

## Business Checklist

Thank you for downloading the June 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, Ideas and Awareness Dates with ideas of how to celebrate each. Enjoy!

### Business Tasks

#### Spring into Action

- Continue prospect moms in Mesa (get in touch with mom's groups, kid's stores, maternity stores and ask to post or leave flyers if they have a local section)
- Place Classified Ad in Natural Awakenings Arizona
- Email Clients you haven't seen in 3 months ( check in with them, send them your promo deals)
- Study up on making money with blogging (research; make sure to research both the subject you plan to blog about as well as the audience you plan to appeal to. Think brand, colors, names, etc)
- Look at ways you can target the Vacation crowd (look at giving percentages off or a small freebie to those who can show a different state drivers license, or can bring in a sea shell from the beach. Find a way to get them in the office)
- Look ahead and think of the rest of the year and plans that you have for your Business as well as your self.
- Plan some June/July Promos
- Plan a summer contest or giveaway. ( you can do this through your office or something on your social media. If you choose social media, have requirements such as "they must follow you and like the post" this allows you to gain followers and the likes will bring up your SEO for your account so more people see you online)
- Look for networking events around you (check out eventbrite. There are great FREE events on this website, also to look into your city page and see what events the city has for small businesses.)
- Evaluate your prices and services. Make sure you are charging your worth and keeping up with the prices of today.

## Business Checklist

### Promotions & Planning

- Plan summer and July promotions
- Find online Facebook groups for small business and local groups. Identify their self promotion days, and plan social media posts for those days and links to websites or your calendar to book.
- Plan promos for the upcoming holidays (i.e. 4th of July, Labor Day, etc. Also look into doing something like Christmas in July or small business week)
- Plan an Open House. (Now that school is out, parents and teenagers should have extra time and might be able to make it to more events.

### Client Handouts

- Create a flyer about Mens health month and give some tips on how your business can benefit men. Talk about health and fitness and ways to keep them healthy during all stages of their lives with your services.
- Create a flyer about children and how massage can benefit children of all ages. Talk about the benefit of children and body awareness and how it can help decrease stress and boosts their immune system.

### Monthly Awareness Dates

- Alzheimer's and Brain Awareness Month- Make sure you know the signs and keep an eye out for anyone in your family that might be suffering from it. Also if you know someone suffering from this, check on them and make them feel the love.
- Beautiful in Your Skin Month- Feeling beautiful is more a reflection of the mind than of the mirror. Give yourself some grace and get up every morning trying to think of a positive about yourself. See how that reflects on your day.
- Cancer from the Sun Month- Do all the things to prevent cancer from the sun. (i.e. sunscreen, shirts, hats, sun glasses, and get regular exams checking your skin)
- National Children's Awareness Month- Make sure the kids around you are checked on. Doing quick check-ins with your children or those in your life, can make the biggest impacts. Small talks and listening ears are the best things to use.

## Monthly Awareness Dates

- Entrepreneurs "Do It Yourself" Marketing Month- During the month shake up your marketing. Join some forums, redo your email signature to include your website and social media, do a contest, redouble your keyword efforts, etc. Research and see other ideas.
- LGBTQ+ Pride Month- Share your support of the LGBTQ+ community and post social media posts or flyers in your office showing promotional discounts.
- Mens Health Education and Awareness Month- Check on the men in your life and make sure they are getting to the doctor and getting checked out.
- National Migraine and Headache Awareness Month- Share flyers about the benefits of massage for migraines and headaches. Share weekly tips for battling migraines and headaches on your social media.
- Professional Wellness Month- Encourage your employees to use mindfulness exercises when they are stressed. Provide resources for financial wellness, for social wellbeing, host events for your employees to unwind. For physical wellbeing, host a wellness challenge for physical exercise. There are many different ways of supporting wellness in all the aspects of life.
- PTSD Awareness Month- Make sure to check on anyone you know who suffers from PTSD and be aware of some of the signs that can show that someone is having difficulties. Share some awareness posts to social media to make sure people are aware.
- Rebuild Your Life Month- During the month of June, take the time to evaluate what you are doing and how you are living your life. This is the time to change anything in your life that you have been wanting to change.
- World Rollercoast Appreciation Month- For those that love rollercoasters, this is the month to really enjoy them. If you have the time (and money) take a day and ride that favorite rollercoaster of yours.

