



Body & Mind Massage Therapy Center Jamestown ND

Owner Terri Bostan

Terri Bostan is the owner of Body & Mind Massage Therapy Center located in Jamestown, ND. She started her business in 1998. After 19 years in business, Terri's advice to new entrepreneurs is to be prepared to work hard. In the end it's *your* baby, it's worth the hard work. Use your resources and don't try to do it on your own. The ND Small Business Development Centers – Jamestown Office helped to reel me in and set a goal and I would recommend ND SBDC services to other business owners.

Terri began her career with health care related jobs and found herself very interested in a more holistic approach. The owner of the shop where she was working was looking for a massage therapist. First, she researched the idea, then she went to school knowing she had a space waiting for her when she graduated.

Terri's focus remains on the health and well-being of her clientele. Most of her customers are recovering from an injury or accident, looking for damage control or stress release, some suffering from chronic conditions, spend hours working at a desk, are aging or suffer from arthritis. She helps to keep people on their feet. Terri receives referrals from chiropractors and medical doctors. Massage is an additional option to pain medications and muscle relaxers. It is another step to help the body heal itself. While it cannot cure things, it is in Terri's words, "a step in the healing process."

Terri heard about the ND SBDC through one of her clients. As Terri said, "word of mouth is still one of the best forms of advertising." Her business was ready to expand and looking for a new location.

The ND SBDC Business Advisor helped Terri evaluate several locations to see if they would work for her business. The ND SBDC assisted with business planning, financial projections, legal structure questions and other areas of general advice. In the end, she was able to work with her existing landlord to obtain and renovate space in the building to fit the needs of her growing business. Terri and her landlord split the renovation costs.

Terri's guidance to a new business owner is, "Do your research! Know the area you are going to move into, know your market, be open to change. You might have to adapt some of your wishes, keep your options open. It is hard, you have to be very devoted to your business, know your demographics."