

February 2024 Massage Business Guide

Thank you for downloading the February 2024 business guide from USOLMT! This guide includes business tasks, promotion and retail ideas, client education ideas, monthly awareness dates, weekly observances & daily holidays with ideas of how to celebrate each, celestial events for our friends who follow the moon phases, and industry events. Take what makes sense for you and your business and leave the rest. We are confident our monthly guides will keep you on track and an ongoing success. *Please note - your state may require a food handler's card and an alcohol license to serve food and alcoholic beverage to your clients. Follow your local laws

Business Tasks

Love is in the Air!

- Review Business and Liability Insurance. Are you up to date? Are coverages adequate? Do you need more insurance? Make the purchase this month if needed.
- Review and Update your Treatment Add-Ons and Protocols. Are they priced appropriately to cover cost and make profit? Type up your protocol for each add-on. How do you explain it to your clients? How do you offer it as an upgrade? What products do you use and how much? What materials and equipment do you need to perform the service? If you are an employer - who hasn't been trained in it yet? Create a plan. How can you make more money from your add-ons or sell more? If you don't have add-ons for your business, consider some this month and price out the cost and the additional income it could bring into your business.
- Order Gift Certificates or Gift Cards in bulk.
- Order display racks and materials for your office, wall art, posters, window decals and window clings.
- Create referral lists and resource lists for clients. Names and numbers of community services, crisis services, and local complimentary healthcare and wellness providers.
- Run a Groupon or daily deal if you need to bring in new clients right away.
- Run ads on your local news stations, local radio, and investigate running a local billboard.
- Make sure you are listed in popular massage directories. Set up a tracking sheet so you can find out where your clients are coming from. Add "How did you find out about us" to your intake form or ask when clients book appointments.
- Review your e-mail marketing plan. Update your lists and remove duplicates. Check your email analytics and plan to keep track of what is and isn't working through email marketing. Update your template and your email service if necessary. Automate your email marketing.

Business Tasks

- Consider marketing more on video platforms such as YouTube and TikTok. How are you doing with regular posting of stories and shorts on social media? Up your game this month and plan to set aside time for writing, creating content, filming, editing, and posting.
- Join your local massage groups and any special-interest groups on Facebook, set up in-person meetings with other practitioners in your area, and work on your in-person industry networks. Join associations, or at least learn what local chapters and national associations are doing. Attend your state board meetings. Make a commitment to get involved for the benefit of our industry.
- Review and update your business forms and waivers.
- Plan for March. Schedule social media posts. Plan Events and Specials. Order Product.
- If you need to make any large equipment purchases, do it this month.
- Update or Create a Welcome to My Office Kit and a CE Binder containing your photo, education, background, and copies of your CE certificates for your lobby. If you have a membership, update or create membership kits.
- Develop your niche. You don't have to focus on just one, but you should know exactly who your ideal clients are based on your specific interests and goals.
- Join a business networking group and your Chamber of Commerce. Be sure to attend events and get involved in your local business community.
- Notify clients of your spring promotions.
- Decorate for Valentine's Day – fill your lobby with helium pink, white and red balloons with streamers or heart-shaped Mylar balloons. Give these to your clients all month after their massages.

Promotions & Retail

- Give a presentation on massage therapy to the public or to educate complimentary healthcare providers in your area.
- Teach a massage class to the public. Try infant or child massage, couple massage, self-massage, stretching, using tools for self-massage, or whatever interests you.
- Run a Ladies-Only Super Bowl Special.

Promotions & Retail

- Valentine's Day Specials – Start your clients off with a glass of rose' or champagne before they head into your rose-petaled and candle-lit treatment room for a rose-scented body scrub followed by hot towels and a candy-scented oil massage with heart-shaped salt stones. Finish with white chocolates and pink roses for your clients to take home.
- President's Day Retail Sales – Discount your entire retail section today. Clearance out slow-moving products that need to be sold quickly.
- Retail Ideas: Heart-Shaped Himalayan Salt Stones, Heart-Shaped Soaps, Candles – pink, white, red, DIY handmade Spa Baskets for Couples, Amethyst jewelry and gemstones, rosehip seed oil, rose-scented body lotions and powders, rose-water body and facial mists, hydrating face masks, essential oils of jasmine, rose, and ylang ylang, lover's massage oils, carnelian and orange crystals and gemstones to boost the sacral chakra, bathtub teas, bath petals, chocolate-mint foot scrub, rose quartz jewelry and gemstones, rose gold jewelry.

Client Education

- Download USOLMT's client education flyers.
- Massage Therapy & Your Heart Health
- Massage Therapy can Improve Your Relationships
- Be wise: Massage Therapy Consumer Rights & Responsibilities
- Couple's Massage Promotional Flyer.

