

BUSINESS CHECKLIST JANUARY 2022

Thank you for downloading the January 2022 Business Checklist from USOLMT! We hope that the ideas in this checklist will keep your practice moving forward. Complete the tasks that make sense for your business. The checklist is divided into several parts: The business tasks, Product and Retail promotional tasks and ideas and Awareness Dates with ideas of how to celebrate each. Enjoy!

BUSINESS TASKS

IT'S ALL ABOUT YOU!

- Update your resume and biography
- Update the about me section of your website
- Review and update all social media profiles
- Frame and hang copies of your massage license, relevant certificates, degrees, or other achievements
- Create a binder containing copies of your continuing education certificates placed into page protectors for your clients to check out
- Store original copies of your resume, license, bio, degrees, certificates, and diplomas, business lease, incorporation documents, passwords, and other vital records in a fireproof file box. Scan these documents onto your computer and back them up so you have a digital file.
- Schedule a professional photo shoot. Update photos of yourself on your website and all social profiles to stay current. Include photos of you performing massage, behind the scenes photos, and professional headshots. Do not forget to include photos of your location. (Refer to your location section below)
- Review your goals and business plan. Be sure that all your upcoming business activities are moving you closer to your goals. Eliminate any activities that are not.
- Review your passwords. Consider updating all your passwords and using a password manager.
- If you have employees, update your employee phone list, and distribute it.
- Create a vision board of your goals for the month. Place it on the wall in your office. Each day, look at your board and envision yourself attaining your goals.
- Take a continuing education class or sign-up employees for a class to get their credits early
- Get yourself a new phone theme and explore new apps for self-care
- Schedule your self-care activities for the month of January & do not forget to include a massage, regular days off, any vacation days you have planned, and time to simply be.

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RULES & REGULATIONS

- Review the state and local requirements for your business. Make sure you are in compliance.
- Start saving for license renewals and continuing education courses.

YOUR WEBSITE

- Consider purchasing extra domain names for your business or get one if you do not, you are your own already. Buy the lesser domain names such as .org, .info, .net, etc.
- Review your website to be sure that everything is spelled correctly, it is easy to navigate, everything is easy to find, it is well-designed and there are no broken links.

YOUR MONEY

- Review your business bank account information. Make any changes necessary.
- Make sure all payment methods are clearly marked on your door and on your site
- Make sure your prior year's tax information is in order.
- Meet with your accountant. If you do not have an accountant yet, get one this month.
- Make sure your financial records are secure.
- Review your accounting process. Make any adjustments necessary.

YOUR LOCATION

- Inspect your facility inside and out. Inspect lighting, cameras, security, signage, and the entire facility including lighting, ventilation, office, bathrooms, and storage areas. Inspect all appliances. Make all necessary adjustments for safety and modernization.
- Update your signage. Consider your outdoor sign, window signage, door signage, and treatment room signage. Be sure any lighted signs are working properly.
- During your professional photo shoot, be sure to take photos of your location, inside and out. Take photos of your entrance and signage, treatment room(s) with lights on and lights off to show off your ambiance, your lobby or reception area. Use these photos on your website, social media profiles, google my business and other sites.
- Also consider professional video of your location. Add music, a nice introduction about your business or company, and a nice closing scene.
- Take advantage of January white sales. Purchase treatment room décor, blankets, sheets, towels, and all other linens. Stock up so you have enough for the year.
- Create a digital file for your location information on your computer.

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- Check your water. Is it too hot or too cold? Be sure the temperature is regulated properly. Also check your water filters and water coolers if you have them. While you are there, stock up on water for your clients.
- Organize everything including your digital files, paperwork, storage areas, treatment room, supplies, retail area, lobby, and break room.
- Do a New Year's deep clean of your location. Clean floors, carpets, walls, baseboards, fans, tables, all equipment, shelves, products, light fixtures, and air vents. Replace your air filters.

