



## Business Mastery Book Reviews

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## REVIEWS

### Massage Magazine

March 2008

Business Mastery: A Guide for Creating a Fulfilling, Thriving Business and Keeping it Successful, Fourth Edition

This book is designed to support massage therapists and other wellness professionals on their journey to a fulfilling and financially rewarding career. It includes practical tools and tips for marketing one's skills, working smarter, networking, effective communication and increasing profits. This new edition is completely updated with new information about effective negotiation, keeping up with the latest research, dealing with difficult clients, increasing career longevity and attracting first clients. Other new content includes insights into how a strong brand image and Internet marketing can boost business growth.

Sohnen-Moe authors MASSAGE Magazine's futureLMT.com newsletter, at [www.futureLMT.com](http://www.futureLMT.com).

### ABMP Massage & Bodywork

September/October 2008

News Notes

A Tip of the Hat

September marks the 20th anniversary of the first printing of Cherie Sohnen-Moe's massage business book, *Business Mastery*. Sohnen-Moe first published the work in 1998, a time when few other books about the massage profession were on the market. After years of teaching, consulting, coaching and maintaining a successful private practice, Sohnen-Moe wanted to write a different kind of business book for the profession she loved. "I wrote and published *Business Mastery* because I couldn't find a business book that had the depth and practical information combined with a spiritual foundation, and written in a tone that would appeal to massage therapists and other wellness practitioners." She says people involved in the healing arts wanted a model for professional success that didn't require sacrificing their values and that's what she wanted to deliver.

Sohnen-Moe says her hope, both 20 years ago and today, is that *Business Mastery* helps increase massage practitioners' career longevity. Now in its fourth printing, and used as a required text in more than 600 schools, *Business Mastery* remains a literary stalwart in the massage profession. For more info, go to [www.businessmastery.us](http://www.businessmastery.us).

### AMTA Journal

Assn of Massage Therapists Australia Journal

June 2002

Volume 13, Number 2

Reviewed by Michael Gurry, RMT

The two-stage title on the front cover says it all! I bought the second edition 6 years ago and have found it to be a valuable resource. This new edition is more comprehensive and has some very useful improvements.

Like the previous editions, which now cover 10 years of *Business Mastery*, this book is specifically written for wellness therapists—massage therapists, chiropractors, counsellors, acupuncturists, naturopaths, in fact anyone in the health care professions. In the *Business Mastery* series, Cherie Sohnen-Moe embraces a holistic approach to life and business, which also forms the foundation of this book.

This third edition is thoroughly updated and expanded, including two new chapters on Therapeutic Communications and Conscious Business. These new chapters cover aspects such as communication fundamentals, client interaction policies, beyond customer service, client retention, referrals, building professional alliances, social responsibility, goodwill, professionalism, image and ethics. The marketing chapter is greatly expanded and full of useful tips to accelerate your business, such as marketing principles, positioning, targeting markets, action plans, promotion, cooperative marketing, companies that market for you, etc.

It is enhanced with numerous illustrations, charts, checklists, ad samples, examples of promotional materials and contracts, letters to health professionals and 30 reproducible business forms. I particularly liked the use of icons in the margins throughout this new edition. They signal quick tips or suggestions, additional resource materials from other books, magazines, companies, Internet, etc., inspirational quotes, exercises to do, and where to find related information elsewhere within this text (either forward to later chapters or back).

For those who have recently started a massage business, you'll find this book a valuable beginner's text to add to any business development materials you may have been given within your massage course. You'll be shown that it's possible to stay true to the principles of healing and service to others while you develop a successful business. No matter how good a therapist you are, if you can't run your business profitably you won't stay in business for long.

This book contains all the information you need to know to get started and become successful. Make sure you start from page one and read all the way through, because it has been designed to follow a pattern—the chapters build upon each other. In fact, it's used as the required text for Business

Development in many massage courses. The early sections cover self-employment, clearing negativity, goal setting, time management and self-management. Keeping motivated and learning to pace yourself are very important aspects to longevity in this business so that you don't break down with injury or suffer burnout.