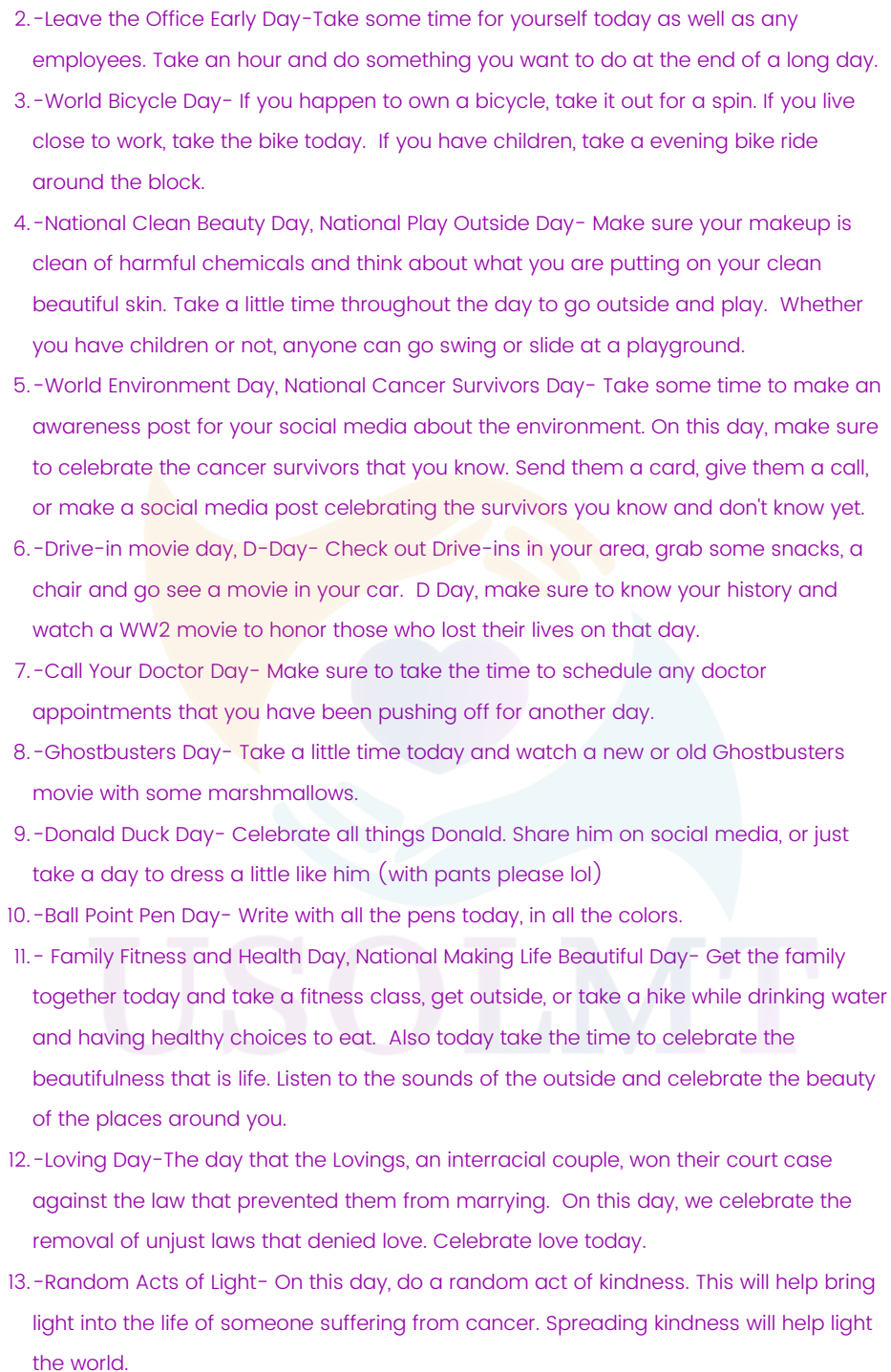
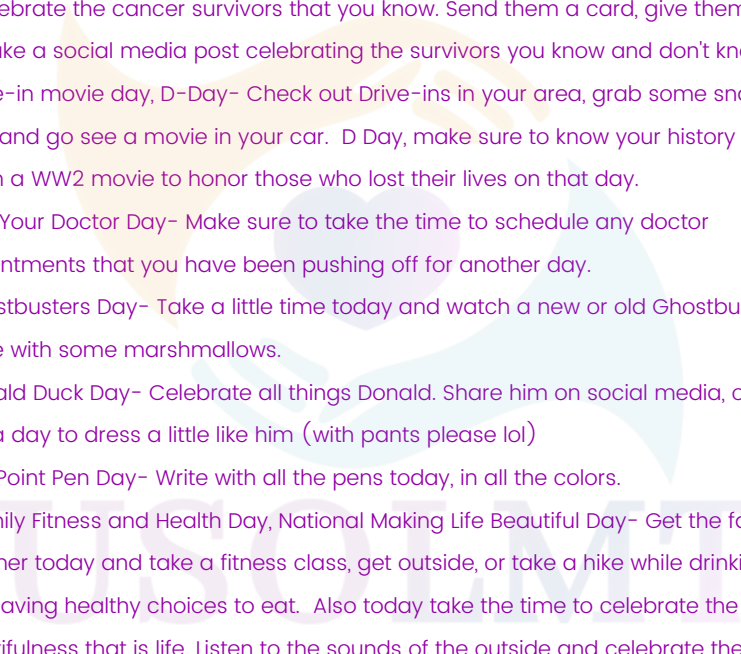
## Weekly Awareness Dates

