

July 2024 Massage Business Guide

Thank you for downloading the July 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

Summer Fun

- Develop business growth strategies- identify weak strategies or workflows and adjust your approach
- Update your client e-mail newsletter theme. Include client education in your emails.
- Use a free SEO checker to assess your website. Take those suggestions and apply them to your website.
- Brainstorm ideas to improve your social media platforms and following.
- Explore time management tools and apps to help organize your to-dos and keep you on task.
- Recognize your employees. Highlight them online and show them how much you value their contributions to your business.
- Take a continuing education course.
- Create a loyalty program for your business. (i.e., punch card, loyalty points)
- Plan for August. Schedule your social media posts. Order product.
- Decorate your office in the colors of red, white, blue, green, and silver. Add a couple of indoor waterfalls to your space if you don't have them already, or, go non-traditional and do a tropical theme, or try a Christmas in July gift certificate and retail sale.
- Have your clients bring in a business card of their own for a prize drawing.
- Write an article for a massage or spa publication to get your name and expertise out there.
- Volunteer at a community event this summer or offer poolside chair massage at your local community pool.

Promotions & Retail

- Continue your summer seasonal promotions.
- Run a fire and ice massage special. Mix hot stones and ice-cold marble or frozen gemstones for this treatment. Include ice globes for the face.
- Offer a meditation workshop for your clients this month or play guided meditations during their sessions.

Promotions & Retail

- Use refreshing and cooling face and body mists in your treatments this month. Try rosewater, cucumber, or peppermint-based mists. Keep ice cold refreshing washcloths in a bowl in the lobby for your clients to help them cool down quickly from the outside. These can also be helpful for staff to stay cool during the summer months. Douse them in a floral or mint-based aromatherapy infused carrier oil. Try geranium, lavender, peppermint, or jasmine.
- Create a sunburn treatment for your clients this month. Use aloe vera for its soothing effects. Sell a high-quality sunscreen, bronzer, aloe, and self-tanner that you love.
- Try milk and honey treatments this month. Both products are amazing for the skin! Sell milk and honey-based bath bombs, soaps, lotions, and lip balms.
- Choose retail products like moonstone, white agate, opal, pearl, ruby, sapphire, and clear cubic zirconium for jewelry or crystal sales. Choose light floral essential oils like lily, jasmine, frankincense, lemon balm, lavender, and honeysuckle this month.
- Create an awareness campaign for Everybody Deserves a Massage Week, created by ABMP.
- Plan August promotions and an open house event so clients can come in, tour your location, and try out your services. Serve light bites, refreshments and offer free product samples.

Client Education

- Download USOLMT's Client Education Flyers.
- Restless Leg Syndrome and Massage Therapy
- Medications Matter
- Massage is Not Sex Work
- UV Safety Month

Monthly Awareness Dates

- **Air Conditioning Appreciation Days (7/3-8/15)** – Make sure your A/C has been serviced, your filters are clean, and you have extra filters (use HEPA filters), Be sure you have a professional's number on hand in case of emergency. Check with your massage staff that the A/C is set at a comfortable working temperature for them.
- **Bikini Month** – Offer your clients a self-tanning treatment this month to get them beach or poolside ready.
- **Herbal / Prescription Interaction Awareness Month** – Create a list of herbal supplements that can cause blood thinning and be aware of what your clients are taking.

Monthly Awareness Dates

- National Blueberries Month – Add this incredible antioxidant to your massage treatments this month, and stock fresh blueberries in your break room!
- National Grilling Month – Take a day off and invite your staff over for a barbecue!
- National Ice Cream Month – Have an ice cream social with all the toppings! Yum!
- National Picnic Month – How about an annual company picnic? Rent an outdoor picnic spot where everyone can have great food and a great time. Have it catered.
- Social Wellness Month – Take a break, meet new people, plan activities that pique your interest, and work on your hobbies while cultivating new and current social relationships.
- UV Safety Awareness Month- The best thing you can do for your skin is to wear sunscreen! Encourage your clients to do the same and educate them on the risks of not wearing sunscreen.

Weekly Awareness Dates

- Week 1: Tour de France Month (1-24) – Create a special treatment for bicyclists focusing on the major muscle groups used during riding.
- Week 2: Family Golf Week (8-20) – Consider taking your staff out to Top Golf for the day or turn your attention to your clients by offering a special treatment for golfers.
- Week 3: Massage is for Every Body (14-20) – [Get more info and resources here from ABMP](#). Hemp History Week (17-22) – Educate your clients on the history and benefit of hemp and CBD for the skin and pain relief, Consider offering a special line of hemp-based products for sale this week. [Get more info here](#). Restless Leg Syndrome (RLS) Education & Awareness Week (18-25) – Educate the public on the benefits of Massage Therapy for RLS. [Get information here](#).

