

45b:  
Target Marketing &  
Self-Employment  
and  
Self-Realization

# Target Markets



## Why cultivate Target Markets?

- Whether you are employed or self-employed, choosing your preferred clients can make your practice more enjoyable.
- Having target groups can allow you stand-out in a saturated market.
- You can focus your attention to an area where you can become “an expert.”
- It can simplify your marketing, economize your energy and increase the success of your promotional efforts.
- Having one or two target groups can help with your marketing **“POSITIONING”**. Positioning refers to the marketing idea that there is only “room” for one or two “brands” in a potential client’s brain when she or he thinks “massage therapist.” If she or he is a member of your target group, it may assist in putting you into her/his “number 1 or 2” LMT position.

## **REMEMBER:**

**Target market groups are at the bull's eye of your target—having them does not need to limit the variety of clients with whom you work!**

**We Want To Hear From You!**



## WHO ARE THEY? OK, Let's Talk...

Who do you want as your clients? Dream clients. Let's hear them!

Now let's pick a particular group for us to understand/discuss together. We will focus our attention to consider how we might best attract them to a particular massage practice.

## Consider the group's **Demographics**:

“Demographics” refers to statistical data relating to a population and particular groups within it. This data includes:

- Age
- Location
- Gender
- Income level
- Education level
- Marital/Family status
- Occupation

## Consider the group's Psychographics:

“Psychographics” refers to the study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research. This includes:

- Ethnic/Cultural background
- Philosophical/Religious beliefs
- Special interest activities/Hobbies
- Wellness goals
- Social/Cultural/Lifestyle factors and/or involvement
- Needs/Behavior/Emotions



## **Need help finding all this information?**

Consider searching online for research others have done on your target. Search for magazine articles and blogs that talk about or to your target market.

Search for blogs and on-line forums where people in your target market communicate their opinions.

Look for survey results, or consider conducting a survey of your own.

# Useful resources for finding demographic & psychographic info for your Target Market

[www.city-data.com](http://www.city-data.com)

Wikipedia

Google

<http://www.mplans.com/articles/optimize-marketing-resources-with-target-marketing/>

## **Consider the following while analyzing your target group and their demographic & psychographic characteristics:**

Consider not only who has a need for your service/product, but also who is most likely to buy it.

What influences them? What trends do they follow?

How does your service/product fit into their lifestyle?

What features of your service/product are most appealing to your target? How often, at what interval, and when will they use your services?

Will your facility need special considerations or equipment to provide to your target?

Are there other providers “competing” for the same market? Is there a niche market they are NOT considering? Could you capitalize on a market that is being overlooked?

Which media sources does your target group turn to for information/services?

## **Now, let's analyze YOUR service/product...**

Are you part of this Target market?

What is special/unique about you that you can offer to this group?

Write a list of the features of your service– and next to each feature the benefit(s) it provides (and even a list of the benefit(s) of each benefit!).

## Ok, Now what? **Evaluate your decision.**

Once you've decided on a target market, be sure to consider these questions:

- Are there enough people who fit my criteria?
- Will my target really benefit from my product/service?
- Will they see a need for it? What is their perceived value of my service? Can they afford my service/product?
- Do I understand what drives my target to make decisions?
- Who are the companies/other providers that serve them?
- Can I reach them with my message and my message? Are they easily accessible? Where can I find members of this market?

## WHAT'S NEXT?

Defining your target market is the hard part.

Once you know who you are targeting, it is easier to decide which marketing avenue you can take to reach them and which messages you believe will resonate best.

We will look at Marketing strategies and tactics in class 50b.

(Bet'cha can't wait!)

# Self-Employment



# Show of Hands!

- Who wants to be their own boss?
- Who prefers to work for someone else (and let them have the responsibility for bringing clients to you, maintaining a space/lease, marketing, bookkeeping, laundry, etc)?



**Good News!...**

## **Becoming a Licensed Massage Therapist offers you a variety of employment opportunities**

- A licensed massage therapist can be an **employee**- either part-time or full-time.
- A licensed massage therapist can be **one's own boss**- either part-time or full-time.
- A licensed massage therapist can be **BOTH**- and, under many employment circumstances, **at the same time**.
- AND being self-employed is not too difficult! If you are organized, hard-working and independent, why not?