Or, maybe you have been in practice for a while now and you have a business plan. You know what you want out of life but you are still not accomplishing your goals. In that case you may want to start with chapter 3 "Success Strategies," then review your Marketing approaches in chapter 9.

This is not a book to sit and read in one evening. It's filled with numerous exercises and soul-searching questions, so it may take some time-management to work through it over a week or so, but I can assure you it's well worth it.

*Business Mastery*<sup>3</sup> is an invaluable reference guiding allied health professionals towards successfully creating, operating and managing a business with integrity and profitability. Even if you have been in business for many years, you will find many practical ideas in here to lift your business into another gear.

### **M.I.N.Z.I. Messenger**

Newsletter of the Massage Institute of NZ Inc.

June 2002

Volume 5, Issue 1

Reviewed by Brian Milham, Chief Executive Officer

Do you have a business plan for your business? A commonly asked question to which the usual answer is no. I have just finished reviewing an excellent book titled *Business Mastery*.

This book is excellent for those that are starting a practice, and gives guidance on setting up a business plan to assist you in clarifying your vision, evaluating the marketplace, calculating your costs, forecasting your growth and determining your risks.

For those who've been in business for a while, a new or updated plan can rejuvenate your practice. A business plan addresses these issues: What are you offering? Who will your clients be? What needs do your services satisfy? How will your potential clients find you? How much money do you plan on making? What actions do you intend on taking to ensure success? By developing a business plan, you may discover steps vital to your success and happiness that you may otherwise been unaware of or overlooked.

This book is the only thorough business text written for the complementary health-care professional that I have come across. It is written with the courage and insight to focus on business as an integral aspect of health care. If you build your practice with the help of this book you will succeed.

### **Complementary Medicine Association**

June 2003

Reviewed by Mary Wolken

#### *Business Mastery*

This is not a simple book about how to succeed in business, but *Business Mastery* is a full course between book covers of how to visualize, create a business or find the right person to work for or with you in your new business.

Don't go to work, but create that special business for your self that will help you reach your dreams. Whether you go to work for someone else, build your own business or hire people to work for you this book helps you do it .

From creating a resume, to maintaining quality business relationships or wading through the volume of legal paperwork, or getting up and running, marketing strategies, making contracts this book can help.

It is a must have guide to success.

### **Reflexology Digest**

April 1998

Reviewed by Lorena Pollard

*Business Mastery*<sup>3</sup>: *A Guide for Creating a Fulfilling, Thriving Business and Keeping it Successful*. The subtitle says it all! Although written specifically for health care practitioners, *Business Mastery* is more than a book, it is an entire course that would benefit anyone planning or running a business. The potential financial, as well as emotional, rewards to anyone following the guidelines in this book are worth far more than the cost of the book. This is not a book to read and put on the shelf, it is a handbook—a resource tool to use regularly.

The ten chapters include: clarifying purpose, priorities and goals, with suggested affirmations for positive manifestation of goals; time management; the many aspects of Business and Financial Management including basic do's and don'ts, risk taking, bartering, and retirement planning; communication fundamentals and guidelines. The Marketing chapter has tripled in size and now contains 200+ low-cost, innovative marketing ideas. It aptly demonstrates the difference between four marketing techniques: advertising, promotion, publicity and community relations, with many useful samples of ads, promotional materials and contracts, and a section on Marketing Ideas from A to Z. The appendix includes 30 updated, reproducible forms.

These business skills are fundamental to your success; whether you work for someone else or are self-employed. If you've been in business for a while and still aren't accomplishing your goals, go directly to the chapter on Success Strategies.

This exciting new edition with 200 pages of new material is hot off the press—printed January 1998, just ten years after the first edition of *Business Mastery*. The Reflexology Association of California congratulates Cherie Sohnen-Moe for having sold over [130,000] copies.

## Book Review

spas.about.com

June 2002

Reviewed by Julie Register, Your Guide to Spas

*Business Mastery*<sup>3</sup>

Guide Rating \*\*\*\*\*

Pros: Sound business principles with a holistic approach presented in a logical sequence. Self-evaluation exercises, concrete examples, and inspirational quotes. Practical and essential tools

Cons: I honestly can't think of any.