YOUR MARKETING

- If you have employees, get them on video giving employee testimonials to be used to highlight your brand to potential employees.
- Create a company introduction video. Use this on social media and in your ads.
- Create a company presentation on PowerPoint. Use this at events and workshops.
- Post a video giving a January overview of your events, specials, and promotions.
- Review your monthly marketing, product, and promotion plan.
- Implement your January Marketing Strategy. Consider your social media profiles, content, promotions, and advertising.
- If you serve a specialty niche, create targeted presentations and videos specifically for those clients.
- Update or create your client newsletter template. Send an email newsletter to your clients at the beginning of each month to let them know what is coming up.
- Review and update your email list.
- Start a client referral program. Give clients a chance to earn rewards for any new clients they send to you.
- Consider your print marketing material. Review your forms, brochures, flyers, rack cards and business cards. Update any that need it and place an order.
- Be sure you have enough gift cards or gift certificates for the first quarter.

YOUR EQUIPMENT

- Equipment Inventory – excel – Item, Value, Date of Purchase – inventory all your equipment – Gather your receipts & add them to your equipment inventory file
- Make a list of any new equipment or repairs needed and create a plan to get that done
- Purchase, review, or update your renter's insurance policy if you rent space

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- Do a final review of your events, classes, speaking engagements, and presentation plan

YOUR EVENTS

- Implement your event plan for the month. Know which dates you need to plan, prepare, order supplies, and the dates of your events. Be sure your clients know about them and that you are marketing your events.
- Event Ideas: Start a wellness group online for your clients or a monthly or bi-monthly wellness night at your office if you have the room.

YOUR SERVICE MENU

- Review your service menu. Update any services you would like to change.
- If you have protocols in place for your treatments and service, create a protocol binder for each treatment room. For each treatment include the name, length of time, products, equipment, and linens needed, what the consultation looks like, the opening, service protocol, closing, and exit.
- Consider the products you use. Create an MSDS safety binder with ingredient listings of each product. Keep on file to reference in the case of allergies, spills, or accidents.
- Practice any new treatments on at least three different people before working on clients – use employees, other therapists, family, students, or friends to practice.
- Consider raising your prices on individual services and packages. If you decide to do so, let your clients know at least 30 days in advance.

YOUR SALES STRATEGY

- Update or create your sales strategy. Produce a thirty second business pitch and use it often.
- Consider your membership sales, package sales, retail sales, service upgrades, and rebooking. Write, practice, and perfect your pitches.
- Consider your telephone sales skills such as client screening, new client pitch, upgrading by phone, asking to book longer services and more. Write, practice, and perfect your telephone sales skills.
- Think about how you might handle objections. What are some common objections, and how do you respond? Write, practice, and perfect your rebuttals. Use these to close sales.
- What is your client follow-up strategy? Put it in writing and implement your plan. Automate as much as possible, but do not forget the personal touch in your follow up. Consider booking reminders, appointment follow-ups, clients you have not seen in 30, 60 or 90 days, win-backs, and more.

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PROMOTIONS & PLANNING

- Plan out your daily, weekly, monthly activities for the entire first Quarter.
- Review your promotion calendar. Schedule dates to order supplies, prepare for your promotions, any training or practice dates for new products and services, and the dates of your promotions.
- If January is a slow month for you, consider running daily deals, e-mailing your clients each week with your open appointment times, and offering other discounts.
- Place at least one ad online this month. Choose Google or one of your social media platforms.
- January promotion ideas: Run a contest to win a free massage, offer a Superbowl Sunday Ladies' Only promotion, Offer Chocolate Covered Cherries for National CC Cherries Day, Offer a month-long detox or recovery special or a winter themed promotion like a hot stone or Himalayan salt stone massage with a hot chocolate or hot tea afterward.
- Start planning your February promotions and specials. Consider Valentine's Day gift cards, doing a buy one, get one promotion (bogo), ordering products, couples massage, Valentine's Day treatment room and lobby décor, protocols and more.