Daily Holidays

- 3 – Air conditioning Appreciation day, National Compliment your Mirror day, Plastic Bag Free Day, Rock Painting Day- Be sure your A/C has been serviced, filters are clean, and air is a comfortable working temperature. Write compliments on sticky notes and stick them on your business bathroom mirrors. Sell discounted branded tote bags for plastic bag free day and educate on the benefits to the planet. Paint your old hot stones with brightly colored mandalas or peaceful words or sayings. Decorate your office with them or sell them with retail. Get your coworkers involved in the fun.

Daily Holidays

- 4 - Independence Day, Fourth of July- Close the office and celebrate with friends and family instead.
- 6. - National Fried Chicken day- Cater a staff lunch with fried chicken. Don't forget the potato salad, coleslaw, and mac and cheese!
- 8. - National Love Your Skin day, National Freezer Pop day- Order new summer skincare products and treat your clients to them. Citrus lotions and scrubs, bronzing oils and refreshing body mists. Stock your work freezer with freezer pops and keep them on hand for your staff or coworkers.
- 10 - National Pina Colada day- Mix up frozen, non-alcoholic pina coladas to serve to your clients today.
- 11 - Make your own Sundae Day, Rainier Cherries Day - Host a lunchtime ice cream social if you have staff or other coworkers in your building with different ice cream flavors, toppings, sprinkles, whipped cream, and cherries. Think about adding in cherry-scented treatment options this month. Cherries contain enzymes that are excellent for dry skin.
- 12 - National Pecan Pie Day - Bring in mini pecan pies or pecan pie bars to share at work today. Yum!
- 13 - World Cup Soccer Day - Run a world-cup special today. Educate how massage therapy can help soccer athletes maintain and restore their bodies.
- 14 - National Tattoo Day - Have a little fun with your clients today by offering classy temporary tattoos with their massage service.
- 18. - World Listening day- Educate yourself and your staff on the power of active listening with each other and with clients. Listen to understand, rather than respond. Get to Know Your Customers Day - Survey your customers or simply make an effort to get to know them better.
- 20 - National Lollipop Day- Bring in lollipops for your clients today. Make lollipop bouquets for your staff.
- 24 - International Self-Care Day, National Frozen Margaritas Day - Make frozen, non-alcoholic margaritas to serve to your clients today, or close the office, instead having a self-care day for your staff where everyone exchanges free treatments. Post about the #selfcarepromise. [Get more information from the Global Self Care Federation.](#)

Daily Holidays

- 25 – National Wine & Cheese Day– Bring in a cheese board and serve your clients a glass of Moscato, light summer wine today. National Refreshment Day– Serve your clients a creative non-alcoholic beverage today like mint or strawberry mojitos, or a rose' spritzer prior to their treatment.
- 26 – Holistic Therapy Day – Consider hosting or attending a holistic health fair today with other wellness providers that believe in whole-person centered care.
- 28 – Auntie's Day, National Parent's Day – Two more great reasons to market and sell gift certificates this month. Consider keeping the day open in your couple's room if you have one for parents to receive massage.
- 29 – National Chicken Wing Day – Order an assortment of flavored chicken wings to celebrate with your staff or clients today.
- 30 – Cheesecake Day, Father-in-Law Day, National Share a Hug Day, End Human Trafficking Day – Bring in a cheesecake or cheesecake bites to share with your clients and staff today. Offer a promotion for Father-in-Law Day. Hug your clients and staff, or bring in Hershey's Hugs to share today. End Human Trafficking Day. [Find resources and information from the United Nations here.](#)
- 31 – National Avocado Day – Stock your break room with this healthy, delicious snack. Consider avocado-based treatment specials today. Use avocado oil or an avocado-based body mask and wrap for your clients today. It's rich in antioxidants, moisturizing, soothes inflammation, and may help boost collagen production.

Celestial Events

- 5 – New Moon – Offer intention settings or one-card oracle readings for your clients today.
- 21 – Full Blessing Moon – Offer candle blessings for your clients on this full moon day, or include a full moon aromatherapy blessing ritual into their service.

Industry Events

- July 11-13 – Alliance for MT Education (AFMTE) Educational Congress, Kansas City, Missouri
- July 14-20, 2024 – Massage is for Every Body Week – ABMP
- July 12-14, 2024 – World Massage Festival, Cherokee, North Carolina
- July 27-29, 2024 – Florida State Massage Convention