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Communicate with our panel of massage experts and other readers. Share your thoughts or ask questions. Check them out on page 3.

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# ATTRACT AND RETAIN NEW CLIENTS

## in the First 90 Days


People often ask, “What is the best way to market my practice?” As much as I would love to give a concrete answer to that question, it’s impossible. No one-size-fits-all formula works. The marketing venues you choose are best determined by your target markets. The trick to marketing success is to determine what’s most important to your potential clients and communicate how you can meet their needs and goals.

*One quick tip:* When starting out, talk with everyone about your profession—family, friends, neighbors and people in line at the grocery store, movies and department of motor vehicles. Share your enthusiasm for your work and the results it produces. Excitement is contagious!

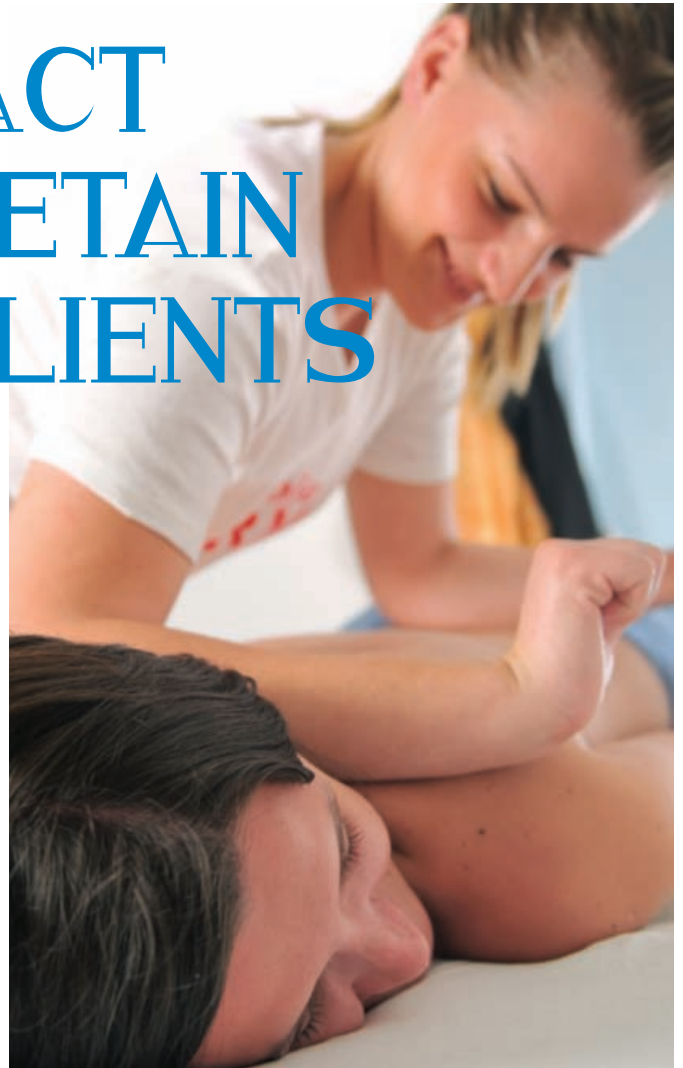
Although there’s no magic bullet, there

are some steps every new massage therapist can take to acquire and retain clients in the first three months of practice.

 Read the full-text version of this article at [www.futureLMT.com/getclients](http://www.futureLMT.com/getclients).

 Issue 4 offers additional information about attracting clients. Read “Marketing Magic” at [www.futureLMT.com/marketingmagic](http://www.futureLMT.com/marketingmagic).

 Learn how to determine your target market at [www.futureLMT.com/targetmarketanalysis](http://www.futureLMT.com/targetmarketanalysis).




# MAKE THE WEB WORK FOR YOU

A high-quality website is an incredible way to market your practice. It increases your visibility and credibility, and gives instant access to information about you and your services. Think of it as an electronic brochure. A website makes it possible for existing clients to refer people to you more easily.



You can also enhance your “convenience quotient” by adding an online scheduling component to your site. An e-newsletter archive with news, health tips and special promotions also adds interest and value to your site.

 Read the full-text version of this article at [www.futureLMT.com/webwonders](http://www.futureLMT.com/webwonders).

 Get hip to the lingo! Learn the meaning of such terms as “Web host” and “TCP/IP” by reading “Internet Terminology,” at [www.futureLMT.com/internetterminology](http://www.futureLMT.com/internetterminology).


 To learn 16 ways to make your website inviting, visit [www.futureLMT.com/invitingweb](http://www.futureLMT.com/invitingweb).





## 10 INEXPENSIVE STARTUP TIPS

Business cards and a telephone are all you really need to start a business. They also may be the only tools you’ll ever need if you want to work part time or reside in a community where you’re the only practitioner of your kind.

Marketing a massage practice starts with education and relationships. Make emotional connections with people. Do whatever you can to increase your visibility in your community.

