

We are looking for health practitioners across the spectrum to offer your insight, experience & advice. Doctors, nutritionists, therapists, coaches, massage therapists, hypnotherapists, physical therapists, personal trainers, naturopaths, estheticians, chiropractors, bodyworkers and more; any practitioners working in a health, wellness or healing field are all welcome.

*\*\*\*Please tailor your submission as if speaking to an audience of students or brand new practitioners in your field.*

**Your submission and quotes may be used in a mass-market book being published in late 2010/early 2011.**

Please feel free to address *some* or *all* of the questions, at length or in brief.

**DEADLINE: November 30th, 2010.**

Please email to: [soulsticemedia@yahoo.com](mailto:soulsticemedia@yahoo.com) or mail to:

Soulstice Media

P.O. Box 2436

Sausalito, CA 94966

*Please fill in the form below by typing in the grey boxes.*

Name:

Position (Medical Doctor, Massage Therapist, etc.):

**Your Business**

Name:

Your Published Book (If applicable):

Email Address:

Best Telephone Contact:

Website URL (If applicable):

By contributing, you give permission for your name, business name (if applicable) and contribution to be used in print, media and related promotional materials.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **General Questions:**

1. **How many clients do you see per week, on average?**
2. **How many hours per week do you spend working on your business (marketing, networking, etc.) *excluding* time spent face-to-face with clients?**
3. **How much do you charge, on average, per client appointment?**
4. **Do you offer online booking for your clients? Comments?**
5. **Do you operate as a sole proprietor, corporation or LLC? Comments?**
6. **Do you accept credit cards? Comments?**
7. **Do you bill insurance? Comments?**

### **Detailed Questions:**

8. **“Biggest Mistake” === What is the one thing you would do differently when first starting out in your practice?**
9. **“Smartest Decision” === What is the best decision you made when first starting out in your practice?**

- 10. Words of Wisdom === What are the top pieces of advice you would give someone just starting out in their practice?**
  
- 11. Keys to Success === What decisions or actions have led to the greatest successes in your practice?**
  
- 12. What actions do you take to retain your current clients?**
  
- 13. How do you market for new clients? Which of your efforts have been the most successful?**
  
- 14. Do you or have you used paid advertising? What type? Was it successful?**
  
- 15. How do you stay healthy, motivated and avoid burn-out?**
  
- 16. What was your biggest misconception about your field going into it?**
  
- 17. What are the most important personal traits you've had to cultivate in order to be successful in your field?**
  
- 18. Do you or have you had employees? Do you have any advice when it comes to hiring or managing employees?**