

Weekly Observances

- Week 1 – National Cheerleading Week (1-7) – Create a sports massage promotion for your local high school and college cheer teams. These athletes need regular massage therapy. Contact their coaches., National Write a Letter of Appreciation Week (1-7) – Take time this week to send handwritten short letters on branded postcards to your clients, Consumer Protection Week (5-11) – Educate the public on where consumers can report issues with massage therapists and the role of your State Board in public protection. Educate on their rights during massage therapy. Celebrate your Name Week (5-11) – Do something fun by giving clients a handwritten card with the meaning and origin of their first name this week after their session.
- Week 2 – National Cherry Blossom Festival (19-4/16) – If you have a local festival, get tickets and attend with your coworkers. Enjoy the beauty of nature. American Chocolate Week (19-25) – Offer clients your favorite high-end chocolates after their sessions this week.
- Week 3 – Act Happy Week (20-26) – Acting happy can lead to being happy! [Get ideas through the Executive Happiness Coach's blog here on daily themes.](#)
- Week 4 – Spring Cleaning Week (26-4/1) – Choose self-care by spring cleaning your home first, your yard and surrounding areas, and then your office. Set aside items to sell or donate while you are decluttering your entire home, yard, and office, and make sure you follow through. Want to get into better cleaning routines and make it a priority? [Check out Flylady.](#)

Daily Holidays

- 1 – Plan a Solo Vacation day, World Compliment Day – Promote a vacation on your massage table today or take the day off for self-care and plan a solo weekend retreat. Schedule the time off, book the hotel, and plan nothing but pure, blissful relaxation. Write compliments on all your mirrors today. Post compliments in your breakroom for your staff if you have them. Compliment all your clients today!
- 3 – Employee Appreciation Day, National Day of Unplugging (3-4) – Provide a catered lunch or high-end restaurant dinner for your staff today or bring them gifts they'll enjoy. Be sure to ask employees upon hire what their favorites and preferences are so you can personalize their gifts and rewards. Take the next two days to unplug from all technology and social media as much as possible. It's rejuvenating!

Daily Holidays

- 3 – Continued – **National Salesperson Day, Simplify Your Life Day, World Wildlife Day** – Celebrate the people who make sales and upgrades in your business today. These are your money-makers. Give them all gift cards for supporting your business. Review your business processes and find ways to simplify things. Perform an act of self-care by finding ways to simplify your own life. [Raise funds for world wildlife day.](#)
- 4 – **Daughters and Sons Day** – Keep your schedule open today for your daughters and son's day special if you are inclined to work with children. Promote it to your current clients and encourage them to bring their children into the office today to share the benefits of massage therapy with them. Have parents in-room during sessions and teach them how to massage their children. Be sure to have a pediatric intake form.
- 7 – **National Be Heard Day, Organize your Home Office Day** – Be Heard day is a day for small business owners to get their ideas out into the world. Review your communications strategy and consider new ways to get your ideas out. [Find out more here.](#) At home, take the time to clean and organize your home office today. (It's self-care!)
- 8 – **International Women's Day** – [Find ways to celebrate here.](#)
- 9 – **Nametag Day, International Day of Awesomeness** – If you have staff, check everyone's nametags to see if they need an upgrade. Order new nametags if needed. Destroy and toss old nametags you no longer need. Be Awesome today! [Find out more about how to celebrate this fun holiday.](#)
- 11 – **Covid-19 Global Pandemic Day (Year 3)** – Review your Covid-19 business policies and procedures. Re-educate your clients on your policies and procedures. Set up a memorial altar with tealight candles to remember the lives lost to Covid-19.
- 12 – **Academy Awards, Check Your Batteries Day, Spring Forward for Daylight Savings Time, Working Moms Day** – Roll out a red carpet special for your clients today and treat them like celebrities. Check all the batteries in your office today including your smoke detectors. Buy battery backup stock to keep on hand and replace where needed. Turn your clock for Daylight Savings Time. Take the day off if you're a working mom and spend the day doing self-care activities you love. If you are an employer, give your moms the day off, or buy them a special gift. You might consider tickets for them and their children to a fun event or children's recreation spot in your area.