The Bottom Line: *Business Mastery*<sup>3</sup> is a book that will enable you to create and maintain a joyous career—a career that you are passionate about, a career that embodies your personal values, and a career that is financially profitable.

### Guide Review

“My career is a joyous expression of who I am.” Can you honestly say that? If you can, you probably follow most of the principles found in Cherie Sohnen-Moe's book, *Business Mastery*<sup>3</sup>. If not, stop reading this review right now, click here, and order it. Go ahead, I'll save your place for you. This book was written for wellness professionals—massage therapists, estheticians, aromatherapists, personal trainers, chiropractors, physical therapists, nutritionists, physicians, etc...However, I have had careers in manufacturing, health care, quality consulting, IT, and publishing and I can tell you from personal experience that this book's holistic approach to life/business is important for anyone who works for a living.

In 400+ pages, Sohnen-Moe lays out a logical progression of steps to create a joyous career—a career that you are passionate about, a career that embodies your personal values, and a career that is financially profitable. Through self-evaluation exercises, sound business principles, concrete examples, practical and essential tools, and inspirational quotes, Sohnen-Moe enables you to discover how to create and keep balance in your own life and stay true to the principles of healing and service to others while building and maintaining a healthy, successful business. *Business Mastery*<sup>3</sup> provides the information that will enable you to do all these things. It is a valuable toolbox that you will use over and over during different states of your career.



## Yoga Bulletin

Fall 2001

Volume 10, Issue 3

From the Front Lines: Getting down to business

by Vandita; KYTA director and former director of the Albany (N.Y.) Kripalu Yoga Center

A yoga teacher with an excellent business sense. Does this sound like an oxymoron to you? Not if you've read *Business Mastery: A Guide for Creating a Fulfilling, Thriving, Business and Keeping it Successful*, a comprehensive business manual that I can wholeheartedly recommend.

Being a yoga teacher in the world is much easier today than it was 10 years ago. But it's also a more competitive and demanding profession. If you're one of the hundreds of yoga teachers who have decided to make yoga not only your passion in life but also the way (or one of the ways) you earn a living, then you've probably discovered that your field of knowledge must extend beyond the techniques of asana, pranayama, meditation and keep relaxation. You must also know some basic elements of business.

*Business Mastery* is written by Cherie Sohnen-Moe, a holistic practitioner with years of successful business experience. Designed specifically for wellness professionals, the manual offers support in all aspect of developing a yoga business. I especially like the fact that it focuses on creating an enjoyable and profitable career without sacrificing values.

Many of our members have asked for assistance relevant to yoga teachers in the areas of business start-up, operating a conscious business, business management, financial management, marketing and business plans. I'm happy to say, “It's all in there.” The *Business Mastery* manual is thorough, well thought-out and very user-friendly.

Initially, I considered creating our own business manual for KYTA members. While researching what is currently available for yoga teachers, I discovered the *Business Mastery* manual. Sohnen-Moe's credentials include a degree in psychology and extensive experience in business management, training, communications and creative problem solving. Formerly a massage therapist, she maintains a part-time practice in rebirthing and has served as a faculty member at several schools. Her articles have been published in journals and magazines around the world and she's received awards from the American Society for Training and Development and as an Outstanding Instructor at the Desert Institute of the Healing Arts.

No matter where you are in your career, if you're willing to take a new look at your life and challenge your old thought patterns, you'll benefit from using this manual. It truly is an incredibly valuable resource.

## Nutrivention Newsletter

December, 2001

Reviewed by Ron Kalvin

### Attention Business Builders...

We recently came across an excellent business building resource for you to look at. It is a well written book on how to build a successful business. You should also consider recommending this book to any struggling new business builders in your down line. Better yet, make it a gift to some highly deserving people. The book is called *Business Mastery*, third edition. The author is Cherie M. Sohnen-Moe.. This is a large 430 page resource which will show any business builder how to successfully build their business from the ground up. The book is not directed to network marketing professionals, but is written for any person in business who is interested in knowing what to do to become successful and avoiding common pitfalls. This is especially important since in network marketing we are not generally taught much, if anything, about how to manage our business lives.

