etc).
- Ascertain the permits you need (and cost).
- Develop a personal budget for when you graduate.
- Formulate a break-even analysis.
- Research salaries (labor & statistics).
- List sources of startup financing.
- Chart the difference between running your own business versus working for someone.
- Assemble materials for a resume.
- Specify your ideal and minimal requirements for employment.

Segment III

- Design an ideal employment contract.
- Draft a resume.
- Start keeping track of products that clients like.
- Determine marketing materials needed for self-employment as well as employment.
- Make a list of people who could be referrals for jobs and clients.
- Identify potential employers.
- Research preprinted marketing materials.

Segment IV

- Create a list of networking groups (when, where, cost).
- Identify your networking needs.
- Clarify the type of work you want to do.
- Choose three target markets and complete target market profiles.
- Compile a list of potential employers.
- Check out several potential office locations.
- Interview several practitioners and clinics regarding renting office space from them.
- Survey out at least 10 wellness practitioners' websites.
- Decide whether to be self-employed, employed or a combination.
- Meet with a financial advisor.

Segment V

- Finalize long-term and short-term career plans and goals.
- Assemble a list of products you want to carry including suppliers' contact info.
- List elements to include on your website.
- Complete a competition analysis.
- Clarify your differential advantage.
- Draft a business plan, emphasizing marketing.
- Finalize start-up financing requirements and sources.
- Arrange start-up financing.
- Make a business start-up checklist.
- Finalize your resume.
- Set up a business email account.
- Design your marketing materials.
- Print interim business card.
- Schedule job interviews.
- Role play job interviews.
- Create a practicum client feedback survey.

Segment VI

- Begin building CD selection.
- Set fee schedule.
- Finalize business plan.
- Create a list of practitioners for cross referrals.
- Go out on job interviews.
- Join at least one networking group and attend meetings.
- Set up computer system.
- Assemble paperwork for licensing and permits.
- Schedule three presentations or demonstrations for after graduation.
- Create client forms.
- Send letters to practicum clients.
- Send packets (e.g., letter, brochures, cards, discount coupons) to referral sources.
- Have a job lined up or an office space rented.
- Print marketing materials (some can be bought pre-made).
- List needed furniture, equipment and supplies.
- Set up business checking account.
- Set up a support system.
- Get website online.
- Set up a Facebook business page.
- Set up a Twitter account.
- Send press releases about your practice opening.
- Set up a weekly marketing schedule.
- Get insurance policies in place.
- Apply for business licenses and permits.

Websites

www.Sohnen-Moe.com

PROFESSIONAL DEVELOPMENT CATALOG

See full descriptions of our books and products to assist you with your business start-up, marketing, practice management and growth.

FREE STUDENT NEWSLETTERS

Download a complimentary copy of two great student newsletters by Massage Marketing and Acupuncture MediaWorks.

BUSINESS TIPS

Check out our compilation of marketing tips that are inexpensive and simple to do.

www.BusinessMastery.us

This companion site to *Business Mastery* includes resource books, website links, information on select topics, and a downloadable workbook.

FREE FORMS!

Download a wide array of forms to make your practice more functional.

RESOURCE DIRECTORY

A comprehensive collection of 1,000+ products, services, associations and organizations related to your profession.

MARKETING MASTERY

Our free Marketing Mastery service that starts the year with an overall marketing plan, a monthly activity summary and weekly action steps.

www.TheEthicsOfTouch.com

This companion site to *The Ethics of Touch* book includes resource links, Codes of Ethics from various somatic professions and resources.

Continuing Education

Sohnen-Moe Associates is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider (Provider No. 031932-00). Our courses are also accepted by the AMTA, ABMP, Florida State Department of Health (Provider No. MCE477-05) and many other health care practitioners' national and state boards. Please check with your board(s) for details and certification guidelines.

Business Mastery Home Study Series

by Cherie Sohnen-Moe

These courses use *Business Mastery* as the required reading material. The *Business Mastery* series assists you to clarify your vision, set goals that get results, increase your profits, develop professional alliances, effectively market your practice, communicate well with clients and keep more of the money you earn.

36 CE courses available. Call or check our website for details.

The Ethics of Touch Home Study Series

by Cherie Sohnen-Moe and Ben E. Benjamin, Ph.D.

The Ethics of Touch Continuing Education Series takes an in-depth look at ethical issues through projects and evaluations. Courses are designed per the NCBTMB Standards of Practice requirements using *The Ethics of Touch* book as the reading material.