CUSTOMER PROSPECTING

- Create a list of local businesses. Visit them in person to distribute business cards, rack cards, or flyers they can use to refer people to you. Build relationships with other business owners.
- Create a list of other local healthcare providers. Call their offices to make appointments with them. Meet with them to tell them about massage therapy and work to get up a referral partnership. Leave information about your office and offer them complimentary treatments.
- Create a list of the local places your ideal clients go. Visit those places and hand out your business cards.
- Create a list of other massage therapists in your local area. Connect with them and offer to do trades. Become referral partners.

YOUR CLIENTS

- Do you have a "Welcome to My Office" package? If not, create one this month. You may consider doing this digitally or in print. This package should contain your treatment menu, policies, intake forms, referral programs, brochures and rack cards, client educational materials, information about a client's first massage, what to expect, etiquette, home care information, and anything else your clients need to know.

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- Review your confirmation process to ensure efficiency. Be sure your cancellation and rebooking policies are clear and that you have a no-show policy in place. Create a wait list if you do not have one. Refer to your wait list if you get sudden cancellations.
- Make sure your client records are secure.
- Review all your intake forms, waivers, and policy forms. If any need to be updated, now is the time. Order preprinted forms so you have enough to last at least through the first quarter.
- Consider choosing a signature treat to give your clients after each massage. You could choose a certain type of chocolate or hard candy, a special flavored water, hot tea, a small swag bag, bath salts, or something else low cost and meaningful.

SPIRITUAL OPTIONS

- Consider running a new moon and a full moon special or meditation event. Also consider a “Capricorn” special to celebrate your clients who have birthdays in January.
- Treat your clients to a candle blessing prior to their massage.
- Retail a small spiritual protection kit. Include a chime candle, chime holder, herbal bath salt, small sachet, small crystal, and a protective prayer. Other retail ideas for January might be light blue and white reiki-charged candles and garnet jewelry to represent January’s birthstone.
- January’s birth flower is carnation. Consider offering a nice foot bath before your massage with cut carnations. They are inexpensive, and your clients will love this.
- Offer a one-card oracle or tarot reading to your clients after their service.

RETAIL & PRODUCT IDEAS

- For your treatment room décor this month, choose blue, white, and silver. Add candles, snow, snowflakes, and be sure to include the fire element for warmth.
- Put together a nice spa basket for your clients. You could offer this as a giveaway, run a contest for it, or have clients bid on it in an auction. Include a luxury soap, body scrub, body butter, eye pillow, bubble bath, bath salts or bath oil.
- Choose 1-4 products to feature and sell in your practice this month. Perfect your product pitches and tell every client about them.
- Consider retailing self-heating creams and oils, self-heating hot stones, heating pads, hot packs, eye pillows or warming body scrubs to your clients this month.
- If you have a bigger retail section, try stocking journals, calendars, planners, sheet sets, blankets, and plush spa towels or bath robes. You may also consider healthy cookbooks and self-help books.

JANUARY MESSAGE AND BODY TREATMENT IDEAS

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- Promote the power of CBD! Offer this as the ultimate pain reliver and follow it up with retail sales of topicals and oral drops.
- Promote anything hot or warm! Try body wraps, hot stone massage or Himalayan salt stone massage.
- Consider adding a winter skin exfoliation and hydration treatment. Try scents like vanilla bean and cinnamon and finish off with a rich shea butter. Always remember to warm up your treatment products!

WORKSHOP / CHALLENGE IDEAS

- Host a vision board workshop.
- Host a 30-Day self-care challenge.
- Consider common complaints you see in your practice. Host a workshop for your clients to discuss ways to relieve this type of pain at home. Do it in-person or virtually!