Daily Holidays

- 13 - **Napping Day** - Consider adding a 30-Minute after-massage nap session for your clients. Price it accordingly for 30-minutes of use for your office and take the time to do other business tasks. Offer this add-on when clients book or when you don't have a client scheduled directly after a session to add a new stream of income. Consider making the experience special by providing a eye mask, quiet sleep-inducing music, a dark room, lavender room spritz, a comfortable pillow and a warm blanket. (Consider purchasing a blanket warmer or plush electric blanket and a few washable duvet covers for napping).
- 14 - **International Ask a Question Day** - Host a social media "Ask me Anything" day. Spend the day replying and answering questions when you have free time.
- 15 - **National Equal Pay Day, Small Business Development Day** - Create a campaign around Equal Pay Day. [Get resources here.](#) If you are an employer, evaluate the pay of all your employees and adjust accordingly. [Learn how to participate in Small Business Development Day](#) and find resources from your local Small Business Development Center.
- 17 - **Day of Action Against Bullying and Violence, St. Patrick's Day, World Sleep Day** - Educate staff on bullying in the workplace today and [find resources from Dignity Together.](#) Run your St. Patrick's Day Special. Educate clients on the benefits of massage therapy for those suffering from sleep conditions and the benefits of sleep for their health. Also, check your own sleep pattern. Do you need a sleep study? Can you [improve your sleep hygiene?](#)
- 19 - **Client's Day, Chocolate Caramel Day** - Bring in Ghirardelli caramel-filled chocolates for your clients today. Yum! Make today all about your client experience by planning something special that will delight and make a memory. Be creative!
- 20 - **Spring Equinox, International Day of Happiness** - Run your Spring Equinox Balancing special today at a discount. [Find ideas and information about UN International Day of Happiness here.](#)
- 21 - **International Day for Forests and the Tree, International Day for the Elimination of Racial Discrimination** - [Find out more here](#) about this climate-saving day from the UN and promote it. Learn more about [this UN day](#) to support the end of racial discrimination.

Daily Holidays

- 21 – Continued – **National Single Parents Day** – If you are a single parent, take the day off if possible and relax. If you are an employer, give your employed single parents an impactful gift today, like a gift card for a month's worth of groceries, a free 90-minute massage with any add-ons they like, or a few extra days of paid time off.
- 25 – **Earth Hour, Endometriosis March Day, Support Women Artists Now Day** – Commit to taking care of the planet and each other by participating in [Earth Hour](#). Find out how to participate in the [EndoMarch here](#). Support your local female artists by hosting a gallery showing at your location.
- 27 – **World Theatre Day** – Check upcoming theatre shows in your area and plan to attend one you think you'll enjoy. If you are an employer, consider giving away theater tickets to your top-performing employees today.
- 30 – **International Laundry Folding Day** – Since you're half massage therapist, half professional laundry folder, create a fun video to post on your socials today about how to fold and store laundry. Provide tips on the best products to use for laundry, stain removal, your washing, drying, sanitizing, and storage techniques, and go even further by discussing how to maintain your laundry equipment or how to keep laundry wrinkle-free. If you use a service, recognize them for their work today instead.
- 31 – **National Prom Day, Starbuck's Day, World Backup Day** – Run an after-prom massage special for prom-goers to relax after all the excitement of their special day. Bring in Starbuck's to share with your coworkers today. Back up all your digital systems today – computers, tablets, and phones. Consider using external hard drives.

Celestial Events

- 7 – **Full Moon** – [Check out some ideas for celebrating the full and new moons here](#). Apply these ideas to your own self-care, and consider ways you could make the full moons special days for your clients.
- 21 – **New Moon** – [Check out this New & Full Moon Magic Diary for 2023](#). Use it for manifesting and intention-setting. Buy some extra copies and market or gift them to your clients.

Industry Events

- March 20, 2023 – [Global Wellness Institute. Massage Makes Me Happy Day](#) – Virtual Event – GWI supports many health-focused initiatives. Find out more and get resources to participate in Massage Makes Me Happy day by visiting their website.