

# salon today

SMART BEAUTY BUSINESS

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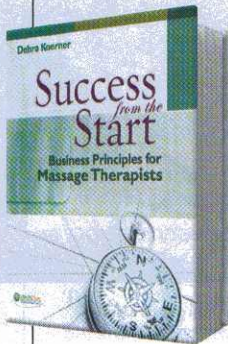
## Salons of the Year 2013

GRAND-PRIZE WINNER:  
Posh Hair Studio  
Kew Gardens, New York

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### The Dawn of Daring Design

20 Spaces Brimming with Personality



## Success from the Start: Business Principles for Massage Therapists

By Debra Koerner

Published by: F. A. Davis

Reviewed by: Felicia Brown, Licensed Massage & Bodywork Therapist

### ST: WHAT IS THE BOOK ABOUT?

**FB:** This book is about how to create a solid foundation for creating a successful massage therapy practice, whether as an employee, independent contractor or solo practitioner. It is directed at students, but could be beneficial for anyone looking to get a more organized and thorough overview of what it takes to be successful in this field.

### ST: WHAT DID YOU LIKE BEST?

**FB:** This book blends important yet expected topics such as professional ethics and insurance with information not found in other similar books such as the concepts

of mindfulness and creating client loyalty using unconditional positive regard. The latter two put a caring element back into the more black and white world of business—something many massage therapists shy away from—to create a more holistic approach to building a business.

### ST: WHAT WAS THE BOOK'S BIGGEST TAKEAWAY MESSAGE?

**FB:** Know thyself in order to succeed! A lot of time is spent in this book (and the corresponding lesson plans) encouraging the reader to use their own thoughts, ideas, preferences and instincts to create a busi-

ness and career that is not only profitable but also personally satisfying.

### ST: WHAT IS ONE IDEA YOU PLAN TO APPLY TO YOUR WORK OR PERSONAL LIFE?

**FB:** As a business and marketing coach, I am always telling students and clients to get clear on what they want in terms of goals to achieve, work they want to do and people they want to work with. This book has helped me to remember to implement these same practices into my coaching business as well as my massage and yoga studio.

### ST: WOULD YOU RECOMMEND THIS BOOK TO FRIENDS, COLLEAGUES OR STAFF MEMBERS?

**FB:** I think it shares vital information and resources on how to grow your business the smart way and provides a thorough overview of the realities of being a professional massage therapist. **A**

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