There are plenty of books out there which are written by supposedly successful network marketing professionals for network marketing professionals. (I find it interesting that so many of those people seem to be more interested in making money off of their books, and us, than in sticking to building their own businesses, but that's another topic for another day.) In this book the author assumes that we need to start from ground zero. Then she builds on that.

She is an international workshop facilitator and successful business owner since 1978. She holds a BA degree from UCLA in Psychology and has extensive experience in management, training, communications and creative problem solving. She has served as a faculty member at several schools and achieved the Distinguished Service Award and the Professional Achievement Award from the American Society for Training and Development, plus other awards from professional associations. In short, she knows her material.

The book is specifically targeted to people like us and to small business owners (which is what we are). It is filled with numerous exercises and soul searching questions designed to make us think, and stretch our abilities. Not everything in this book will necessarily apply to everyone, but there are a number of things which will definitely be useful to everyone. The author covers everything from business licenses and permits to setting fees for consultations. In between she discusses the following topics, to name a few: financing, insurance coverage, choosing advisors, embracing technology, bookkeeping and taxes, retirement planning, client files, client retention, building professional alliances, marketing principals and how to market ourselves, finding and developing your strengths, creating an effective business plan and implementing it.

This is a book that challenges and makes us think. The author provides numerous examples of forms and work sheets which are needed to manage our business and stay out of trouble.

I suggest that you check at one of your larger local book stores to see if the book is in stock so you can review it. If not, the store can easily order a copy for you. At the price, it's cheap. And don't forget, it's tax deductible.

## Massage Therapy Journal

Spring 1999

Vol. 38, No. 1

Reviewed by Monica Roseberry

Happiness, health, prosperity, success, and balance are the ultimate goals of *Business Mastery*<sup>3</sup>, the third edition of the business classic by author, speaker, and *MTJ* Business Editor Cherie Sohnen-Moe. Keeping pace with the leaps and bounds of the massage and bodywork industry, her latest offering highlights creative and cutting-edge thinking while expanding on fundamental business principles necessary for a new and experienced practitioners alike.

Impressive in its third incarnation, *Business Mastery*<sup>3</sup> is broader in scope. Its two hundred new pages are chock-full of practice-building concepts and ideas covering marketing, client retention, professionalism, referrals, business start-up, designing promotional material, self-management, networking, and more. Samples of ads, contracts, client intake questions, and a host of other goodies enrich the material. An appendix containing thirty updated and reproducible business forms for logging time, money, and client information is invaluable for planning and tracking success.

Using feedback from countless readers and audience members, Sohnen-Moe has streamlined this edition by removing the fill-in-the-blank written exercises to squeeze in as much content as possible. The design and layout of the book leave ample white space, making each page visually appealing and inviting.

Clever "pictographs" or icons entice the reader to keep moving down the page, while cartoons and inspirational quotes summon onward. Examples, tips, checklists, and scenarios to illustrate points are encased in grey-screened boxes, which gives the eye and mind a momentary rest while summarizing key points and making them easy to review later. Sohnen-Moe displays an acute understanding of her reader with these little touches, knowing that subjects such as money and business often meet with massage therapists' conscious or unconscious resistance and lead to an I'll-read-it-later attitude. Keeping a reader on a page in a book that some will view as nasty medicine they have to take in order to succeed has become her specialty, and she has combined wit, humor, and heart to gently help the medicine go down.

Sohnen-Moe has looked into defiant, bored, or frightened eyes while broaching the subjects of finances, taxes, marketing, and record keeping. But she has soldiered on admirably, blending business and personal values and demonstrating that healing and profit can be compatible. Humanistic business is a relatively new, even radical, concept, and Sohnen-Moe has danced on a tightrope few have dared to step out on to gather the experience and knowledge that she shares in this book.

