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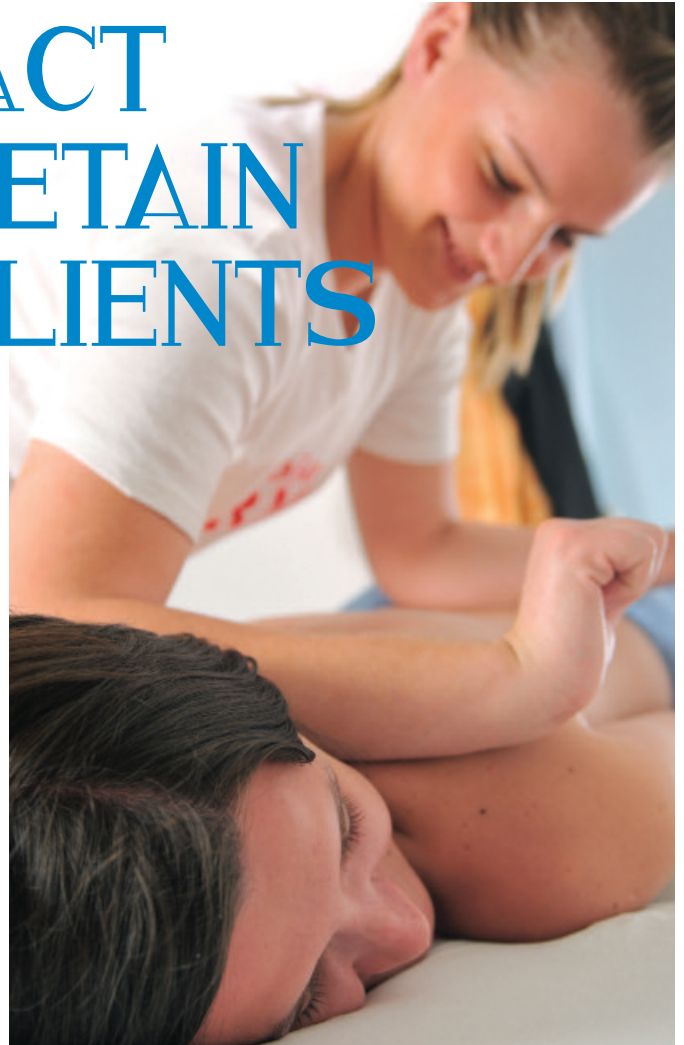
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# ATTRACT AND RETAIN NEW CLIENTS in the First 90 Days


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).

 Read how to determine what’s most important to your potential clients at [www.futureLMT.com/targetmarketprofile](http://www.futureLMT.com/targetmarketprofile).


# 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.

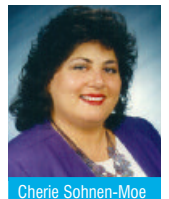
 Read this article in its entirety at [www.futureLMT.com/careerlongevity](http://www.futureLMT.com/careerlongevity).

 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,

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Cherie Sohnen-Moe

# JUST FOR STUDENTS

by Diana Moore, [www.naturaltouchmarketing.com](http://www.naturaltouchmarketing.com)

## THREE STEPS TO SUCCESSFUL MARKETING



In order to market yourself well, you need to know where you want to go and how to get there. A good marketing plan can be your guide.

Writing a marketing plan may sound daunting, but it's really not difficult. The few hours you put aside to research and write your plan can result in a guide that will help you promote your massage therapy practice efficiently and successfully

for months, if not years.

To chart your goals and direction, start with background research in several areas. Take notes, make copies, clip articles. Gather a lot of information, so you can sift through later to see what will suit your particular practice.


 Read this article in its entirety at [www.futureLMT.com/3stepsmarketing](http://www.futureLMT.com/3stepsmarketing).

## Build Your 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).

## EXPERT INSIGHTS



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Massage experts and readers share their thoughts, ideas and opinions. Please feel free to ask questions; they are here to help you start your career. Check them out at [www.futureLMT.com](http://www.futureLMT.com).



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**Presence Matters**  
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Visit [www.futureLMT.com](http://www.futureLMT.com) 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!

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