Monthly Awareness Dates

- American Heart Month – Educate clients on the benefits of massage therapy for the circulatory system and heart health.
- Declutter for a Cause Month – Declutter your office and donate what you don't want or need to charity.
- Fasting February – Promote the benefits of intermittent fasting to your clients. If you have employees, give them memberships to a fasting tracker app so they can learn about fasting, keep track of their fasts, learn how to break a fast, and achieve the health and wellness benefits.
- Free & Open-Source Software Month – [Try out some of the best free and open-source software for your business.](#)
- Great American Pies Month – Bring in a variety of in-season fruit pies to share this month with your staff or clients.

Monthly Observances

- **International Boost Self-Esteem Month** – If you need your own self-esteem boost, [check out the tips here](#). If you're looking to boost your employee's self-esteem, see [these tips](#).
- **Expect Success Month** – Expect success to get success. Check out [this article](#) for more info.
- **International Month of Black Women in the Arts** – Feature local black female artists in a gallery showing at your location today or pay tribute to your favorites on social media.
- **Care About Your Indoor Air Month** – Check your indoor air quality. If you don't have them already, make sure you have good working smoke detectors, carbon monoxide detectors, and an air quality meter. Additionally, you should invest in HEPA filters for your HVAC system and in-room air purifiers.
- **National Cherry Month** – Create a special this month using products scented and infused with cherry. Go even further by using chocolate-covered cherry scented products.
- **National Embroidery Month** – Consider having your work uniforms and blankets embroidered with your logo and business name this month.
- **Goat Yoga Month** – Have you tried it? If not, get yourself over to practice your poses with goats. If you are an employer, this would be a fun team-building activity to try together.
- **National Self-Check Month** – Early detection saves lives. Encourage clients to do a complete self-check of their bodies. You may even create a form for them to do this noting any skin cracks, moles, spots, rashes, pain, etc. Have them perform these checks monthly and encourage them to see their physicians if they notice any changes. Let them know you can also help with these monthly checks during massage sessions.
- **National Snack Food Month** – Stock your breakrooms with your team's favorite snack foods.
- **Time Management Month** – How are you managing your time in your business? Track it for a week and see where you can cut down, delegate, outsource, or eliminate. If you are an employer, how are your employees doing with time management? If they need help, consider getting them into an online time-management course.

Monthly Observances

- **Plant the Seeds of Greatness Month** – Self-Care Action: Remove barriers and make a change in your life for the better. [Find out more and get tips here.](#)
- **Relationship Wellness Month** – Educate clients on how massage therapy and self-care can improve their relationships by helping them fill their own cup first, balance their nervous system, reduce their stress, and boost their mood. It makes everything better!
- **Wise Healthcare Consumer Month** – Educate your clients on how to be a wise Massage Therapy Consumer. Use the resources on our website.
- **Worldwide Renaissance of the Heart Month** – [Find out more about this day and how to celebrate it here.](#)

Weekly Observances

- **Week 1 – Women’s Heart Week (1-7)** – Do you have a cardiologist in your referral network? If not, now is the time to get one. [Educate yourself on the signs of heart attack and stroke in women here.](#) , **Publicity for Profit Week (2-8)** – Contact your local news to get publicity for your business., **Burn Awareness Week (4-10)** – Educate your clients on the benefits of massage therapy for burn scars, or take a CE course on the topic. **International Networking Week (5-9)** – Visit your Chamber of Commerce and your Business Networking group. Network on social media through direct messaging. **Tax Identity Theft Week (5-9)** – Educate your staff if you have one on Tax Identity theft. [Get information from the IRS here.](#)
- **Week 2 – , National Marriage Week (7-14)** – Celebrate your couple clients by offering couples specials all week long through Valentine’s day, **Risk Awareness Week (7-14)** – Identify risks in your business and create policies that help you minimize risk in all areas., **National Entrepreneurship Week (10-17)** – If you’re a business owner, celebrate this week! [Learn more here.](#)
- **Week 3 – National Secondhand Wardrobe Week (11-17)** – If you have staff, consider doing a clothing, shoe, and accessory swap this week. Get all your employees engaged., **Random Acts of Kindness Week (11-17)** – [Get ideas on how to celebrate here.](#)

Weekly Observances

- **Week 4 - National Sauna Week (19-25)** – Consider adding sauna services to your business. Sauna is a healthy way to cleanse and purify the body. Look at traditional cedar saunas, FAR Infrared, Table Saunas, or Portable chair Saunas. This is a great hands-off service money maker., **Build a Better Trade Show Image Week (18-24)** – Work on your trade show image by securing branded table skirts, promotional materials, banners and flags. Create a trade-show checklist and kit with marketing materials, free samples, product, and equipment needed.
- **Week 5 – Eating Disorders Awareness Week (26-3/1)** – Educate your clients on how massage can be helpful to those suffering from eating disorders, especially Anorexia Nervosa.