However, *Business Mastery*<sup>3</sup> contains no magic bullets. Leaving it on the shelf will not let this book fulfill its purpose nor let the reader fulfill his or her destiny in the healing professions. Thought-provoking questions, soul-searching exercises, and knuckling down to the reality of putting

putting numbers on paper are almost guaranteed to bring up issues about materialism, fear of success, fear of failure, and a host of other inner demons that have sabotaged countless budding practices.

As massage therapy gains respect and legitimacy for hands-on work, the public will also come to expect practitioners' business skills to be of equal caliber. Following the steps and principles in *Business Mastery*<sup>3</sup> can give readers the insights and abilities to attain that excellence and enjoy long-term careers of helping others.

## Somatics

Summer 2000

Reviewed by Eleanor Criswell-Hanna

Somatics educators and practitioners work in a business setting, either their own or someone else's. Business elements are part of the picture no matter what. You still need good relations with your clients, legal and accounting practices, marketing, and so forth.

Cherie Sohnen-Moe tells us that "many people embrace the principles and holistic approach to life and business that are the foundation of this book." She promises you that "you can have an enjoyable, profitable, fulfilling career without sacrificing your values." This is a business success book "written specifically for health care professionals."

Chapters include "Initial Considerations," "Life Planning," "Success Strategies," "Conscious Business," "Business Start-Up," "Business Management," "Financial Management," "Therapeutic Communications," "Marketing," and "The Business Plan."

*Business Mastery*<sup>3</sup> is well written in a very informative and lively way. Whether you are starting a practice or evaluating and enhancing an existing practice, this is an ideal office companion. Features of the book include charts, the Wheel of Life Exercises, assessment exercises, and a workbook format. Sohnen-Moe invites you to work your way through it. There are checklists and inspiring quotes, exercises, ideas (tips or suggestions), and publication resources. The book is very interactive. Questions help you think through issues. Examples are used throughout, like career goal examples and samples. There are sample forms ready for you to use and there are tracking tools. The book is extremely comprehensive and has a wonderful philosophy. Special features of the book include "self-assessment exercises," a "Sample Code of Ethics," "exploration questionnaires," information about licenses, insurance, and taxes, "risk management" information, a sample letter and referral pad, and so forth. Appendix A includes forms to copy, and Appendix B explores "barrier-free practices, how to deal with disabilities."

Cherie Sohnen-Moe has been an "author, business coach, international workshop facilitator and successful business owner since 1978." Originally a psychology graduate from UCLA, she practiced massage therapy for six years, and still maintains a part-time rebirthing practice. She was on the faculty of the Desert Institute of Healing Arts for seven years, and she currently focuses on "writing, coaching, and facilitating workshops."

## Message Message

Fall 1998

Reviewed by Iris Burman

So, you want to open a Massage Therapy business! There are lots of things to consider. Do you dream of having a private house-call practice, private office, or day-spa? Creating a sole proprietorship, partnership, or corporation? Working alone, in alliance with others, or having employees? Renting an office, subleasing space, or owning your building?

Let's face it. We, as a profession in general, do not come from a business background. In fact, many of us shun the thought and avoid the details of business fundamentals.

Most of us are drawn to this profession with a romantic notion of being our own bosses, masters of our destiny. We seek plenty of free time and money to enjoy it with, derived from our lucrative part-time job. This dream is attainable. However, there are many things we need to know to reach this goal.

We graduate from massage school thinking that if we print up business cards and maybe post a flyer, we can just sit back and the phone will start ringing and we will be flooded with more appointments than we can handle. We miss the point. There is much that we need to understand: about ourselves, about financial and governmental responsibilities of being in business, about reaching our intended market, about managing our business toward success.

Cherie Sohnen-Moe, in the latest update of her book *Business Mastery* presents an exquisitely simple follow-the-dots version of an entire business course in one book. She takes you through the process of self-discovery, business visioning, and on through the creation and management of your venture. This book is written for anyone in the allied health field who wants to set up a professional health care practice.