JANUARY OBSERVATIONS

- Bath Safety Month:** If you have tubs / showers in your location, check them thoroughly for cracks, leaks, and slippery bottoms. Install handrails to make them safe for clients. Use them so you know what the client experience is like. You could do a client bath handout with several types of bath recipes for stress reduction and pain relief. Sell bath products that you recommend like tub teas, essential oils, bubble baths, bath bombs with aromatherapy, shower bombs, aromatic shower sprays, skin conditioning body washes, shampoos, conditioners, diverse types of bath sponges & brushes, Epsom salts, pink salts, bath crystals, dried rose petals, dried fruit slices, etc.
- Book Blitz Month:** If you have employees, start a learning library for your massage therapists. Bring in books for down time. Go through your magazines. Toss out old magazines or give them away to your staff. Review your subscriptions. Renew any that you want to keep and cancel any that you no longer want or need.
- Resolutions & Goals:** Start a wall with your people's new year's resolutions, words of the year, and everyone's goals. Leave this up all year. Reward people when they reach their goals. Reward yourself too! Ask your clients what their goals, words, or resolutions are. Sell a space on the wall to them for \$1.00. Reward your clients when they reach their goals too! Use the client wall to tailor services to them that help them reach their goals.
- Financial Wellness Month:** Implement new tracking systems and routines to help you stay on top of your finances. Start a savings account with 10% of your income. Plan to pay off debt and stick to it. Speak to an accountant or tax advisor. Make sure you have proper insurance coverage for anything that might come up. Sock away retirement funds! Make sure you have some cash on hand for emergencies. Review your investment portfolio and change what is not working. Check where you can cut costs without compromising quality, and where you can add additional

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income streams. Commit to that, and make it happen! Organize all your financial information and create new files for the year.

- Get Organized Month:** – Organize your office (clinic, wellness center, spa), Declutter everything, label where things go, deep clean, toss any unused equipment, expired products, clean and reorganize your retail area, shampoo your carpets, or clean/shine your floors, check all your lighting/ventilation systems, organize your paperwork, supplies, etc.
- Get a Balanced Life Month:** Schedule your self-care, vacation time and days off. Put down time in your calendar. Schedule yourself adequate breaks throughout your day. Schedule time for fun and hobbies. Do this now, before your work schedule fills up!
- International Quality of Life Month:** Make a poster or do a client handout on how Massage Therapy improves Quality of Life
- National Clean Up Your Computer Month:** Go through all your computer files. Delete duplicate files. Store files you no longer need to use frequently on offboard hard drives. Organize your information into folders. Go through your graphics and photos and organize everything. Download all the photos, docs, etc. on your phone onto your computer and sort through everything. Keep what you need to use frequently on your phone for accessibility. Do the same for all your devices. Delete apps you have not used in 3-6 months. Put up new wallpaper and backgrounds and pick a new theme for the year. Go through your client record keeping system if online and double-check each client's information. Make sure intake forms, soap notes, etc. are all up to date and 1 year old or less.
- National Hot Tea Month:** Bring in a variety of hot teas or choose a signature tea blend for your location to serve to clients. Always have hot tea on hand for relaxation before or after appointments!
- National Mentoring Month:** Start a mentorship program with your local massage school, offer it in your online groups, and share it with your friends. Do it online or in-person, whatever makes you feel most comfortable! If you have been a massage therapist for 3-5 years or more, you have valuable information to share with students and new graduates! Choose one person to mentor if you prefer a more intimate mentoring experience.
- National Personal Self-Defense Awareness Month:** Invest in self-defense products for your treatment room, or your mobile bag! Take a self-defense class. Ask the instructor to gear it towards massage therapists! Think through all scenarios that could happen in your mobile business, your office location, plan, and practice it so you know what you are doing in the unfortunate event that you must defend yourself. Invest in panic buttons. Put law enforcement on speed dial.
- National Slavery & Human Trafficking Prevention Month:** Place Human Trafficking posters in your office. Take a human trafficking course form USOLMT! Check your Polaris report card for your state. Become aware of businesses in your local area that may be fronts for human trafficking. Search out where this information should be reported in your state, put the

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trafficking hotline number on speed dial, and look for local agencies that assist victims. Call them to find out how they work and what they do. Stay aware and know the signs.

