

Business Mastery³: A Guide for Creating a Fulfilling, Thriving Business and Keeping it Successful

By Cherie M. Sohnen-Moe. Sohnen-Moe Associates, Inc., 1997 (3906 W. Ina Rd #200-367, Tucson, AZ 85741; 800-766-4774). 448 p., paperback, ISBN 0-9621265-4-3.

Reviewed by Monica Roseberry

Happiness, health, prosperity, success, and balance are the ultimate goals of *Business Mastery³*, 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 and fundamental business principles necessary for new and experienced practitioners alike.

Impressive in its third incarnation, *Business Mastery³* 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 startup, 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 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 give the eye and mind momentary rest while summarizing keep 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 therapist’s 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 with, humor, and heart to gently help the medicine go down.

Sohnen-Moe has looked into defiant, bored, or frightened eyes while broaching the subject 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 Mastery³* 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 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 step and principles in *Business Mastery³* can give readers the insights and abilities to attain that excellence and enjoy long-term careers of helping others.

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