

The CMA Business Start-Up Toolkit

Your Guide to Launching and Growing
a Thriving Natural Healthcare Practice



The CMA is the world's leading association for
complementary medical professionals
and holistic therapists

Welcome!

Congratulations on taking the first step towards a rewarding, purpose-driven career in complementary medicine and holistic health.

Whether you're still exploring this path, in training, or already qualified and looking to expand your practice, this toolkit from The Complementary Medical Association (The CMA) is here to support and guide you at every stage.

At The CMA, we believe that being a successful natural health practitioner isn't just about what you know—it's about how you serve others, the confidence you build, and the community you grow.

This toolkit has been carefully designed to offer inspiration, practical tools, and professional insights to help you succeed. We look forward to supporting you every step of the way!



Jayne Goddard

Jayne Goddard MSc, PG Dip Ed, FCMA, FRSM
President, The Complementary Medical
Association

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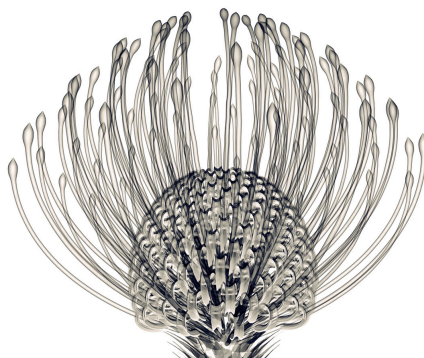
1: Is a career in Complementary Medicine right for you?

Ask yourself:

- Do you feel a deep desire to help people live healthier, happier lives?
- Are you drawn to natural approaches to health and wellbeing?
- Do you value lifelong learning, personal growth, and meaningful work?
- Would you love the freedom and flexibility of running your own practice?

If you answered yes to any of these, then you might be perfectly suited to a career in complementary medicine. This is more than a job—it's a calling. It's an opportunity to make a profound difference in people's lives while doing work that aligns with your values.

Top Tip: Spend time exploring different therapies. Book sessions as a client. Talk to practitioners. Attend live events. This firsthand insight will help you clarify your path.



2: Choosing Your Path – Training and Accreditation

Your journey begins with choosing the right training. There are hundreds of disciplines within complementary medicine—from acupuncture and massage therapy to naturopathy, reflexology, coaching, and beyond.

Whatever your interest, you need training that is:

- Professionally accredited (e.g., by The CMA)
- Rooted in evidence-based knowledge
- Supportive, inspiring, and well-structured
- Flexible enough to suit your life circumstances



Choosing a CMA Registered Training School means you're getting a course that meets the highest standards in the industry.

It also means you'll be eligible for Student CMA Membership (SCMA) while training and you'll be eligible to upgrade to Full Practitioner Membership (MCMA) upon graduation—an essential step in building your career and gaining the professional recognition you need.

**Already trained?
No problem!**

The CMA can assess your credentials and help you gain the professional recognition you deserve. Simply email us at: **Admin@The-CMA.org.uk** and we will help you.

3: Building a Strong Foundation

Once you have your qualification (or are close to it), it's time to build your professional foundation. This means setting up your practice in a way that's safe, legal, and inspiring.

Here are the essentials:

- Decide on your business structure (sole trader, limited company, etc.)
 - Secure your professional indemnity insurance
 - Set clear Terms and Conditions for clients
 - Prepare essential documentation like risk assessments
 - Join The CMA for credibility and support
-

CMA Members receive access to a wealth of resources, including legal templates, marketing guidance, and practice-building support to help you hit the ground running.



The CMA is here for you - every step of the way

As experienced practitioners ourselves, we know exactly what works (and what doesn't!) to build a thriving practice.

We have supported tens of thousands of practitioners over the last four decades!

Our Business Development Consultancy Team will work with you one-to-one to gain a deep understanding of your aims, dreams and wishes, so that we know where you are headed - and can support you in getting there.

4: Branding and Positioning Your Practice

Your brand is more than a logo—it's the impression you leave in people's hearts and minds. It's how your ideal clients will find you and connect with your mission.