Daily Holidays

- **1 – Car Insurance Day** – If you are an employer, do your employees a favor and pay their car insurance bill this month! They will love you for it., **Change Your Password Day** Review and update all your passwords to increase your security.
- **2 – Candlemas or Imbolc, Groundhog Day, Rheumatoid Arthritis Awareness Day, Wear Red Day** – Light real candles in your office today to celebrate Imbolc and bring in a cheese board to share with your coworkers today. Celebrate new beginnings. [Learn more here.](#) Do the traditional check for whether or not the Groundhog saw it's shadow predicting a long or shorter winter. Raise awareness with the public and your clients about how massage therapy can help those suffering from Rheumatoid Arthritis. [Learn more about the disease here.](#) Wear red to raise awareness of heart disease in women. Find out more at [Go Red for Women.](#)
- **3 – Barber Day** – Promote this day in advance and keep the schedule cleared to schedule your local barbers for their massage appointments today! Offer a discount or a special service tailored just for them. It's another great excuse to sell gift certificates!
- **4 – Grammy Awards, National Hemp Day** – Roll out the red carpet for your clients today, literally! Offer hemp oil massage today and explain the skincare benefits.
- **7 – Ballet Day** – If you are an employer, consider purchasing tickets to your local ballet and giving a cultural opportunity to your staff they may not otherwise have.

Daily Holidays

- 8 – Opera Day – If you are an employer, Opera Day is another cultural opportunity to purchase tickets for your staff and send someone to the opera who perhaps has never been.
- 9 –National Pizza Day – Employers, today is a great reason to bring in pizza and have a pizza party with your staff to celebrate their hard work.
- 11 –Super Bowl Sunday – Run a ladies only special for Superbowl Sunday. Give the ladies a break from the game and get them onto the massage table instead!
- 12 – Clean Out Your Computer Day – Today, focus on cleaning up your digital desktop, organizing your documents into folders, and organizing your digital photos and videos. Delete anything that isn't needed. Clear your browsing history and temporary files, and back up your computer to an external hard drive for safe keeping.
- 13 – Employee Legal Awareness Day, Galantine's Day, Self-Love Day, International Pancake Day, Mardi Gras – Employers, set today aside to train your employees on their legal rights and responsibilities at work. [Here are a few ways to make it more fun.](#)
– Run a special for the single ladies today to celebrate Galantine's Day. Remember to give yourself some love today too – get a massage! Start today off with a catered pancake breakfast for your staff if you have them. Decorate the office with purple, green, and gold. Buy beads in bulk and hand them out to your staff and clients today. Play jazz music in the office today. [Here are more ways to celebrate Mardi Gras at work.](#)
- 14 – Valentine's Day, World Sound Healing Day – Clear the calendar today for Couple's massages and only book couples celebrating Valentine's Day. Make your couples room romantic with rose petals on the tables and floor, fresh roses and baby's breath in the room, candlelight, aromatherapy, and chocolates. If you provide sound healing, incorporate that into your treatments today or play sound-healing music like the newest 8D sounds, Binaural beats, Isochoric Tones, Solfeggio Healing Frequencies, or Singing Bowls in the background. Some of these are best played with headphones.

Daily Holidays

- 16 – National Almond Day – Celebrate the healing power of almonds. Come up with a special treatment today using almond oil. There are many professional products out there like almond body scrub, and almond-infused oils, lotions, and nutty body butters. Almond is moisturizing and high in B-vitamins, contributing to skin health and maintenance.
- 17 – Random Acts of Kindness Day, World Human Spirit Day – Make random acts of kindness normal. [Get ideas to celebrate here.](#) Teach a mindfulness meditation workshop today to celebrate and encourage constant reflection and connection with the higher self.
- 19 – Best Friends Day, Chocolate Mint Day, National Lashes Day, President's Day – Run a chocolate mint body treatment special for Best Friends Day! Reserve your couples' rooms for best friends today and remember to promote in advance. Coordinate with a local lash artist to provide a two-for-one special or coordinated marketing effort. Discount your entire retail section today and clearance out any slow-moving products.
- 20 – National Comfy Day – Take the day off and relax for the next 24 hours! Get as cozy and comfortable as possible. [Hygge it is!](#)
- 22 – Digital Learning Day, National Margarita Day– Serve non-alcoholic margaritas to your clients today. Set today aside to take an online CE course.

Celestial Events

- 9 – New Moon – This month, offer a manifestation ritual that assists your clients with bringing more love into their lives. Use red, pink, and white candles to set the intention. [Here are more ideas.](#)
- 24– Full Snow Moon – Try adapting this [blanketing ritual](#) for your clients today. You might incorporate a warm body wrap treatment, candle lighting, and guided meditation for letting go.

Industry Events

- February 1, 2024 – February 2, 2024 – AMTA 2024 Schools Summit, Arlington, VA

USOLMT Events

- February 19, 2024 – Employee Rights Webinar – Know Your Federal Rights for Massage Therapy Employees