Itec Massage Business Plan Example

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expand your practice and attract new clients with chair massage a practical visual guide to this rapidly growing field chair massage helps you develop a basic routine and adapt to different clients and situations expert authors patricia m holland mc lmt and sandra k anderson ba lmt nctmb provide coverage of massage techniques chair adjustment body mechanics and applying pressure plus specific routines for the lower back shoulders neck head and arm hand regions with full color photographs clearly demonstrating each technique a chapter on the business aspects of seated massage helps you market and manage your practice successfully full color photographs and drawings clearly depict each technique an essentials of practice chapter helps you translate your knowledge into revenue by addressing crucial topics such as determining target markets job related conditions marketing methods introductory letters setting fees drawing up contracts and getting paid and includes practical advice from practitioners who offer chair massage unique coverage of low back techniques includes specific techniques for treating low back pain its causes when to perform massage and when it is contraindicated unique a chapter on additional techniques and adaptations covers body regions such as the iliotibial band gastrocnemius pectorals anterior neck muscles and serratus anterior plus situations such as clients in wheelchairs unique a segment on closing the session describes positive ways to finalize a chair massage session including use of percussion as a finishing technique closing stretches a post treatment discussion and helping the client off the chair a communications and ethics chapter addresses important topics such as the ethical presentation of self boundaries communicating with clients about feedback pre and post treatment interviews and intake forms a review of anatomy and kinesiology covers the specific information that you need to know in order make treatment decisions and perform routines coverage of traditional chinese medicine points and channels gives you more techniques to use during chair massage practice sample dialogues provide examples of effective communication with clients during their sessions

the second edition of mosby s fundamentals of therapeutic massage has been updated to reflect the changes in the growing evolving field of therapeutic massage it is an interactive easy to read text that is designed for the student of massage the practitioner seeking a resource for continuing education and any health care professional with an interest in alternative therapies mosby s fundamentals of therapeutic massage second edition not only presents necessary entry level information but also lays the foundation for the massage professional to work effectively in the health care environment book jacket

this massage therapy textbook enables readers to translate the fundamental knowledge base for massage into practical applications both in

class and in practice students will learn functional anatomy and physiology integrated with massage therapy techniques in addition to exploring the fundamentals of history medical terminology pharmacology assessment documentation ethics pathology self care and more now every copy of introduction to massage therapy comes with a dvd created by real bodywork

the 3rd ed of this text gives you everything you need to learn and apply the basic principles of massage therapy with ease it contains a dvd that brings techniques and procedures to life complete coverage of the latest emerging therapy options and target groups and new materials to help prepare for exams

this book contains the detailed content and out of the box ideas to launch a successful massage therapy practice company this book provides the updated relevant content needed to become much smarter about starting a profitable massage therapy practice the fill in the blank format makes it very easy to write the business plan but it is the out of the box strategic growth ideas that will put you on the road to success it features in depth descriptions of a wide range of potential products and services and a comprehensive marketing plan it also contains an extensive list of keys to success creative differentiation strategies competitive advantages to seize upon industry trends and best practices to exploit helpful resources financial statement forms actual business examples and financing options if your goal is to obtain the knowledge education and original ideas that will improve your chances for success in a massage therapy practice then this book was specifically written for you

this business book is different unlike every other book you ll read with titles like how to craft the perfect business plan in 89 incredibly simple steps this book is different it s a simple how to guide for creating a business plan that s right for you and your business and also an easy to follow workbook the workbook will guide you through the process you need to follow it tells you the questions that you need to consider the numbers you need and how to get them and supporting documents you need to gather the main purpose of a business plan is to aid you in running your business so the workbook has been designed for you to write the information in and refer back to as needed if you need to supply your business plan to another party such as a bank if you re looking for finance then it s simple to type up the various sections for a professional document running your own business is both a challenging and daunting prospect with a well thought out business plan in place anticipating the challenges you ll face and the solutions it will be much less daunting and much more exciting good luck molly

advice for pursuing a career in massage and bodywork profiles of massage schools plus directories of associations are included

this text is known for being comprehensive and readable often used as the main text for programs that are about 500 hours it covers all the key topics for individuals entering the profession with appropriate balance and depth individuals entering massage programs come from widely varied backgrounds they are all ages have held various positions some health related some not beck is known for being the text that can bring all these student dynamics together under the umbrella of a very readable approachable text students like the fact that the often daunting area of a p and other clinically challenging learning objectives are made approachable through a unique body system approach to the content and a nice writing style midwest

seated acupressure massage was developed from a traditional oriental shiatsu style technique and adapted for use in offices health clubs clinics and hospitals hundreds of acupressure points are located throughout the body on meridian lines these chi or energy points are stimulated with finger and elbow pressure to relieve the physical symptoms of stress muscle tension and joint stiffness kneading percussive movements and mobilization techniques are also used this approach will balance the flow of energy throughout the body as well as stimulate the muscular nervous lymphatic immune and circulatory systems leaving the client calm yet energized and clearly focused seated acupressure massage is perfectly adaptable for use in any workplace and in clinics with the growing demand from employers for practical stress management the increased earning potential for this therapy is considerable it is extremely helpful for the following conditions backache skin conditions muscular tension repetitive strain injury irritable bowel syndrome sciatic pain asthma depression and headache acupressure massage is received through clothing on a comfortable ergonomically designed chair offering the maximum benefit to

the client in as little as 20 minutes this practical handbook fully illustrated with photographs and line drawings of sequences guides the reader through the history contraindications and physical and psychological benefits of seated acupressure massage the book also provides information to help practitioners market themselves successfully to companies ssic of shakes

outlines the steps to writing a successful business plan and features the business plans of such companies as pizza hut celestial seasonings and ben jerry s

stress and anxiety can wreak havoc on skin resulting in acne eczema dry patches rosacea loss of elasticity and premature aging but before opting for botox injections laser treatments and harsh chemical peels try a healthier approach susan ciminelli skin care expert to the stars and owner of the new york city day spa that bears her name believes that the skin is a mirror of one s internal environment the right lotions and creams are just one piece of the puzzle what you put into your body and most important the foods you eat play vital roles in your skin s health and appearance the ciminelli solution approaches skin care from the inside out combining recipes exercise tips and treatment suggestions in a seven day program that brings the mind body and soul into balance resulting in flawless skin susan s step by step day by day cleansing program is designed to jump start a healthier way of living and eating without deprivation this isn t a strict clinical regimen instead susan takes the spa approach focusing on what you should give to your body not what you think you should take away susan shows how eating certain foods gives skin renewed vitality beauty and longevity and explains what to eat and what foods to avoid to achieve a healthy glowing complexion in addition to flavorful recipes for dishes such as wild salmon burgers herb roasted chicken and her famous adzuki bean soup susan includes recipes for facial masks scrubs and peels using all natural ingredients like honey pineapple and olive oil the ciminelli solution will improve your quality of life by detoxifying your system increasing energy and ultimately giving you a radiant glowing complexion

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