Start by exploring:

- What you stand for (your values and mission)
- Who you serve (your ideal clients)
- How you want people to feel when they experience your service
- A name and visual identity that feels aligned and professional

Bonus Tip:

Your website doesn't need to be fancy, but it must be clear, easy to navigate, and reflect who you are. Include a professional photo, video (ideally - and we will help you with this!), your credentials, a link to your unique CMA Listing page, and a clear way for people to contact you or book a session.



"Your brand is a story unfolding across all customer touch points."

Jonah Sachs

5: Attracting Your First (or Next!) Clients

Marketing doesn't have to feel pushy or overwhelming. At its heart, marketing is simply about sharing what you love with the people who need it most.

Effective marketing includes:

- Sharing valuable content (blogs, social posts, emails)
- Connecting through social media (especially Instagram and Facebook)
- Local outreach (talks, community events, collaborations)
- Encouraging testimonials and referrals

We will help you with all this and more! CMA Members get access to nine business growth tutorials featuring the world's leading practice growth experts (worth over £900!), 1-2-1 practice support, community and networking with your peers, and expert marketing guidance to build your confidence and clarity.



CELEBRATE
EVERY TINY
VICTORY

6: Pricing, Packages and Profitability

Many practitioners feel unsure about setting their fees. But pricing is part of your professional identity. Your rates reflect your value and make it possible to sustain your business long-term.

Here are some things to consider:

- Research average rates in your area and niche
- Set a fair price that reflects your expertise and costs
- Offer packages (e.g., a series of 6 sessions) to encourage commitment
- Keep clear and accurate financial records

CMA Members can access exclusive tools and advice to ensure their business is not just meaningful, but also financially sustainable.

We offer all our Members individual Practice Growth Strategy Sessions with our Business Development Consultant.

We are 100% committed to making sure that you thrive, personally and professionally in practice.

We are the world's leading experts in practice growth - and have helped tens of thousands of CMA Members to grow their dream practice over the last four decades!



7: Growing with Confidence

Once your practice is up and running, it's time to think bigger. What does growth look like for you?

- Adding new therapies or services?
- Running group programmes or workshops?
- Going online with courses or consultations?
- Building real world, attendance courses?
- Growing a local or international reputation?
- Writing books
- Building retreats
- Achieving your dreams!

The CMA helps you grow with professional development resources, CPD opportunities, and access to a network of like-minded practitioners.



8: Why Join The Complementary Medical Association?

Joining The CMA gives you:

- Professional recognition from the world's leading body in complementary medicine
- Your profile listed in the CMA directory—helping clients find you
- Your own bespoke personalised promotional video
- Business-building support, templates, and tools
- CPD resources to support your ongoing development
- A community of fellow professionals who care
- 1-2-1 support from our dedicated Practice Growth and Business Development Team

When you join The CMA, you're not just ticking a box. You're stepping into a community committed to your success.



9: The CMA - Your Fastest Route to Professional Success

Complementary medicine and holistic healthcare is a vibrant, growing field filled with purpose, possibility, and passion. There has never been a better time to get involved in this rewarding field.

Whether you're starting out or ready to grow, The CMA is here to walk beside you every step of the way.

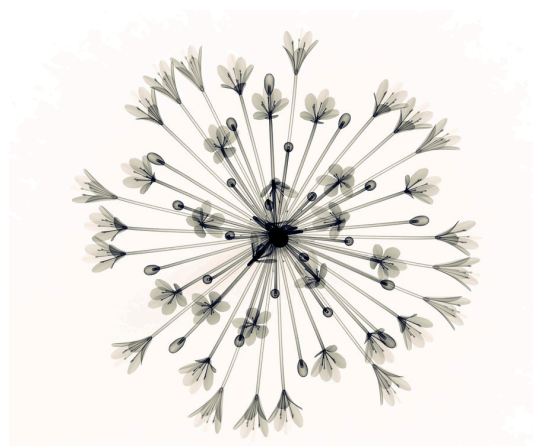
We believe in your potential and we can't wait to see what you do.