**So**

**WHY have a private practice/private  
clients?**

# Private Practice Considerations

## The Advantages:

More Control over your  
time, environment,  
and clients

Potential for greater  
income

More alone time

## The Challenges:

More business responsibility  
for your practice- physical,  
marketing, bookkeeping needs

No minimum salary

More alone time

Safety - important in ANY context!

**WHERE**

**can one be self-employed as a LMT?**

# Self-Employment Settings

## Private Practice

- Home office
- Stand-alone office in professional building
- Room in another's practice
- On-site or Outcall
- Corporate Wellness Program
- Salon, Day Spa, Medical/Dental Spa
- Fitness Center, Gym, Health Club
- Hospice
- Personal practice for celebrity/ prof. athlete

# Self-Employment Settings

(continued)

## Group Practice

- Holistic Healthcare Clinic or Wellness Center
- Specialty Clinic or Massage Center
- Medical Clinic

# Home Office

## Advantages:

- Keeps overhead low
- % of space used exclusively for your massage business is tax-deductible
- Privacy
- Freedom of session design
- Control over environment
- Short commute!



# Home Office

## Challenges:

- “Lack” of privacy
- Keep the house clean
- Laundry
- Possibly “riskier” re: boundaries
- More “receptionist” duties required
- A bit more isolated than working in an “away from home” group practice

**Know your local ordinance/regulations  
for operating a home office!**

# HOME OCCUPATIONS

## (from Austin City Code, Section 252–900)

- (A) A home occupation is a commercial use that is accessory to a residential use.
- (B) A home occupation must be conducted entirely within the dwelling unit or one accessory garage.
- (C) Participation in a home occupation is limited to occupants of the dwelling, except that one person who is not an occupant may participate in a medical, professional, administrative, or business office if off-street parking is provided for that person.
- (D) The residential character of the lot and dwelling must be maintained. This prohibition does not apply to modifications to comply with accessibility requirements.
- (E) A home occupation may not generate more than three vehicle trips each day of customer-related vehicular traffic.
- (F) The sale of merchandise directly to a customer on the premises is prohibited.

## HOME OCCUPATIONS– continued (from Austin City Code, Section 252–900)

(G) Equipment or materials associated with the home occupation must not be visible from locations off the premises.

(H) A home occupation may not produce noise, vibration, smoke, dust, odor, heat, glare, fumes, electrical interference, or waste run-off outside the dwelling unit or garage.

(I) Parking a commercial vehicle on the premises or on a street adjacent to residentially zoned property is prohibited.

(J) Advertising a home occupation by a sign on the premises is prohibited, except as provided under Section [25-10-156](#) (*Home Occupation Signs*). Advertising the street address of a home occupation through signs, billboards, television, radio, or newspapers is prohibited.

# STAND-ALONE OFFICE IN A PROFESSIONAL BUILDING

## THE BIGGEST CONSIDERATIONS:

- Office location
- Terms of your office lease

# OFFICE LOCATION CONSIDERATIONS

- Is the building in an area that is easily accessible to your target markets? Does the location and the building itself fit your image? Safe location? Private? Secure?
- Is there adequate parking, storage, space for signs?
- Is the space accessible for clients with disabilities?
- Is the noise level suitable? Do you have control over heat and AC?
- Are other businesses in the building compatible with your practice? Do other allied professionals work nearby?
- Will your clients feel comfortable transitioning from your office to the outside—or will it be culture shock?
- Where is the nearest sink/bathroom for you and your clients?

# OFFICE LEASING CHECKLIST

- Can you alter the layout?
- Do the premises need improvements or remodeling in order to be appropriate for your practice?
- Do the premises have space to expand your business?

# OFFICE LEASE CHECKLIST

## (continued)

- What are the terms of the lease?
- Who is responsible for repairs and maintenance?
- Who is responsible for upkeep or possible replacement of major items, such as the roof or air conditioning unit?
- What type of insurance coverage is provided OR required?
- Who pays the utilities, taxes and insurance?
- What are the sales options or renewal provisions?
- By what formula are lease increases determined? What were CAM (Common Area Maintenance) adjustments in most recent years?
- Can you sublease, and, if so, are the terms the same as the original lease?



