

## Reviews

"This book is fantastic!!! Very solid strategies...I wish this book was available when I first got out of school!!! Most health professionals, including myself, haven't had any business classes, so it's a guessing game as to where to turn! This definitely shortens the learning curve dramatically!! It's a MUST HAVE for anyone who wants to be a successful entrepreneur!"

Christopher R. Mohr, PhD, RD, CSSD

Owner, Mohr Results, Inc

<http://www.mohrresults.com/>

I wish that I'd had Margie's book 15 years ago when I started my own private practice. Her guide is practical, refreshingly concise, and motivating. Margie gives us the tools to turn our dream into reality. Don't delay -- get your hands on "Just Jump" and start growing the business of your dreams.

Ellen Coleman, MA, MPH, RD, CSSD

Author, Diet, Exercise, and Fitness, 7th ed., Nutrition Dimension

Margie, this is JUST what I was looking for! Thank you and FANTASTIC job!!! ...this book is a MUST HAVE for fitness professionals who want to start their own business. I remember going to Borders and skimming the shelves but none of the business books really "spoke" to me. I do not consider myself a business savvy person so I needed something that was specific to the fitness industry. "Just Jump" is the roadmap that I have been looking for!

Christina Todd, ACSM-CPT, NSCA-CPT

<http://www.fitnessthinktank.com>

<http://www.therovinggym.com>

So many health and fitness professionals fantasize about quitting the daily grind and opening up their own businesses. This book helps you make that fantasy a reality by providing you with the tools you need to make it happen. If you lack the business confidence to go for your dream, then this is a must read. The thought provoking exercises will help you define your direction as you build a workable business plan. If you follow the steps outlined in this book, you will soon be on the road to a more purpose-driven, meaningful career!

Nancy Collins, PhD, RD, LD/N

Nutrition and Health Consultant

<http://www.RD411.com>

Weston, FL

Finally! A book written in plain English by someone who has successfully made the Jump to self employment and is willing to share her insights with the rest of us! This book is a must read for anyone in the health and fitness industry who ever considered being their own boss. Marjorie Geiser writes with passion and anticipates your questions in a way that makes you feel she's sitting just across the kitchen table with you, as your own personal coach.

Joe Cannon, MS, CSCS, NSCA-CPT

Author, speaker and self-employed personal trainer

<http://www.Joe-Cannon.com>

Just Jump explores two essentials of any new business: the business plan and the marketing plan. Sound scary? Marjorie makes it manageable so you won't get stuck in the terminology - and instead begin to visualize its success.

Joanne Lichten, PhD, RD

does business as "Dr. Jo" writing books, doing spokesperson work, and speaking at conferences about How to Make More Dough.

<http://www.drjo.com>

Margie is a genius as she skillfully guides business owners to overcome one of the toughest challenges—time management. Margie arms readers with a plan to efficiently make the most of their time by providing practical and useful strategies to prioritize and get organized. Margie's book will give you direction and a sense of "I can do this!" Her advice and support is priceless!

Lyssie Lakatos, RD, CDN and Tammy Lakatos Shames, RD, CDN,

The Nutrition Twins®

<http://www.nutritiontwins.com>

With careful thought and consideration the 72 exercises in this book are sure to prepare you to start a successful business.

Linda S. Eck Mills, MBA, RD, LDN, FADA

Professional Speaker / Educator

Dynamic Communication Services

<http://www.theconsultantsforum.com/eckmills>

This book is the perfect fit for anyone wanting to start their own business. It offers a step by step, practical blueprint to create a successful business and avoid the common pitfalls business owners often have. I highly suggest having a copy of this book to be your guide before jumping into your own business.

Meri Raffetto RD, LDN

founder Real Living Nutrition Services

<http://www.reallivingnutrition.com>

In Just Jump, Marjorie Geiser gives us a specialized start up guide for anyone starting a health and fitness business or any new business. Though this book focuses on health and fitness professionals, much of the information can be applied to any new business start up. I found this book to be filled with great steps and tools to help you succeed, including information on finding your niche, your target audience and the importance of marketing and business plans.

Michelle Dunn

Award winning author

Margie, I do like your book - it is full of practical ideas- your book has helped me narrow down my ideal client. There are numerous practical suggestions in there that I would like to give it a try in due time.

Carol Lee, MAMFC, MACE, RD, ACE CPT

<http://www.carolfitness.com/>

To purchase Just Jump, [click here](#) .