Ready to Take the Next Step?

Join The CMA today and gain instant access to our powerful resources, trusted support, and inspirational community.

Visit The-CMA.org.uk

Get the professional recognition you deserve!



CMA BENEFITS

AT A GLANCE

	CMA Full Member - MCMA	CMA Student Member - SCMA	Fellow of The CMA - FCMA	CMA College / Training School	CMA Approved Suppliers	CMA Clinics / Spas / Retreats	CMA Association Members
Your Page on The CMA website	●	●	●	●	●	●	●
Post-nominal Letters	●	●	●				
CMA Referral Scheme	●	●	●	●	●	●	●
Continuing Professional Development (CPD)	●	●	●				
Membership Pack	●	●	●	●	●	●	●
CMA Online Database Listing	●	●	●	●	●	●	●
London Boroughs Exempted Status	●	●	●		●	●	
Low Cost Insurance Block Scheme	●	●	●	●	●	●	●
Use of The CMA Logo	●	●	●	●	●	●	●
CMA Weekly e-Newsletter	●	●	●	●	●	●	●
CMA Training & Courses CMA	●	●	●	●	●	●	●
Code of Ethics Guidance	●	●	●	●	●	●	●
Ongoing Media Campaign	●	●	●	●	●	●	●
CMA Facebook Page & Group	●	●	●	●	●	●	●
CMA YouTube Channel	●	●	●	●	●	●	●
1-2-1 Practice Growth Mentoring	●	●	●	●	●	●	●
Governmental Level Liaison	●	●	●	●	●	●	●
Conventional Medical Organisations Liaison	●	●	●	●	●	●	●
Further Qualifications	●	●	●	●	●	●	●
Practice/School/Business/Student Advice	●	●	●	●	●	●	●
Downloads	●	●	●	●	●	●	●
Specialised Bespoke Tutorials	●	●	●	●			●



Thank you!

We are so thankful that you have downloaded this eBook, and hope that you have found it valuable.

Here at The CMA, we work hard to create meaningful and helpful content. As a non-profit organisation, all funds received from Memberships go back to our mission of promoting ethical, responsible, and professional complementary medicine to the public and the medical profession.

We look forward to welcoming you to The CMA!
Thank you for helping us achieve our goals.

With best wishes from

The CMA Team



Your Dream Practice Workbook

Action Steps to Build a Fulfilling Career in Complementary Medicine

Welcome to your personal practice planning workbook. This is your space to dream, explore, and take powerful steps toward your future in complementary medicine. Whether you're just starting out or you're already trained and looking to grow, these pages will help you build clarity and confidence.

1. Your Calling and Vision

What draws you to complementary medicine and holistic health?

What kind of difference do you want to make in the world?

What does your dream day look like as a practitioner?

Your Dream Practice Workbook

2. Exploring Training or Gaining Recognition

If you're new:

What areas of complementary medicine interest you most?

Have you explored study options through a CMA Registered and Accredited Training School?

If you're already trained:

Would you like to gain the professional recognition and support you deserve and become a CMA Member?



Your Dream Practice Workbook

3. Building a Strong, Ethical Foundation

Think about the essentials you've completed or plan to do next:

What do you still need help with?

4. Defining Your Brand and Mission

Three words that describe how you want clients to feel:

My values (e.g. compassion, integrity, empowerment):

Visibility, Credentials and Professional Recognition

Do you have a CMA Listing Page set up yet? If not set a date for this.

Your Dream Practice Workbook

5: Creating your unique niche

Who is your ideal client?

Age

Health goals or challenges

What they value most in a practitioner

What else could be useful to know about your ideal client?



Your Dream Practice Workbook

5. Making Marketing Feel Natural

Which promotional tools will you use first? (e.g. social media, website, newsletters?)

