

Managing and marketing

Learning objectives

This chapter covers the following:

- **choosing premises**
- **business planning**
- **stock**
- **accounts and your accountant**
- **time management**
- **effective marketing**

Managing and marketing are absolutely crucial to your business. Effective management is as important as offering the right treatment to the right client. It doesn't matter how qualified or experienced you are, if your management and administration skills are poor and potential clients don't know that you exist, your practice cannot be successful. To be successful in running your own business, whether working from home, renting time in a clinic, buying an existing business, or leasing or buying premises, you *must* be business minded. If your working life is starting to work for somebody else, you will still need to be business minded. You need to 'manage' yourself and your client list. At the end of the day, you have chosen to become a therapist because you are a caring and hard-working person and love the type of work you have chosen. We all work, however, as a means to an end, and that end is an exchange of energy – in this case money! You have bills to pay and commitments to meet, and when it comes to running a business, or being an employee, managing and marketing should be at the top of your 'TO DO' list.