- National Volunteer Blood Donor Month:** Host a blood drive at your location. Ask your clients to donate blood and offer a promotional item at their next appointment for proof. Donate blood yourself! Publish red cross blood donation information for your clients and let them know that you give charitably.

- Self-Help Group Awareness Month:** Start a self-help group for your clients. They would like an aromatherapy group, a pain support group, an exercise group, a nutrition, or healthy cooking group, a diy home spa treatment group, a stretching group – you could choose any self-help or self-care topic you like and start a weekly or monthly group for your clients. Charge a small fee to cover supplies, your time, and snacks! Boom! Additional Income Stream. Sell retail at your group that fits your topics.

- Shape Up US Month:** Schedule exercise into your calendar or planner right now! Take care of your first! Research exercises and ways to meet your goals. Do exercises you enjoy so you will stick with it! Get any exercise equipment you might need to work out at home, join a gym or renew your membership. Plan a variety of cardio, weight training, walking, swimming, indoor/outdoor exercise to keep things interesting and keep your body guessing! Buy new workout clothes.

WEEKLY OBSERVANCES

Week 1

- Diet Resolution Week: 1-7 – Resolve to follow a sensible diet. Hand out DASH Diet information to your clients. Check FDA diet guidelines.

- New Year's Resolutions Week: 1-8 -New Year's Resolution & Goals Wall (1-8 - \$1.00 promo)

Week 2

- Home Office Safety & Security Week: 3-9 – Check your office, clinic for safety and security. Get a camera or security system, get a voice security system, motion lights, alarm system, panic buttons, check the safety of all your equipment, update your MSDS sheets, biohazard kit, first aid kit and supplies, AED, Fire Extinguishers, escape maps of your office. Check cords, electrical safety, and all facility for safety issues and correct them, entrance, walkways, parking lots, etc.

- National Lose Weight/Feel Great Week: 3-9 – Do a client promo this week, weight-loss or detox massage or body wrap, inch-loss service

Week 3

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- Healthy Weight Week: 17-23 (Third Week) – Copy a healthy weight chart for clients with weight and BMI and hand out, show clients any supplements you carry for weight management
- Sugar Awareness Week: 18-23 (3rd Work Week) – Create a sugar awareness handout for clients or write a blog about it, post to your socials / website, offer a handout about what sugar does inside your body

Week 4

- Clean out your Inbox Week: 24-30 (Last Business Week) – Clear all your email inboxes, unsubscribe to message you no longer need, create rules, folders, and spam filters, organize your emails that you need to keep
- National Mentoring Summit: 27-29 (Look up event) – Look up this event and attend if you can!

INDUSTRY EVENTS – 2022

- 1/29-1/31: PBA – ISSE INTERNATIONAL SALON & SPA EXPO, Long Beach, CA:
<https://www.probeauty.org/events-programs/isse/isse-2022>
- 1/27-1/30: THE MEDICAL SPA SHOW, Wynne, Las Vegas, NV:
<https://www.medicalspashow.com/>

DAILY OBSERVANCES

1 – **New Year's Day, Polar Bear Plunge or Swim Day** – Take the day off, do a charity polar bear plunge or cold-water challenge – collect money for the event and donate

2 – **National Motivation & Inspiration Day, National Play Outside Day** – Post something inspiring, move your massage table outside and do a warming treatment or a hot stone massage out there

3 – **Festival of Sleep Day, National CC Cherry Day** – Add a 30-minute nap service post-massage for a hands-free way to make additional money, bring in chocolate covered cherries for your clients

4 – **National Weigh-In Day** (1st Mon. after new Year's) – Weigh in! Start a weekly weight chart to help you meet your goal!

