



BOOK REVIEW:

MARKETING FOR COMPLEMENTARY THERAPISTS: 101 TRIED AND TESTED WAYS TO ATTRACT CLIENTS
Steven A Harold

Marketing is an important area for any therapist whether they have been practising for years or just starting out. You can be a fantastic reflexologist but without making people aware of your existence you will find it hard to build a good client base.

This comprehensive guide is written by a therapist who has also undertaken a career in marketing. Divided into 14 action packed chapters, Steven Harold gives top tips on how to attract clients, make the most of your working space, practice management, promotions and advertising, networking ideas and marketing skills.

“The purpose of this book,” reveals Steven Harold, “is to give you so many ways of marketing your practice that it would be virtually impossible to fail”.

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