The book is presented in a conversational tone. It is like sitting with a friend who will share with you her wisdom, telling you stories of her own or other's successes. She will show you examples and illustrations of their outcomes. She will then ask you the right questions that direct you to gather the important data and walk you through the steps of implementing your own dream.

This 3rd edition of her popular book does much to improve on the previous edition. Cherie has kept everything from before, expanding on each section and reorganizing them for an easier, more logical flow. In addition, she has included many new sections to further enhance your business endeavors. To support conscious business practices there are sections on Social Responsibility and Ethics. To give a good foundation to begin your business, there are chapters on Financing, Buying a Practice and Selling a Practice; Legal Structure, Licensing and Permits; and Insurance. To promote smooth operations and growing success she has included sections called Beyond Customer Service and Telephones: The Client Connection. She encourages you to Embrace Technology and support yourself in the long run by putting into place Retirement Planning.

To be successful in any endeavor, it is of primary importance to know yourself and what you hold important as well as where your talents lie. Just open the pages of this inspiring book and begin going through a process of self-discovery. How well do you know yourself? Have you identified your hopes and dreams for your life in general? Are you traveling the path that can manifest your dream? Have you thought of your future? Have you created in your mind the detailed image of that romantic notion that set you on this path to begin with? How does that image fit in with the rest of your life's dreams and aspirations? What will it take to get you there? Will you need to change much, or do more of what you're already doing? The exercises in this book will help you become clear in these regards.

I have been teaching business at Educating Hands School of Massage utilizing Cherie's book for about ten years and I will say that most students express the desire to be in business for themselves. Some want a simple house-call practice. Others have big and fancy dreams of spas and retreats. And still others hold images of the many variations in between. It is wonderful to hear the visions and dreams of the students when they indulge their inner-most desires. It can also be disturbing when you discuss the details of business management and watch them react with surprise and overwhelm.

Do you have what it takes to be self-employed? There are certain personality traits that equip you better for success as an entrepreneur. It is most helpful to have a sense if you can make it on your own or if you might be better served finding a compatible partner, or working for someone else.

Cherie takes you on a journey of defining yourself to yourself. She has you give power to your inner desires by writing them down. I have noticed over the years that some people resist this process for fear that putting something in writing obligates you to do it, commits you to manifesting it, maybe trapping you into something you may not want.

Au contraire, it is far easier to toss out an idea that doesn't work while it is just some words on paper. Think of all the physical effort (not to mention money) you save by not trying to manifest such a vision. The beauty of "paper creations" is that you can create the details of several ideas and discover which one you like best. You can then put more focused effort to fine-tuning the design until such time as you are ready to act on it.

So, no matter what type of business you want to create, start with your feet firmly planted in self-awareness and your dream well thought out and drawn in detail. This book will take you step-by-step to this end and get you a head start to success. Get it. Use it. Enjoy the journey to your dream.

## Massage Magazine

March/April 1999

Reviewed by Iris Burman

In the latest update of her book *Business Mastery*, Cherie Sohnen-Moe presents an exquisitely simple, follow-the-dots version of an entire business course. She takes you through the process of self-discovery, business envisioning, and on through the creation and management of your venture. This book is written for anyone in the allied health field who wants to set up a professional health care practice.

Presented in a conversational tone, it is like sitting with a friend who will share with you her wisdom, telling you stories of her own or others' successes. She then asks the right questions that direct you to gather the important data and walk through the steps to implement your own dream.

In this third edition, Sohnen-Moe has kept everything from before, expanding on each section, particularly on marketing, and reorganizing them for an easier, more logical flow. In addition she has included new sections, on therapeutic communications and running a socially conscious business, to further enhance your business endeavors.

No matter what type of business you want to create, this book helps you start with your feet firmly planted in self-awareness and your dream well-thought-out and drawn in detail. *Business Mastery*<sup>3</sup> takes you step-by-step and gives you a head start to success. Get it. Use it. Enjoy the journey to your dream.

## Transition

Midwifery Education Update

Fall 1994

The part of midwifery that many of us dislike is the business aspect of establishing and maintaining a practice. This book is designed for healing arts professionals, and so it can be easily adapted to help midwives set up their practices. Highly recommended for both individual midwives or as a required book in practice management courses.