- National Business Etiquette Week: 5-11- Take the time and share some of your favorite etiquette for your business on your social media.
- National Headache Awareness Week: 5-11- Share some of your favorite remedies for headaches that don't require medicine.

- National Automotive Service Professional Week: 12-18-IF you need to have your vehicle checked out soon, make that appointment and take an extra second and thank those that work so hard to make your vehicle run so well.
- National Waste & Recycling Workers Week: 12-18- Take that extra minute, if you can catch your waste or recycling workers, thank them. Leave them a little extra something or just a simple wave, will hopefully make them feel noticed and appreciated.
- Learning Disabilities Week: 14-20- Learning disabilities are common and making sure adults as well as children know they are not the only ones with learning disabilities can be very eye opening. If you suffer from a disability or someone you know does, make sure they know they are not alone and LDs don't have to hinder them in their lives.
- Men's Health Week: 14-20- Check in with those men in your lives, and make sure they are taking care of themselves. Make sure they are going to the doctor and getting those checkups. Let them know that their health is important to you and you care about them.
- National Nursing Assistants Week: 16-23- Nursing assistants are key to offices and how they run. Making a post about their hard work and how you appreciate them.
- Universal Father's Week: 19-25-This week recognize the father figures in your lives that helped you become the person you are. Celebrate them, and honor them throughout the week.
- National Prevention of Eye Injuries Awareness: 27-July 4th- Make sure to protect your eyes during work and off work. Wear quality glass, sport goggles if needed, and splash your eyes with water, try not to rub them.
- National Tire Safety Week: 27-July 3rd- Make sure to get those tires looked at and checked. If you need them replaced, save up your money, monthly to get those tires your car needs. If you don't need them replaced, look into getting them rotated and balanced to keep the tread evenly worn.