 Read the full-text version of this article at [www.futureLMT.com/10tips](http://www.futureLMT.com/10tips).

 For a complete list of the major business startup tasks, see [www.futureLMT.com/startupchecklist](http://www.futureLMT.com/startupchecklist).

 Make sure your business cards and brochures are top-notch. Read “Compelling Collateral” at [www.futureLMT.com/compellingcollateral](http://www.futureLMT.com/compellingcollateral).

## CAREER LONGEVITY

The following traits and skills will help you have a long, successful and fulfilling career.

### PERSONALITY CHARACTERISTICS


Be confident in your abilities, have a positive mental attitude, maintain healthy boundaries, enjoy working with people, be willing to take risks and stay focused.


### CLIENT INTERACTIONS

Possess reverence for the inherent magnificence of the human body and spirit. Respect clients regardless of their physical conditions or the reasons they

seek care. Customize each session to address clients’ long-term goals and immediate concerns.

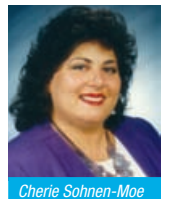
 Read this article in its entirety at [www.futureLMT.com/careerlongevity](http://www.futureLMT.com/careerlongevity).

 An ideal work environment is essential to career longevity. Learn 26 ways to create such an environment at [www.futureLMT.com/joblongevity](http://www.futureLMT.com/joblongevity).

 Get resources to support you in sustaining your career at [www.futureLMT.com/joblongevityresources](http://www.futureLMT.com/joblongevityresources).

### ABOUT THE AUTHOR:

Cherie Sohnen-Moe is an author, business coach, international workshop leader and successful business owner since 1978. Her company offers innovative support for increasing success through home-study courses, books, workshops, coaching and free resources on her website, [www.sohnen-moe.com](http://www.sohnen-moe.com). Cherie was in private practice for many years as a massage and holistic health practitioner. She has served on the faculty of several schools and has written more than 100 articles that have been published in more than 15 national and international magazines. She is the author of the book *Business Mastery* and co-author of *The Ethics of Touch*.



Cherie Sohnen-Moe

# JUST FOR STUDENTS

by Dennis W. Wright, C.M.T., M.A., N.D.

## THE IMPORTANCE OF A MENTOR

Mentoring changed my life. I would have never been exposed to massage were it not for a role model who became my massage mentor.

When I was 16 years old, a friend took me to the local YMCA. Being overweight, shy and working after school as a bakery janitor, my life wasn't exactly pleasant. I envisioned a life being obese, alone and stuck in a miserable job. The YMCA and the massage therapist I met there changed my life forever.




 Read this article in its entirety at [www.futureLMT.com/wrightmentor](http://www.futureLMT.com/wrightmentor).

## Build Your New Practice with PRACTICUM CLIENTS

You can jump-start your business and build your clientele with the people you worked with in school. Keep in mind that it can be a shock for clients to make the transition from paying nothing or a nominal fee to your standard rate. Upon graduation, you may lose many clients if they're abruptly required to double or triple the amount they've been paying. Ease their transition by offering them a lower rate that gradually increases

over time to the standard rate. You never know—they may offer to pay your standard rate anyway.

 Read the full-text version of this article at [www.futureLMT.com/jumpstartpractice](http://www.futureLMT.com/jumpstartpractice).

 For more on how to set your rates, read "Setting Your Fees" at [www.futureLMT.com/settingyourfees](http://www.futureLMT.com/settingyourfees) and "Fee Structures" in Online Resources at [www.futureLMT.com/feeresources](http://www.futureLMT.com/feeresources).

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**SUCCESS CHECKLISTS** Our success checklists are designed to help you prepare for your career while you're still in school. The lists provide goals, activities and skills we suggest you accomplish at each stage of your education.

Visit [www.futureLMT.com/successchecklists](http://www.futureLMT.com/successchecklists) to download all six.

**PAST ISSUES** Refer to past issues online for help with all aspects of practice startup.

Visit [www.futureLMT.com](http://www.futureLMT.com) to view these issues, which are also available in PDF format.

## ONLINE RESOURCES

Our Online Resources are links to useful Internet sites for students and new massage therapists. Here you will find websites, hand-picked by our editors, to help you with your education, your practice and your career.

See them at [www.futureLMT.com/resources](http://www.futureLMT.com/resources).



## FIND A SCHOOL IN YOUR NEIGHBORHOOD!

Want to find a school in your area that offers education in massage and bodywork? Visit *MASSAGE Magazine's*

enhanced Schools and Training Directory online at [www.massagemag.com/Students/schools](http://www.massagemag.com/Students/schools).

## YOUR FEEDBACK:

### What You Are Telling Us

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## IN YOUR OPINION

*What is the most important skill you have learned in your massage education thus far?*

E-mail your response to [jwhalen@massagemag.com](mailto:jwhalen@massagemag.com)

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