It demystifies in clear simple language taxes, bookkeeping, permits, insurance billing and legal aspects of business and practice management. An extensive appendix includes many useful forms and charts. Well written and holistic in approach this book is an important resource tool for any midwifery practice. A required book in many massage and chiropractic schools in practice management courses, this book should be definitely included in midwifery schools as well.



## the interchange for mental health professionals

May 1994

Reviewed by Leslie J. Hoy, M.A., L.P.C.

As an undergraduate business major and master level clinician, I've had the opportunity to review numerous articles, books, and workbooks that offer information about running a business and a practice. To date, none have been as helpful, comprehensive, or pertinent to clinicians as *Business Mastery*.

Not only is it a comprehensive business guide, it also incorporates information and suggestions on how to maintain your own sense of balance. One of the first activities you're asked to complete is a "wheel of life." This requires you to contemplate the various areas in your life that, if balanced, keep you in balance. It includes spirituality, home environment, relationships, social life, joy, health, career, creativity, finances, and education. Yes, some of us may admit that as we pursue our practice goals, we tend to push other important areas aside. Obviously over the long run, this is not advantageous to us or our clients!

After completing the self-contemplative aspects, you move on to a very important business activity planning step. This section takes you through life planning, as well as short- and long-term planning. Obviously, planning is not enough, so hints are provided for following through.

The next section covers "Building a strong foundation." The fourth chapter offers tips on practice management including business set-up, bookkeeping and general tax information.

Moving along, we learn about marketing and advertising, including how to conduct a market analysis, develop a position statement and hints on designing visual promotional pieces. Next is the Business Plan. A very effective and important tool, albeit one that many businesses mistakenly never "find time to develop," this section takes you through the step-by-step process for developing a comprehensive business plan, including an easy-to-follow outline format.

The final chapter addresses self management. It helps you identify your barriers to success, offers time management and risk-taking hints and encourages you to be your own "best manager." One of my favorite parts of this manual is the appendix. In it are over 20 outlines and protocols that may be copied for such areas as "daily plans," "contact/referral records" and "budget and expense summary sheets." They are well-developed and will save you the time of developing and formatting similar worksheets!

Overall, this is one book I plan to use often. I'm sure I'll take advantage of the chapters and worksheets over and over!



## Dermascope

November/December 1996

Reviewed by Bobbi R. Madry

We can't imagine a captain setting sail without a compass, a pilot without a flight plan or the master chef without his or her reliable recipes, yet we meet many people who risk going into business without a carefully prepared business plan. Statistics have revealed that one of the major causes of business failure is lack of planning and often lack of understanding the basics of business management.

Knowledge of the "business end of business" is an important kind of success insurance that we can't afford to overlook. This kind of success insurance is available in the form of an exceptional book aptly named, *Business Mastery—A Business Planning Guide for Creating a Fulfilling, Thriving Business and Keeping It Successful*.

*Business Mastery* is more than a book, it is an entire course covering all aspects of business. It is not only a guide for practitioners, but is endorsed by business people in many fields.

Whether you are contemplating going into business or are already underway, *Business Mastery* offers an opportunity to review and build upon your knowledge and skills. Valuable advice is offered on building a strong foundation through goodwill, communication skills, professionalism and more.

As you move along chapter by chapter you have an opportunity to test your knowledge on such important topics as marketing and marketing analysis, promotion, advertising, public relations and networking techniques.

The Business Plan is worth the price of the book alone. It takes you step-by-step through the processes for planning a successful business venture, or it can serve as a guide to evaluating your present business plan or outline. In the section, "Self Management," the author again demonstrates her thorough knowledge of sound business practices and her view that life must have balance. Time management, risk-taking and identifying barriers to success—are a few of the topics addressed. The book, *Business Mastery*, should be on every business person's "must have" list.

