

CONGRATULATIONS!

As graduation approaches, you are probably experiencing a vast array of emotions, from the relief of having made it through all of the courses and tests, to the excitement of the possibilities that await you in your new career.

It has been our pleasure to provide you with tips and resources to guide you through your educational process and to help you set a strong foundation for starting your career. And we will be here for you even after you graduate. Subscribe to our FREE monthly e-bulletin so you can continue to receive the valuable advice and information you need to succeed. Visit www.futureLMT.com/subscribe.

SUCCESS CHECKLIST



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 to download all six.

HIGHLIGHTS FOR NEXT ISSUE

- ✓ Defining and achieving success, your way
- ✓ The art of goal setting
- ✓ Career options
- ✓ Workplace research

JUMPSTART YOUR NEW PRACTICE: TRANSITION PRACTICUM CLIENTS

You can jumpstart your practice and build your business with the clients you worked with while 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.

Shortly before you open your practice, send a thank-you letter to each of your practicum clients. This gives you the opportunity to formalize your new status as a credentialed massage therapist and offer a special transition program. Consider including something like this in your letter: "I greatly appreciate your confidence in me and the support you've given me throughout my schooling. Now that my educational program is about to complete, I have set a rate for new clients, which is \$55 for a one-hour session. Because I value your longstanding support, I am pleased to extend you the



following special rates: For the next three months, your rate will be only \$30 per session; the following three months, your rate will be \$45 per session. After that, the rate will be \$55 per session. This special rate takes effect as of January 1."

When you broach your rates in a gracious and businesslike manner, it's highly likely your clients will appreciate your professionalism and special consideration, and will choose to schedule ongoing sessions.



For more on how to set your rates, see...

"Setting Your Fees" at <http://www.futurelmt.com/settingyourfees>

"Fee Structures" in the Online Resources at www.futurelmt.com/feeresources.

TOP 10 LOW-COST STARTUP TECHNIQUES

All you need to start out are business cards and a telephone. These 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. Here are 10 simple ways to enhance your startup.

- 1 Attend networking meetings
- 2 Take classes
- 3 Write articles
- 4 Hold open houses
- 5 Give demonstrations
- 6 Wear logo clothing
- 7 Have a Web site
- 8 Volunteer in your community
- 9 Get interviewed by the media
- 10 Distribute business cards and brochures



For a complete list of the major business startup tasks, see www.futureLMT.com/startupchecklist.

For tips on networking, read "Network Your Way to Success," www.futureLMT.com/network.

Make sure your business cards and brochures are top-notch. Read "Compelling Collateral" at www.futureLMT.com/compellingcollateral.

JOIN OUR COMMUNITY

- Connect with other massage therapy students and new practitioners at futureLMT.com. Read our blogs by massage experts like Erik Dalton, Suzanne Scurlock-Durana, and Laura Allen. Post your own comment.
- Respond to our question of the month: If you could choose any massage or body-work mentor, whom would it be and why? Go to www.futureLMT.com/question.

2 Visit www.futureLMT.com Today!

GET AND KEEP CLIENTS IN THE FIRST 90 DAYS



I am often asked, "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.¹ 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.²

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 patients in the first 90 days of practice. See the full version of this article at www.futureLMT.com/getclients to learn how.

Issue 4 offers more information about attracting clients, starting with "Marketing Magic." See it at www.futureLMT.com/marketingmagic.

1. How to determine what's most important to your potential clients: www.futureLMT.com/targetmarketprofile

2. How to determine your target markets: www.futureLMT.com/targetmarketanalysis

Congratulations to

JENNIFER HARRIS

winner of futureLMT.com's iPod giveaway!



This Gwinnett College student, says, "I constantly use futureLMT.com as a reference for advice and ideas for promoting my new business venture. The help with my business plan and marketing ideas are invaluable and I like the fact that I can access it so easily online. I plan on using futureLMT.com even after my graduation in December 2007."

You can be the next winner! Enter to win an Apple iPhone. Ends January 31, 2008. Visit www.futureLMT.com.

WEB SITE WONDERS



A Web site is one of the most powerful marketing tools ever invented. 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 Web site 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.

 There's more online! Read the full version of this article to learn how to get started building your own Web site. Go to www.futureLMT.com/websitewonders.

Get hip to the lingo. Learn the meaning of terms such as Web host and TCP/IP from “Internet Terminology” at www.futureLMT.com/internetterminology.

Check Issue 6's Online Resources at www.futureLMT.com/websiteresources for other sites with advice on creating your own site.

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

Technical capabilities

Integrate what you've learned in school with hands-on practice in the field. Recognize that in the first few years of practice, it's vital to continue your education to expand your portfolio of skills and techniques. Continuing your professional

Continued on page 4

16 ways to make your Web site inviting

- Use a pleasing color scheme
- Incorporate clear and easy-to-use navigation
- Create high information value
- Employ quick-loading graphics
- Make sure your contact information is easy to find
- Balance content and white space
- Use simple graphics
- Choose headings that catch the interest of your reader
- Create a section for electronic news releases and media materials
- Include a page that highlights new developments and research findings in your field
- Include links to Web sites of holistic wellness professionals and organizations
- Post success stories and testimonials (be sure and obtain clients' permission)
- Offer discount incentives for online purchase of products and gift certificates
- Promote online appointment scheduling by offering package deals
- Provide a way for visitors to give you feedback (e.g., a “Contact Me” form, direct e-mail link, or a survey)
- Purchase a digital camera so you can take pictures at events and upload them to your site



Cherie Sohnen-Moe

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 their Web site, 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 over 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*.

education throughout your career opens many doors to both personal fulfillment and professional growth.

Business savvy

Take advantage of books, classes, marketing products, coaching services and online resources to assist in expanding your business knowledge.

Self-care

Helping others is difficult if you neglect your own wellness. Developing a habit of self-renewal helps you stay energized and ensures you're at your professional best. Carve

out time for daily walking, yoga, meditation or your favorite exercise. Enjoy time in nature and get a weekly massage!

Grow a strong client base

The number-one key to career longevity is a solid base of clients. After all, without them you don't have a practice. Include a mixture of promotion, advertising, community relations, and publicity—with the emphasis on promotion. Retain clients by making them feel safe and welcome, and by finding effective ways to support their wellness goals.



According to industry leaders, the average number of years a massage therapist stays in practice is two to three. Yet, some people stay in the massage field for more than 20 years. What sets those people apart from therapists who have a hard time making it? See "A Practice That's Built to Last: How to Achieve Career Longevity," by Cherie Sohnen-Moe, *MASSAGE Magazine*, Issue 122, June 2006.



An ideal work environment is essential to career longevity. Learn 26 ways to create it at www.futureLMT.com/joblongevity.

Get resources to support you in sustaining your career at www.futureLMT.com/joblongevityresources.

Don't miss a single issue!

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