

**Promote Massage & Your Massage Therapy Practice
To Your Community.**

*Join AMTA's National Massage Therapy Awareness Week:
October 24-30, 2010.*

AMTA's National Massage Therapy Awareness Week (NMTAW) is a country-wide event designed to raise public awareness about the benefits of massage therapy, attract media attention to AMTA chapters, AMTA members, as well as AMTA schools. As an AMTA member- this is your opportunity to high-light your profession and your skill

Each October NMTAW promotes this event throughout the country by advertising in the media. You can participate and use this week to achieve your own specific goals. Think of this week as your own personal marketing tool that you customize and tailor to your own individual needs right in your town, while the AMTA organization gives you national promotion and exposure!

Here is the link to the national website page for this event:

<http://amtamassage.org/searchresults.aspx?q=national+massage+therapy>

Is your goal is to attract more clients?

Use this week to promote your massage business to the public!

7 Ways To be Involved. Pick one or two:

1. Hold an open house and invite people in your community to learn more about how massage can impact their health and wellbeing. Invite massage therapist colleagues and give massage demos, snacks, and lots of business cards!
2. Encourage clients to book in October, by offering a free entry into a prize-drawing to every one who comes in to see you, in October. After their massage, they can drop their name into a bowl and on October 31st, pick a name and the lucky winner can receive a free massage!
3. Same as above, but encourage clients to refer a new client in October, by offering a free entry into a prize-drawing for referral who comes in to see you, in October. On October 31st, pick a name and the lucky referrer-winner can receive a free massage!
4. Do a fun event tied around Halloween. Have them or you wear costumes, hand out healthy treats, "scare" them by putting non-toxic food coloring into your lotion to make it turn their skin a funky color! Advertise it as "Come in For A Halloween Body Paint!"
5. Send out letters or postcards to inactive or active clients inviting them back to your practice during NMTAW week. (On your promotional piece, include the NMTAW logo you can download from www.AMTAmassage.org.) Because you are participating in this

national massage awareness event, let them know they will receive a special gift of 30 minutes extra, free aroma therapy or some other treat for coming in to see you again.

6. Advertise a new service or special offer for new clients.

7. Offer regular clients an incentive when they bring a friend in for a massage with you on the same day.

4 Other Suggestions You Can Do. Pick one or two:

1) Network with other AMTA massage therapists in your area:

Take this opportunity to contact fellow AMTA members. Get together to exchange ideas, and share experiences. Organize an activity to promote massage and invite other AMTA members to participate. Create a small health and wellness fair in your area. Local charity races or festivals are also great places to get the word out about your massage.

2) Do Good & Reach out or give back to a deserving group in your community by donating your time and skills to show your appreciation: (My Wellness Center in San Francisco does this every year in October for teachers ~ of course, they love it!)

Identify people in your area that may benefit from your skilled hands. In previous years, members have donated their time for police and fire departments, hospice workers and military families. Giving the gift of massage can be just as rewarding for you as for the deserving recipient.

3) Educate a new group of people in your community:

AMTA members in the past have reached out to community centers, libraries and hospitals during NMTAW and given presentations on the many benefits of massage. This puts you in front of a captive audience with whom you can share your knowledge about how massage can make a difference in their lives. You may want to include success stories about clients who have benefited from massage to add a personal touch to your lecture. Pass out literature including brochures and pamphlets (you can purchase from AMTA) Be sure to include your business information so audience members can contact you to make an appointment.

4) Share your experiences and knowledge with massage therapy students:

Those just entering the profession could learn a lot from someone who has been practicing massage therapy. Contact a school in your area and volunteer to speak with their students. Pick a topic that will be interesting to your audience. Your experiences working in different environments or what it is like to own your own practice, are areas that may appeal to them. Taking the time to connect with those beginning their career in massage therapy can be a very worthwhile experience.

If you are passionate about your massage practice but also want/need more business, I encourage you to do at least one activity or promotion to tie into this NMTAW. It will

benefit the industry but more importantly, your individual massage practice will experience a boost as well!

If you do anything on your own or with a small group, please send in the details after the event (with photos too) to Ca Currents editor and we will get it up on the state website and maybe in this next Currents edition. You can also email them to national at NMTAW@amtamassage.org, so they too can see how creative you were!

These are only a few ideas on how to use National Massage Therapy Awareness Week to market your own massage business and spread the word on the value of massage to the community.

If you need ideas on what to do- contact your unit board of directors or shoot me an email and I'll try to help you brain-storm! (Email: pr @amta-ca.org)

Irene Diamond, RT is the appointed Public Relations Chair of CA_AMTA. She has been involved in helping massage therapists through coaching and products with their marketing, and business growth. She is the founder of Diamond Massage & Wellness Center in San Francisco and also the director of www.MessageSuccess.org. And you can receive your free subscription to her weekly massage marketing and business success strategies by going to <http://www.successfulmassagetherapist.org/public/142.cfm>