

March 2023 Massage Business Guide

Thank you for downloading the March 2023 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

Spring into Action!

- Are you an employer? If so, review and update your personnel files. Be sure each employee's training, certificates, forms, information, license, and disciplinary actions are complete and in place. Create a binder with a copy of each massage therapist's license and ID for easy reference.
- Are you a massage therapist + energy worker? If yes, prospect for new clients at your local metaphysical, new age, occult shops, and psychic fairs, yoga studios, and spiritual groups.
- Run a Groupon or daily deal if you need to pick up more clients right away.
- Run Google and social media ads.
- Order small organza bags for customer swag and branded promotional items for giveaways.
- Start reviewing your customer database. Fill in any missing information, delete any duplicates, make sure you have all forms and waivers filled out.
- Plan for April. Schedule social media posts. Order product. Plan events, workshops, and promos.
- Email clients you haven't seen in 3 months.
- Meet with your accountant about tax requirements, records, and filing.
- Visit local complimentary healthcare providers. Offer a referral exchange proposal.
- Take a vacation for spring break.
- Take a CE class, business course, or professional development course.
- Create Spa / Clinic Easter baskets for décor in each room and lobby
- Do spring cleaning in your office
- Decorate your office in spring pastel colors, daffodils, lilies, green, gold, white, and lavender, four leaf clovers, clouds and rainbows, pots of "gold" chocolate coins

Business Tasks

- Quarterly business review – Review & update your business plan and strategy for the next 3 months, review your 1st quarter finances – profit & loss & make cost adjustments, review your marketing ROI – cost v/s new clients, review your social media following progress, review your email ROI, memberships, attrition, business KPI. Adjust as necessary based on what is growing your business and what is not.

Promotions & Retail

- St. Patrick's Day Prosperity Special – Start with a glass of Gold Cuvee' Wine infused with gold flakes. Treatment includes a gold infused back scrub. 24k gold under eye pads, invigorating massage with golden jojoba oil finished with gold-shimmer infused body butter, Treatment ends with a take-home swag bag of gold chocolate coins tied with rainbow ribbon and a sample of local clover honey.
- Spring Equinox Balancing Ritual – Start with a foot detox mud and hot towel cleanse followed by a salt scrub and rejuvenating foot butter. Includes chakra balancing oils applied raindrop style to the back, and an intentionally chosen aromatherapy and Himalayan salt stone massage. Let clients choose from 4 blends. Try honeysuckle & jasmine, cedarwood & rose, lavender & lemon, sweet orange & lime or other blends of your choice.
- Deep Sleep Special – Serve up a glass of lavender lemonade followed by 90 minutes of pure bliss. Start off with a warm lavender aroma body wrap. While cocooned, receive a long scalp, face, shoulder, and foot massage with warm lavender blossom oil and neat lavender essential oil applied to the soles. This treatment is finished with a goat's milk lavender infused lotion. Leave with a fresh lavender bundle, a sleepy time tea bag, and a lavender-infused bath bomb after this service.
- Retail Ideas: DIY Sunshine Spa Baskets – (Small yellow baskets filled with a yellow citrus soap, small citrus body mist, cucumber eye pads, rose hip seed oil, etc.), honeysuckle body scrub, decorative parasols, chakra balancing kits, small crystal grid kits, small sand gardens, pendulums, silk pillowcases, eye masks, soft blankets, plush robes, plush slippers, PM skincare products, Sleep Tea, sleep-inducing bath oils, singing bowls, floral and citrus essential oil blends.

Promotions & Retail

- Host an open house. Invite clients in for refreshments, light bites, and mini services. Have each prospect sign-in with their e-mail address to get added to your email list, enter a drawing for a free service, book appointments, try out product samples, take home swag bags with free samples and promo items.
- Give one public presentation on the benefits of massage therapy to a group or organization where your ideal clients meet.
- Teach a public workshop about how massage helps with insomnia, boosts mood, etc. Choose a topic that relates to your specialty.

Client Education

- Download USOLMT's Client Education Flyers & Massage Makes Me Happy Flyer.
- Massage & Diabetes
- How Massage Improves Sleep
- DVT & Massage Therapy
- Chronic Fatigue Syndrome & Massage
- Spring Special - Aromatherapy Massage Flyer

Monthly Awareness Dates

- **Credit Education Month** - Employers, bring in a local credit repair expert to speak with your team. Educate them on how and when to check their credit, make disputes, manage credit cards, debt repayment, interest, collections, bankruptcy, and the importance of maintaining good credit. Provide a local resource list of credit monitoring apps, credit companies, template dispute letter, debt and payment tracker, negotiating settlements, credit repair services, identity theft protection, and a local bankruptcy attorney. Provide identity theft resources and educate MTs on how to prevent identity theft, and what to do if it happens to them. [Get resources here.](#)
- **Deep Vein Thrombosis Month** - DVT is the leading massage therapy contraindication. Educate your clients on the importance of revealing a DVT condition and blood thinning medications. [Get resources and information here.](#)
- **Employee Spirit Month** - Employers, boost employee engagement this month. Do an employee engagement survey. Promote it so everyone participates. Find out your baseline employee morale temperature through this activity. [Get great ideas for improving morale and engagement here.](#)
- **National Athletic Training Month** - If your specialty is working with athletes and sports massage, pick up new clients during training month. Contact the coaches of your local high school and college sports teams to offer services.

Monthly Awareness Dates

- **Breast Implant Awareness Day** – Add this question to your intake forms if it isn't there already. Buy proper breast bolsters for your massage table for clients who have implants and large natural breasts. Include this in your soap notes so that you can properly set up the table for each of these clients in advance.
- **Chronic Fatigue Syndrome Awareness Month** – Educate yourself, the public, and clients on the benefits of massage therapy for clients with CFS. [Get information from Integrative Healthcare here.](#)
- **Clean up your IRS Act Month** – Prioritize getting your business tax information in order. [Read Kelly Bower's Book, Can I Deduct That?](#) Put all your receipts in order and double-check your monthly business transaction reports. Hire an accountant if you don't have one yet to review requirements.
- **National Ethics Awareness Month** – Employers, consider taking a business ethics course and extending this benefit to your managers and front desk staff. Additionally, train them on the ethics of massage therapy. Take a massage therapy CE course this month on ethics. Educate your clients on your ethical values, your policies and procedures, and the etiquette you require them to follow while in your business.
- **National Women's History Month** – Celebrate the women you admire and those who made massage therapy what it is today. [Review this video about the history of Massage Therapy.](#) Use the tag #womenshistorymonth. [Get general information about Women's History Month here.](#)
- **Optimism Month** – Embrace the power of positive thinking this month. [Get ideas of how to participate and celebrate here.](#) Optimism is an act of self-care!
- **Spiritual Wellness Month** – Find a few activities to improve your spiritual wellness from CrateJoy. Educate clients on how massage therapy can improve spiritual wellness as a whole-person holistic therapy encompassing benefits for mind, body, and spirit.
- **Supply Management Month** – This is normally about supporting supply chain procurement professionals. Instead, relate this day to your practice, and improve your supply management routine. Which products have expired before you used them? Reduce the order. Which products go fastest? Increase the order. Can you find alternative high-quality products at lower cost to reduce overhead? Are you dispensing product for treatments? Fill your dispensary and make sure the amount meets your needs for each service. Create master order sheets. Update your inventory management program.