45 CE courses available. Call or check our website for details.

Visit our Website:
www.sohnen-moe.com

Coaching

Feeling puzzled about how to create and maintain a successful business? Get yourself a coach! Acquire skills and knowledge, and benefit from ongoing support, inspiration and encouragement. Working with Cherie Sohnen-Moe or one of our business coaching associates is a great way to increase your success by leaps and bounds.

Coaching provides support in resolving problems and provides suggestions to implement change for a more efficient, vital and flourishing business. No successful athlete would be without a personal coach to ensure victory. There is no wonder why most prosperous business owners have worked with a consultant or a mentor to advise and support them along the way.

If you experience any of the following scenarios, you can benefit from coaching.

- You are so intent on “doing it yourself” that you never get it done.
- You puzzle over the best way to grow your business.
- You lack satisfaction in aspects of your work.
- You want more clients or customers.
- You have difficulty promoting yourself.
- You feel stuck and don’t know how to move to the next level of your business.
- You work very hard, yet don’t earn what you want.
- You have difficulty retaining clients or customers.
- You want to buy or sell a practice but aren’t sure how to proceed.
- You want an objective opinion on a specific issue.

Cherie brings more than 30 years of experience working with people to establish businesses that successfully reflect their individual goals and values, create more personal time, and increase their income. Her clients include massage and bodywork practitioners, acupuncturists, estheticians, restaurateurs, artists, educators, retailers, and spa /salon managers.

Special Introductory Offer:
First ½ hour coaching session \$50
Regular Hourly Rate: \$150- \$200
(depending upon project and consultant)

Products by SMA

Business Mastery: Fourth Edition, by Cherie Sohnen-Moe

\$28.95 480 p 8.5x11 #B404

A Guide for Creating A Fulfilling, Thriving Business and KEEPING It Successful. *Business Mastery* is the premier business book in the wellness industry. It is a required text in 600+ schools. In the pages of this innovative, time-tested book, readers will find everything needed to launch and effectively manage a thriving practice. The fourth edition is completely updated and includes new information about how to effectively negotiate, keep up with the latest research, deal with difficult clients, increase career longevity, attract first clients, and boost business growth with a strong brand image and Internet marketing. *Business Mastery* is filled with practical tools, tips and resources to help readers stay balanced, increase their client base, get organized, clearly define goals, market their skills, work smarter, develop alliances, fine-tune communication skills, increase profits and keep doing what they’re passionate about while earning an excellent income.

Developing business savvy is key to success—whether working for someone else or being self-employed. Whichever path is chosen, readers can count on *Business Mastery* to help make their dreams a reality.

Business Mastery Supplement, by Sohnen-Moe Associates, Inc.

\$24.95 PDF #BMS4

Work smarter—not harder! Save time and money with this downloadable, PDF supplement to *Business Mastery*. The contents of this PDF document help you easily update your business plan, save time in creating professional letters and spark creative marketing ideas. It offers quick and easy access to the business plan outline, a complete 50+ page massage practice business plan, and more than 150 letters (e.g., primary care correspondence, cooperative marketing letters, resume cover letters, client communications, and thank you letters), announcements, press releases and checklists.

The Ethics of Touch, by Ben Benjamin, Ph.D., & Cherie Sohnen-Moe

\$28 320 p 8.5x11 #B600

This groundbreaking work on ethics directly addresses the difficult, confusing and seldom-discussed-but-often-troubling dilemmas confronting touch therapy practitioners. It honestly describes issues, identifies clear principles, names specific resources and uses stories straight from the treatment room. It includes reflective exercises and questions, allowing the reader to personalize each chapter, and outlines practical steps to meet high expectations. This book belongs in the office of every somatic practitioner and in the classrooms of every professional training school.

Present Yourself Powerfully, by Cherie Sohnen-Moe

\$39.95 77 p manual, 14 Handout Masters & CD #P170

This presentation kit makes it easy for therapists to give talks, workshops and demonstrations. Dissipate fear by replacing it with a toolbox of ideas, techniques and reproducible materials. The manual explores topics such as: the keys to giving successful presentations; designing exciting presentations; developing an engaging self-introduction; and doing fun, effective demonstrations. It also includes checklists and two 20-minute massage/bodywork oriented scripted presentations, complete with handout masters on CDROM.

Sohnen-Moe Associates, Inc.

www.Sohnen-Moe.com

www.BusinessMastery.us

www.TheEthicsOfTouch.com

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