## The Awareness Journal

October 1994

Reviewed by Sally Quick

How do you spell relief? **B-U-S-I-N-E-S-S M-A-S-T-E-R-Y**. This remarkable book is designed for, but not limited to, healing arts practitioners. It has everything the small business person could ask for: marketing techniques, ideas for expanding your business, a chapter on having a business plan, and lots of sample forms to track daily activities, income, expenses, cash flow and client retention rates. This extremely easy, fun-to-use workbook helps the novice and the more experienced business person come up with new, creative ideas. It can be used on an ongoing basis, as your business needs expand and change. A definite A<sup>+</sup>.

## phenomeNEWS

September 1994

Reviewed by Michelle Anne Cox

*Business Mastery* is a wonderful book for anyone interested in opening up their own business of any kind. Packed full of information, this book will help direct you with your goals toward 100% achievement.

It starts out asking you questions about why you want to open this business and helps you clear out your inhibitions toward doing so, directing you in a very positive way and encouraging you all the while. Cherie Sohnen-Moe truly wants to help you make your dreams come true. Everything you need to know, from why you want to really do this to how to do your taxes, is included in this book. It is a continuous reference manual that you should use as a business bible.

This book was so inspiring to me that I actually opened my own business after reading only 80 pages. By the time I finished reading it, I found myself and my new business well on the way up the success ladder.

I truly enjoyed reading and studying *Business Mastery*, as I know you will too. If you've ever told yourself that you would like to open a business, but you haven't because you didn't know how, make your dream into a reality and read this book!

## The Journal of Soft Tissue Manipulation

June/July 1993

Reviewed by Donald Dillon, RMT

It has been my experience that many massage therapists have trouble with the business end of their practice. Whether through lack of knowledge, fear of "hard-selling" or some other reason, talented RMTs have difficulty capitalizing on their wonderful skills because they do not know how to educate the masses about what they do. This book is a thorough step towards developing this ability.

All chapters are well written, with plenty of exercises to clarify goals and objectives to attain the desired results. The amount of useful information is phenomenal, and I felt the price extremely reasonable for so much "good advice." This is not a high-tech, super-whammy, take-the-cash-and-run business approach. It is based on the solid principle that your practice is an extension of yourself, with your goals and ideals.

This book can be used on an ongoing basis as your needs or practice goals change. I think you will find your investment well worth the time and effort.



## Whole Life Times

February 1991

Reviewed by Art Kunkin

This is definitely the best workbook on how to start and maintain a business that I have ever seen. It is definitely worth thousands of dollars to anyone planning a business or already running one.

When I first saw *Business Mastery* at a convention, I went back and back again to the booth where it was on sale to continue thinking about some of its suggestions. Then I realized I had to have my own copy to remind me about all the things I know or have forgotten or never fully realized about making money and being happy at it. And since then I have been recommending the book to many friends. Now I am writing this review as a labor of love to let many more friends, known and unknown, become acquainted with this gem.

This is not a "how-to" book that will sit on the shelf after the first perusal. Its pages are filled with many checklists and forms that you will personalize and use as an ongoing journal to understand your strengths and weaknesses in all aspects of business.

*Business Mastery* written for somebody who is skilled in a particular field but not necessarily money oriented or possessing business skills.

The author wrote me in a letter that car repair shops, printers, restaurant owners and many others not in the healing arts or inexperienced in business successfully use the book. She told me she wrote the book to help people "earn a decent living doing what they love." **I believe her and she has succeeded.**

## Small Press

Spring 1992

Reviewed by Carter Prescott

If you want to run a successful business but worry that you won't have enough time for yourself and/or your family, relax and read this book. In a friendly yet knowing way, Sohnen-Moe holds you accountable for leading what she calls a "balanced" life—then provides all the tools for taking control of yourself and your business.

This book is chock full of exercises to master self-awareness as well as basic business skills. There are also sample forms to track your daily activities and measure income, expenses, cash flow, marketing endeavors, and client retention rates. This is the first marketing discussion I've read that recommends targeting your audience according to both demographic and psychographic characteristics. She also shows you how to assess all your competitors and get full benefit from money spent on promotion. The business plan chapter is the most complete I've ever read and demystifies the process for novices.