# WORKING IN ANOTHER'S PRACTICE

## CONSIDERATIONS:

- Are you subleasing– if so, is your name on the lease? Or are you sharing monthly rent? Or are you paying rent by the hour/day?
- Clarify up–front the use of equipment, office duties (i.e., cleaning, purchasing shared supplies, etc.)
- Does the practice need to register with TDLR as a massage therapy establishment?
- Is there space available for you to advertise your practice?

# MASSAGE THERAPY ESTABLISHMENT

(Do you need to register your practice with TDLR?)

from **Massage Therapy Program Occupations Code**

Sec. 455.155. License Exemption

**(b) A licensed massage therapist who practices as a solo practitioner is not required to hold a license as a massage establishment.**

**(c) A place of business is not required to hold a license under this chapter if:**

**(1) the place of business is owned by the federal government, the state, or a political subdivision of the state;**

**(2) at the place of business, a licensed massage therapist practices as a solo practitioner and:**

**(A) does not use a business name or assumed name; or**

**(B) uses a business name or an assumed name and provides the massage therapist's full legal name or license number in each advertisement and each time the business name or assumed name appears in writing;**

**(3) at the place of business, an acupuncturist, athletic trainer, chiropractor, cosmetologist, midwife, nurse, occupational therapist, perfusionist, physical therapist, physician, physician assistant, podiatrist, respiratory care practitioner, or surgical assistant licensed or certified in this state employs or contracts with a licensed massage therapist to provide massage therapy as part of the person's practice; or**

**(4) at the place of business, a person offers to perform or performs massage therapy:**

**(A) for not more than 72 hours in any six-month period; and**

**(B) as part of a public or charity event, the primary purpose of which is not to provide massage therapy.**

## ON-SITE/OUTCALL (incl. Soothe, Zeel apps)

- Purchase lighter weight table (with arm ext.) and chair
- Promote **SAFETY** - let friend know schedule
- Don't do outcall without referral (and references)
- Clarify boundaries beforehand
- Take charge of the environment as much as possible
- Charge 2x regular rate (if your own practice)
- Schedule wisely
- Give discount for more than one session at location  
(e.g. \$120 for session, \$200 for two sessions)

# SPA ENVIRONMENTS

(incl. Day spas, Medical/Dental spas, Salons)

## CONSIDERATIONS:

- Permanent room for yourself?
- If sharing, clarify written agreements
- If switching rooms - even more clarity with spa & fellow workers
- Location noise, smell, temperature, etc.
- Plan to cover costs of supplies and marketing
- Plan your own marketing - be visible and have your promotional material up continuously
- Do regular confirmations, follow through & follow up calls
- Solicit referrals from spa employees and reception
- Keep complete and up-to-date files
- If you are self-employed, be very clear about when you are to be there and when not.

# WORKING IN A MEDICAL OFFICE

- Have a marketing plan and clear agreements re: what you can do and what they will do
- Understand and respect the medical profession's "hierarchy"!
- Give free demos to staff/solicit referrals
- Fluency in medical terminology
- Keep good medical records for client treatments and interactions
- Educate staff on who you are, what you do; how, why and when to refer
- Have clear agreements re: scheduling

# CORPORATE WELLNESS PROGRAM

## CONSIDER:

- Join local chapter of Wellness Councils of America
- Contact local hospitals, colleges, universities, non-profit and for-profit corporations
- On-site, table massage, fitness, other health programs/education (smoking-cessation, stress, diet, etc.)
- Try to get hourly pay for specific days

# FITNESS CENTERS/HEALTH CLUBS

## CONSIDER:

- Be especially good/interested in sports massage and orthopedic massage
- Be visible– take classes!
- Make clear how to make appointments with you
- Educate staff on who you are and what you do– how, why and when to refer
- Give samples– become popular
- Some gyms will let you rent a room. However, others will hire you and want a % of what you earn– KNOW these % parameters, especially their guarantee for referrals (how many? is it GUARANTEED?)

