

45b – Business:
Self-Employment & Marketing
and
Self-Realization

Positioning

- Carefully consider the following questions:
 1. *What does your business do?*
 2. *What needs does your business meet?*
 3. *What problems does your business solve?*
 4. *How do your clients benefit psychologically?*
 5. *How does your business differ from the competition?*
- Write a statement that summarizes what makes you unique.
- Define why your current clients work with you.
- Describe how potential clients will recognize your differential advantage.

Demographics & Psychographics

Demographics

Age	Income	Occupation
Gender		Geographic location
Educational level		

Psychographics

Special Interest Activities	Philosophical Beliefs
Social Factors	Cultural Involvements
Cultural Background	Wellness Goals
Wellness Needs	

Target Market Analysis 1

- Target market group title.
- Applicable Demographics.
- Target's physical, emotional and personal needs and goals.
- Features your practice offers.*
- Benefits your services provide.*
- Places to find members of this market.
- Publications they read.
- Groups they belong to.
- Special events and important dates.
- Companies and wellness providers who service this market.



Fig. 15.6

Target Market Analysis 2



- Trends that will most likely affect this market.
 - Where they look for help.
 - Needs that aren't being met by traditional services and products.
 - Target's philosophical beliefs about wellness.
 - Target's perceived value of your services.
 - Primary reasons the target does or would use your services.
- Average number of sessions per client per year.
 - Session intervals.

** Whenever possible, match these to the Needs and Goals.*

Working Environments

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

Working Environments - cont'd

Group Practice

- Holistic Healthcare Clinic or Wellness Center
- Specialty Clinic or Center (e.g. just massage)
- Medical Clinic

Private Practice

Reasons - positive and negatives

Pro

More Control over:
your time, environment
Clients
Income
More alone time

Cons

More business responsibility
for your practice (physical,
marketing, bookkeeping
No minimum salary
More alone time

Safety - important in any context

Success Tips - Private Practice

- Create support system - trades, mentoring, networking, contractors for tasks you do not do well
- Plan to *transition* into private practice
- Keep clear boundaries & have safety precautions
- Plan time for record-keeping and marketing (as if it were an important client)
- Get liability insurance and health insurance as well
- Join an association (which will give you liability insurance anyhow and a variety of resources for your business) – likely you will continue with ABMP
- Get verbal and written up-front agreement re cancellation, no-show, etc. policies
- Revise business plans regularly
- Enjoy and grow through life-long learning

Self-Employment - Spa Environments

- 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.



Fitness Center/Health Club

- Especially good with sports massage interest
- Be visible - take classes
- Make clear how to make appointments with you
- Educate staff on who you are, what you do; how, why and when to refer
- Give samples - become popular!

Private practitioner for celebrity or athlete

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

“Bob Hope was my client for 7 years.
He got a massage every day for 63 years.”



Corporate Wellness Programs

- 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



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



On-Site/Outcall

- Buy 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 environment as much as possible
- Charge 2x regular rate (if you can get it)
- Schedule wisely
- Give discount for more than one session at location (e.g. \$120 for session, \$200 for two sessions)



In Primary Care Provider's Office

- Have marketing plan and clear agreements re what you can do and what they will do
- 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



Group Practice

- Self-assess your reasons
- Careful interviews with possible associates - better safe and mutual 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 – cont'd

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



Interviewing Business Owners - Competition Analysis

- Look on web, national magazines, blogs
- Questions- how long in business?, obstacles overcome?, smartest decisions, poorest decisions/mistakes,
- 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 student - what will best prepare me now for the future

Home Office

Pros

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

Cons

- Doing laundry
- Keeping house clean
- Lack of “privacy”
- Slightly riskier – re boundaries
- More self-receptionist duties
- A bit more isolated than in an away from home office/group practice

Feasibility

Gather income stats, client usage trends:

- 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 you want to work with

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

Business Name

- Your name & title
- Your name, title and name of your practice
- Using just a name for your business, not including yours
- Checking and registering your business as a DBA – “doing business as” (if not using your name in your business name)

Naming Your Business

- Make it easy to understand, spell and pronounce.
- Don't use negative sounding words.
- Consider where your business will fall in an alphabetical list.
- Don't limit your product line by choosing a name that won't represent all you do.
- Do create a name you can stand behind.
- Don't use a strictly generic term, such as "discount office supply" which cannot be protected as trademarks.

Famous Company Faux Pas

- *Pepsi slogan - Pepsi's "Come alive with the Pepsi Generation" translated into "Pepsi brings your ancestors back from the grave," in Chinese.*

Home office

- (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.

Sample home-based code, cont'd

- (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.

Location

- Office location:
 - ✓ 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? Handicapped accessible?
 - ✓ Is the noise level suitable? 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?

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 Leasing Checklist

- ✓ 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?
- ✓ Who pays the utilities, taxes and insurance?
- ✓ What are the sales options or renewal provisions?
- ✓ By what formula are lease increases determined?
- ✓ Can you sublease, and, if so, are the terms the same as the original lease?

Licenses + Insurance

- Business license – if massage establishment
- Occupation License – Your LMT
- Insurance – liability for property, general liability & malpractice (thru ABMP)
- Disability, health.

Setting Fees

One Year = 365 days – 104 days (weekends)
 = 261 days – 8 days (holidays)
 = 253 days – 10 days (health)
 = 243 days – 10 days (vacation)
 = 233 days x 8 hours per day
 = 1,864 hours per year
 – 30% (promotion, operations, professional development)
 = approximately 1,300 hours
 = approximately 25 billable hours per week

Annual Income*	50% 650 hrs (12.5 hrs/wk)	70% 910 hrs (17.5 hrs/wk)	90% 1170 hrs (22.5 hrs/wk)	100% 1300 hrs (25 hrs/wk)
\$25,000	\$38.50	\$27.50	\$21.50	\$19.25
\$30,000	\$46.00	\$33.00	\$25.75	\$23.00
\$35,000	\$54.00	\$38.50	\$30.00	\$27.00
\$40,000	\$61.50	\$44.00	\$34.00	\$31.00
\$50,000	\$77.00	\$55.00	\$42.75	\$38.50
\$60,000	\$92.00	\$66.00	\$51.25	\$46.00
\$75,000	\$115.50	\$82.50	\$64.00	\$58.00
\$100,000	\$154.00	\$110.00	\$85.50	\$77.00

* note – from the “annual (gross) income” would be deducted your taxes (30+%) and overhead