5 – **Golden Globe Awards, National Keto Day** – Create a “red carpet special” for your clients, if you are into keto, share a handout or information on the benefits of the keto diet plan

6 – **National Technology Day** – Make a list of all the technology you use in your business (apps, software, computers, tablets, phones, printers, and all other electronic devices. Find all the receipts and keep these together. Create a technology file. Create a tech equipment spreadsheet. Update all the

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passwords and create a password spreadsheet. Keep a copy in a locked file box that is fireproof. Set up a password manager.

7 – **I am a Mentor Day** – Brag about the fact that you are a mentor, and post something about your mentee, what you are working on, and how they have improved.

8 – **Bubble Bath Day, National English Toffee Day, Women’s Day, National Winter Skin Relief Day, War on Poverty Day** – If you have a tub, add a bubble bath service. Sell retail bubble bath on sale today. Bring in English toffee or almond Roca for your clients. Make a post about international women’s day. Offer a discount for women’s day to female clients. Offer a body scrub and warm hydrating body wrap promo. Find a charity that works on poverty / hunger and ask clients to donate. Send off the proceeds!

9 – **Law Enforcement Appreciation Day, National Vision Board Day** – Thank your local police department with a special massage promotion. Write thank you cards to any officers that have visited your location to help you report problems. Set up a vision board workshop for your clients and charge for it. Create your own vision board!

10 – **National Cut Your Energy Costs Day** – Check with your electric company to find out how you can cut your costs – look into savings programs, find out when on/off peak hours are, switch to LED bulbs and energy-efficient appliances, turn lights off when not in use or use motion-activated lighting, unplug unused appliances, set reminders to turn everything off and unplug before you leave the office, unplug unused chargers, set appropriate hot/cool automatic temperature controls, check windows/doors for leaky seals and repair if necessary. Insulate pipes if needed, schedule maintenance for all appliances such as refrigerators, washers, and dryers, etc.

11 – **Cigarettes are Hazardous to Your Health Day, National Clean Off Your Desk Day, National Trafficking Awareness Day** – Review your smoking policy, update it with your clients & staff, clean off your desk & organize it, deep clean and disinfect your office desk, reception area, look for degreasers and disinfectants and order to keep things clean, get rid of unused post-it notes, and clutter, Do a HT Awareness blog or social media post with national trafficking hotline number

12 – **National Hot Tea Day, National Poetry at Workday** – Find a signature tea for your location, post an inspiring poetry piece on your socials, website, or add a poetic wall-hanging to your office

13 – **Make Your Dream Come True Day, National Sticker Day, Rubber Ducky Day** – Do a client or employee dream wall, charge \$1.00 for client space on the wall, create a sticker with your logo and location & phone/email/website to hand out, update your window clings and stickers, add respect massage stickers, association stickers or window clings, update payment method clings & stickers, add a fun bumper sticker to your retail section, bring in a small pool and rubber duckies with stickers on the bottom. Create a contest for a prize. Have people guess the color. If it is right, give them a sticker or a promo item.

14 – **Organize Your Home Day, Dress up your Pet Day** – Declutter and organize your home, add some feng-shui into your home, have a contest of your client’s dressed up pets, and give a prize for the cutest

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15 – **Humanitarian Day, Thank Your Mentor Day** – Post about humanitarian day, create a humanitarian event at your location, or collect donations for a humanitarian charity, send a thank-you card to your mentor, post about how helpful they have been to you

16 – **Civil Service Day, National Use Your Gift Card Day (3rd Saturday)** – Run a special for civil servants, ask people if they want to use their gift card or gift certificate for their service, check out your own gift cards and use them!

17 – **International Mentoring Day** -Set up lunch or dinner with your mentor and celebrate your progress.

18 – **MLK Day (3rd Monday), Rid the World of Fad Diets & Gimmicks Day (3rd Monday)** – Post about MLK, Direct clients to the DASH or Mediterranean Diets for health

19 – **Popcorn Day** – Bring in small treat bags of popcorn for your clients in cute snowflake bags!