# HOSPICE

- Clarify pay (some clients or hospices may require volunteer service)
- Cultivate referrals to family members and to hospice staff
- Keep excellent records
- Review contraindications for conditions and medications (check with nurses, etc.)
- Be flexible in your schedule
- Consider studying light-touch modalities (i.e., Zero Balancing, Craniosacral Therapy, Manual Lymph Drainage, etc.)



# PRIVATE PRACTITIONER FOR CELEBRITY/ ATHLETE

- Clarify legal agreements
- Scheduling
- Boundaries - sexual
- Pay
- Boundaries - re: travel, time, lifestyle
- Scope of practice - duties other than massage only if agreed upon ahead of time

# GROUP PRACTICE

- **Self-assess your reasons for joining a Group practice**
- **Careful interviews with possible associates- better “safe and mutually beneficial than sorry or frustrated”!**
- **Clarify roles, goals, expectations in writing (procedures manual)**
- **Evaluate legal status**
- **Defining marketing-share images**
- **Décor, method for greeting clients, attire, funding for shared resources**
- **Plan for product sales**

## **GROUP PRACTICE**

**(continued)**

- Clarify how finances will be handled & by whom
- Office and scheduling logistics
- Schedule regular meetings re: marketing and other shared issues
- Develop Business Plan

**The basic  
“HOW TO’S”  
of being self-employed**

# Success Tips for Private Practice

- Plan to **TRANSITION** into private practice- it often takes time to build a client base!
- Create support system - trades, mentoring, networking, contractors for tasks you do not do well
- Keep clear boundaries & have safety precautions
- Plan time for record-keeping and marketing (as if it were an important client)
- Join an association for liability insurance and health insurance benefits
- Get verbal and written up-front “practice policies” agreement re: cancellation, no-show, inclement weather, etc.
- Revise business plans regularly
- Enjoy and grow through life-long learning
- If you are working as an employee while also building a private practice, understand the “non-compete clause” you may have signed with your employer. Do NOT solicit/entice clients away from your employer to your private practice!

# Your Business Name

(covered previously in class 41b)

- Your name & title
- Your name, title and name of your practice
- Using just a name for your business, not including yours
- If you are NOT using your legal name as your business name, you must register your business as **DBA** (which means “doing business as”). You must check if the name is available to use with the County Clerk. You must complete a Texas Assumed Name Application, and pay a fee to the County Clerk to register you DBA business. (for more info, see pp B-40-41 in your Student Handbook).
- **You may want to consider getting an EIN (Employer Identification Number) if you form a LLC, plan to work with insurers, have a business bank account, or have your own 401K. An EIN allows you to NOT use your social security number when your receipts are submitted to insurers for reimbursement, etc.**

# Feasibility

Gather income statistics, client usage trends and your business “competition”:

- U.S.Department of Labor
- AMTA & ABMP
- Practitioners
- Trade journals
- On-line resources
- Research potential markets- people most likely to use your service; people or conditions with whom you want work

# Talk with other Business Owners

- Questions- how long in business? obstacles overcome? smartest decisions? poorest decisions/mistakes? how long did it take to get established?
- Keys to long-term success and happiness?
- First felt successful- when and why?
- How have you and your model changed over time?
- What would you do differently if you had to do it over?
- As a student- what will best prepare me now for the future?



# Start-up Financing

- Personal Savings
- Family & Friends Loans (or gifts)
- Personal Loans (line of credit)
- Private Investor Loans
- Bank Loans
- SBA Loans
- Grants
- Partnerships
- Community Development
- Corporation (CDC) Investors

# Licensure & Insurance

- Occupational license– your LMT
- Business license– do you need a Massage Therapy Establishment license?
- General Liability & Malpractice insurance– not required (BUT why would you not?!) Can get through ABMP and AMTA.
- Medical insurance– through the exchange; through a professional organization?
- Disability insurance?
- Property/Office/Renter’s insurance– often required before taking an office lease.

# To Be Continued– more info relevant to Self-Employment in upcoming classes!

## Class 50b: Marketing

- Marketing strategies and tactics
- Website

## Class 64b: Taxes and Bookkeeping

- **Homework due at start of class:** Executive Summary (sections 1–3; part 4 completed in class and handed-in at the end)
- Setting Fees
- Bookkeeping/Record-Keeping
- Taxes
- Cash Flow forecasting