

ESSENTIAL-E THERAPEUTIC MASSAGE & BODYWORK--Therapy for a Growing Business



Blessed with a compassionate heart and a strong desire for helping others, Michelle Johnson founded Essential-E Therapeutic Massage & Bodywork. Michelle specializes in a variety of therapies, including clinical, prenatal and infant massage instruction. She partnered with Children's Memorial Hospital to provide a ten-minute chair massage program for inpatient nurses. This "Caring for the Caregiver" program provides nurses with a quick respite as well as recharged physical, spiritual and emotional well-being.

After struggling on her own for nearly a year, in August 2007 Michelle came to SCORE for assistance in growing her business. Her counselor was (and still is) Marge Schneider. With Marge's help, Michelle was able to develop a business plan and a marketing strategy which included the creation of brochures and sales proposals and presentations.

This is how Michelle described her experience with SCORE:

"To say that that [i.e. seeking SCORE's assistance] was the smartest move I could have made for my business would be a gross understatement. From the very first day, my counselor helped me realize what I needed to do to get my business back on the right track....She helped me lay an outline for my business, my goals, my vision, what to reach for and how to get there. More importantly, she helped me eliminate what wasn't working and showed me how to enhance the things that were working in order to grow my business. I left that first day feeling like a great weight was lifted off of my shoulders."

"Since then, my business has grown tremendously by leaps and bounds. We have expanded from a one-person business, volunteering at a hospital twice monthly, to securing a corporate contract with one of the city's most prestigious children's hospitals, providing services for over 23 departments across two campuses. Although we are still small, our exceptional staff of qualified therapists continues to grow regularly. I couldn't be more grateful to SCORE for giving my business the life preserver it so desperately needed."

The website for this business is: www.essentialetherapeutic.com