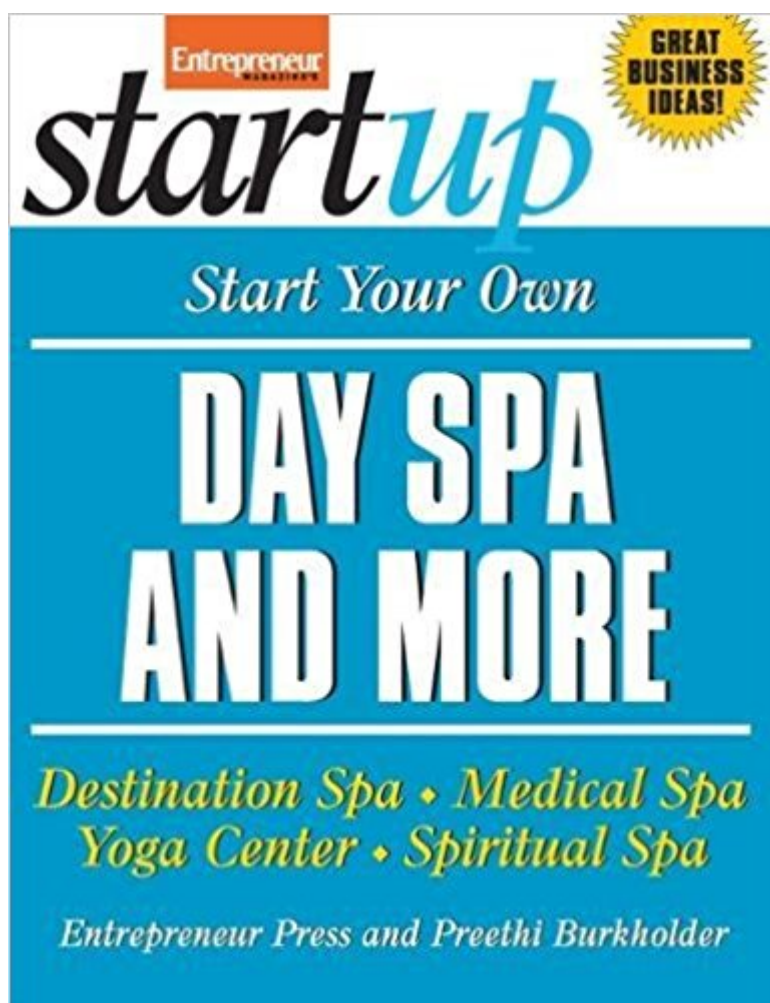


The book was found

Start Your Own Day Spa And More: Destination Spa, Medical Spa, Yoga Center, Spiritual Spa (StartUp Series)



Synopsis

Are you ready to take the plunge and start your own spa? Nowâ™s the perfect time. Spas have become one of the fastest-growing industries around the globe. Whether youâ™re interested in day spas, destination spas, medical spas, spiritual spas, yoga centers or another variety, the expert advice in this guide helps you get started today. Learn all the business information you need to succeed—from choosing a location to setting prices to attracting new clients. Plus, get the hottest trends in the spa industry and expert advice on the creative elements that turn an ordinary spa into an extraordinary relaxation center. Expert advice covers: • Researching the market • Identifying a niche and attracting a target clientele • Creating the right atmosphere to enhance the spa experience • Offering the hottest spa services • Hiring talented and trustworthy employees • 25 marketing tactics under \$50 • And more! Pick up this guide to get started and succeed in this fun, profitable and rewarding business.

Book Information

Series: StartUp Series

Paperback: 168 pages

Publisher: Entrepreneur Press; 1 edition (August 1, 2007)

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Average Customer Review: 4.2 out of 5 stars 5 customer reviews

Best Sellers Rank: #873,235 in Books (See Top 100 in Books) #79 in Books > Travel > Specialty Travel > Spas #5846 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide

My better half runs her own spa and has been for a while. She has found some great ideas in this book to help improve her marketing and other things concerning running her spa. Overall, an excellent book.

Great startup info!

I received many good tips from this book as we are opening 3 treatment rooms here at our Songbird Bed and Breakfast. It will help you avoid mistakes.

This book has no relevant business information. It will tell you what type of lights to use but absolutely no cost/price information. Do not purchase this book if you are looking for hardcore business information.

I LOVE THIS BOOK IT LOOKS SO NEW!!! LOVED IT BC IT LOOK SO NEW AND THIS IS JUST WHAT I WAS LOOKING FOR!

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