20 – **National Cheese Lover's Day** – Post something about cheese on your social media or blog – add links to a cool charcuterie board or cheese platters or a cheesy recipe

21 – **Get to Know Your Customers Day, National Hugging Day, Hug Your Puppy Day, Women's Healthy Weight Day** – Post a poll to get to know your customers, ask them about their family, hobbies, jobs, and lives, Hug for 20+ Seconds to release oxytocin, Ask for pix hugging pups and give a prize for the cutest, hand out healthy weight and BMI charts to your female clients

22 – **Roe v/s Wade Day** – Post about how it is so important for women to have access to abortion care

23 – **National Pie Day** – Post a delicious pie recipe for your clients

24 – **Belly Laugh Day, National Compliment Day** – Offer a laughter yoga workshop. Write compliments on small pieces of nice paper and put them in your treatment room, behind your door, on your mirror, in the bathroom stalls and on the mirrors, in the staff break room, etc.

25 – **National Irish Coffee Day** – Offer small packets of Irish creamer for coffee to take home today or an authentic Irish coffee recipe. Get some for yourself

26 – **National Green Juice Day, National Plan for A Vacation Day (Last Tuesday)** -Offer a handout or post with a green juice recipe, and links to your favorite pre-made brands, and juicers. Start planning for your first quarter vacation!

27 – **Holocaust Memorial Day, Library Shelfie Day** – Post something about the holocaust in remembrance. Start your employee library, bring in shelves, catalog the books, and create a check-out system. Create a wish list of books your employees might want, and that you would like to add. Create a budget to secure these items.

28 – **Data Privacy Day, Rubber Ducky Day** – Check and update your privacy policy, backups, fire-proof your files, and update your data privacy with your clients and employees. Do the rubber ducky game again!

29 – **Fun at Workday** - Have a team-spirit day! Close for a few hours and have an employee party and massage trades! Bring in a cake, silly party games, or create a team spirit themed day.

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30 – Inane Answering Message Day, National Seed Swap Day (Last Saturday) – Post a super-silly, and unprofessional voice mail message on your business phone today (remember to change it back tomorrow!), if a client mentions it, give them a promo prize as a surprise. Ask clients to bring in seeds all month and swap with others. Create a seed basket and put it in the lobby. Allow employees access too. Keep the ones that are left and use them in your own garden!

31 – Grammy Awards, Inspire Your Heart with Art Day – run your red-carpet special again today. Pick a beautiful art piece for your lobby or treatment room. Ask clients to post their favorite art pieces on social media.

CELESTIAL EVENTS

Moon Phases:

Do something special on the new moon. Retail intention and gratitude journals and sell them at a discount on the new moon. Add an oracle card reading for clients on this day. Add some crystal healing or energy healing / chakra balancing into their treatment for free or as a new moon add-on special.

Do something special on the full moon. Retail full-moon energy-charged candles, or moon-water jars or crystal-infusion water bottles on sale today. Add an energetic sweep or cleanse, a 1-card tarot or oracle card to their massage. Add some small wolf-figurines to your room, snow globes, or a snow feature. Run a contest with your client's snowy photos. Give out a prize for the best one!

2 – New Moon

9 – First Quarter

17 – Full Moon

25 – Last Quarter Moon

Wolf Moon, Snow Moon

Meteor Showers:

Quadrantid Meteor Shower – Post a reminder about this meteor shower if it is visible. Encourage clients to get out into nature to watch it.

We hope you enjoyed this detailed checklist full of ideas for your practice, awareness dates to celebrate, product ideas and so much more! Stay tuned each month for a new checklist just like this! February's checklist will be available for download on January 18th.

If you have any questions or would like to schedule a consultation to discuss how you might implement any of the ideas in this checklist, get some training or more details, please visit www.usolmt.com/appointments, and schedule a call or consultation today!

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