



BOOK REVIEW:
HOW TO BE A SUCCESSFUL THERAPIST
Celia Johnson

'How to be a successful therapist' is useful for experienced therapists looking to boost their business but more relevant to those venturing forth into the world of business after graduating. All too often newly qualified practitioners have bags of enthusiasm and energy but lack the marketing skills needed to get and keep new clients. Celia Johnson has gone through this process and her book aims to give advice about a wide range of issues from taxes, working hours and long term goals. Although the book is aimed specifically for massage therapists it is a handy book for any complementary practitioner to dip into should they need advice in a particular area. A good piece of advice Celia gives is, "What do you do if there is no support group in your area? Start one! The initial work of setting up our group was well worth the effort".

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