## Daily Holidays

1. - National Go Barefoot Day, Say Something Nice Day- Take a day to go barefoot and enjoy the everyday feelings under your feet. Say something nice today to someone you know who needs it or someone you don't know who looks like they need a pick me up.

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2. -Leave the Office Early Day-Take some time for yourself today as well as any employees. Take an hour and do something you want to do at the end of a long day.
  3. -World Bicycle Day- If you happen to own a bicycle, take it out for a spin. If you live close to work, take the bike today. If you have children, take a evening bike ride around the block.
  4. -National Clean Beauty Day, National Play Outside Day- Make sure your makeup is clean of harmful chemicals and think about what you are putting on your clean beautiful skin. Take a little time throughout the day to go outside and play. Whether you have children or not, anyone can go swing or slide at a playground.
  5. -World Environment Day, National Cancer Survivors Day- Take some time to make an awareness post for your social media about the environment. On this day, make sure to celebrate the cancer survivors that you know. Send them a card, give them a call, or make a social media post celebrating the survivors you know and don't know yet.
  6. -Drive-in movie day, D-Day- Check out Drive-ins in your area, grab some snacks, a chair and go see a movie in your car. D Day, make sure to know your history and watch a WW2 movie to honor those who lost their lives on that day.
  7. -Call Your Doctor Day- Make sure to take the time to schedule any doctor appointments that you have been pushing off for another day.
  8. -Ghostbusters Day- Take a little time today and watch a new or old Ghostbusters movie with some marshmallows.
  9. -Donald Duck Day- Celebrate all things Donald. Share him on social media, or just take a day to dress a little like him (with pants please lol)
  10. -Ball Point Pen Day- Write with all the pens today, in all the colors.
  11. - Family Fitness and Health Day, National Making Life Beautiful Day- Get the family together today and take a fitness class, get outside, or take a hike while drinking water and having healthy choices to eat. Also today take the time to celebrate the beautifulness that is life. Listen to the sounds of the outside and celebrate the beauty of the places around you.
  12. -Loving Day-The day that the Lovings, an interracial couple, won their court case against the law that prevented them from marrying. On this day, we celebrate the removal of unjust laws that denied love. Celebrate love today.
  13. -Random Acts of Light- On this day, do a random act of kindness. This will help bring light into the life of someone suffering from cancer. Spreading kindness will help light the world.

26. – America's Kids Day, Harry Potter Day- America's Kids Day celebrates our American history and teaching our children about their heritage and where they come from. Today is a day to celebrate our favorite wizard and all the stories we know of him. Watch a movie and get into the magic.

27. - National Sunglasses Day, PTSD Awareness Day- Make sure to wear those sunglasses! Take care of those eyes. People who suffer from PTSD look like anyone else. Their illness is silent and isn't noticeable. Make sure to take care of those you know who suffer from it. They can't help their reactions.
28. - National Logistics Day- Recognize and celebrate the importance of logistics and the way it keeps our world moving and organized.
29. - International Mud Day, World Camera Day- Participate in a local mud run, get outside and have some fun, get messy and enjoy the Mud Day. Pull that camera out of the closet, put some film in it or even a card, and take pictures with something other than your phone. Remember how it used to be before phones had cameras. Take it old school.
30. - Disabled Veterans Day, Social Media Day- Honor those veterans you know who are disabled. Take a trip to the Veteran hospital and carve out some time to just sit and listen to those veterans who have a story, but no one to tell it too. Try out a new platform today that you don't have an account with or don't use. Tweet, share, post, comment, blog. Use them all today.

## Celestial Events

2022 Moon Phases- offer something special for the moon phases!

Days of June

7- First Qtr.

14- Full Moon- "Strawberry Moon" named that by the Native Americans of New England and the Great Lakes because at this time of year, the strawberry ripened.

20- Last Qtr

28- New Moon

## Industry Events

FSMTA Massage Convention and Trade Show

June 22-25, 2022

St. Augustine, Florida

World Massage Festival & Massage Therapy Hall of Fame

July 17-21, 2022

Cherokee, NC