Content ideas I could create to educate or inspire that will 'speak' to my audience:

Would you like 1-2-1 help from our Business Development Team? Make notes about any sticking points that you are experiencing, or anything else that you would like to discuss with one of The CMA's Practice Growth Consultants (Note: this incredible opportunity comes as part of your CMA Membership and you can book three 1-2-1 sessions throughout the year)



Your Dream Practice Workbook

6. Your Financial Foundations

In this section we encourage you to use the following questions as a 'thought exercise'. You won't be held to these figures and, as your practice develops, you'll find that they change. As always, The CMA's Business Growth Consultants are on hand to guide you every step of the way. Also, don't forget that CMA Practitioner Members are offered nine Tutorials throughout the year - worth over £900 with some of the world's leading practice growth experts - so help is always available.

What is your target monthly income?

What is your price per session or hour?

Will you offer packages to encourage commitment?

Have you started tracking income and expenses clearly?

Your Dream Practice Workbook

7. Plan for Growth

What areas of growth appeal to you most?

What would growth look like for you in the next 12 months?

One action I'll take this month:



Your Dream Practice Workbook

8. Build Your Support Circle

Building and growing your own complementary medical or holistic health business is rewarding and challenging.

It can be lonely - especially if you are a sole practitioner - however, it is also one of the most exciting adventures you can undertake - especially knowing that your work will have a direct positive impact on so many people.

Here at The CMA we know just what it takes to build a practice and we are only ever a phone call or email away if you need support.

Who do you need in your corner right now?

How will you access support?



Your Dream Practice Workbook

You've Got This!

You are building more than a business—you are creating a fulfilling, purpose-driven career in one of the most meaningful fields in the world.

We believe in you

*“Your dream practice is absolutely
within reach.
The CMA is here to walk beside you
every step of the way.”*

Jayney Goddard



CMA Member Feedback and Tutorial Testimonials

In closing, we just wanted to share some recent wonderful feedback from our Members from a recent CMA Practice Development Tutorial:

✨ "I'm new to CMA, just joined two weeks ago and I already feel totally glad I am here. It's clear to see your level of service to members is excellent. Thank you so much and to Dr. Frank too. This is so inspiring." — Layla M

✨ "Yes! Hands down, this is the best workshop of this kind from any professional association I belong to. Thank you both so very much for having this conversation with us." — Gina G

✨ "I very much enjoy how spacious the webinar was: paced and not overwhelming, with just the right kernels of info. I really feel I have received the benefit of your experience and wisdom. I am so so so grateful for this CMA Tutorial. I have received so much. Thank you."
— Satya D

✨ "Thank you so much for a great session, I have to leave early unfortunately but have really enjoyed it. I agree the CMA sessions are excellent." — Samantha F

✨ "Thank you both so much, it's such a new world to me that this is so insightful to have your expertise and knowledge shared — Thank you." — Emma S

✨ "Brilliant session! Thank you so much. Sending love to both." — Bianca M-V

✨ "I recently joined the CMA as a Reiki Practitioner. I really feel my membership gives me a huge amount of credibility and I am so amazed and delighted with the range of help and support that is available to members. Thank you for all your hard work and support." — Sarah D

✨ "Thank you so much for all the valuable information, and particularly the opportunity for having guidance from Angie and making a showcase video with Jayney. The ebook idea to detail the transformation I provide through the treatments I offer is something I will definitely create." — Amanda P-S

✨ "What I got out of today, renewed confidence." — Liz W

✨ "I love what you do CMA, keep up the amazing work! Thanks for a fabulous session, loved listening to Frank's expertise. Looking forward to the next tutorial ❤️" — Tracey T

✨ "Thank you Jayney and Frank, so amazing to see you ❤️ fabulous magical afternoon 🙌🏻🙌🏻🙌🏻" — Bernice Robinson

✨ "Thank you everyone, I am a new member and this was fantastic to learn from everyone. Thank you CMA!" — Ann B

✨ "Thanks for a fabulous session, loved listening to Dr Frank's and Jayney's expertise. Looking forward to the next tutorial ❤️" — Tracey T

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