

## 45b Business: Target Marketing and Self-Employment and Self-Realization

### Lesson Plan

<u>Minutes</u>	<u>Activity</u>
15	<b>Break</b> Announce the return time and write it on the board
5	<b>Attendance</b> Also project the “Reminders” for upcoming classes
50	<b>Lecture:</b> Self-employment and Marketing What are target markets? Demographics and psychographics Research and analyzing target markets Positioning & Word of mouth
15	<b>Break</b>
50	Do assignment re one target market you choose (teacher circulate to see how they do, offer advice, etc.)
10	<b>Break</b>
50	Working environments: - Students – see how you target market(s) may align with one or more of these contexts Employee – part or full time Self-employed “ “ “ “ Both employee and self-employed Private practice/ Group practice – overall consideration Self-employment settings – home office, stand-alone office in professional building, on-site or outcall, corporate wellness program, salon, day spa, medical/ dental spa, fitness center, gym, health club, hospice, personal practice for celebrity  Group practice – holistic healthcare clinic or wellness center, specialty clinic or massage center, medical clinic  Home office Location – considerations Licenses / insurance Stand-alone office in a professional building Office location considerations Office leasing Working in another’s practice Massage Therapy establishment on-site/ outcall  Environments – Spa, Medical office, Fitness center/health club, corporate wellness programs, hospice, private therapist for celebrity

Group practice –  
Success Tips for Private practice

Business name  
Feasibility  
Interviewing business owners  
Start-up financing  
Licenses / insurance

5 Share, learnings, surprises, disappointments, satisfactions.

3h and 30m Total Class Time

### **Learning Outcomes – Program Level – 500-Hour**

- Students learn what they need to become therapists who are personally fulfilled, professionally successful and therapeutically masterful.

### **Learning Outcomes – Course Level – Business**

- Have the knowledge, skills and professionalism as a massage business person that you will need to succeed.

### **Learning Outcomes – Class Level**

- Hand in completed resume and cover letter.

### **Class Schedule – Student Preparation**

- Business Mastery: Chapters 15 & 30 and Skim Chap. 16 Packet B: 42-52 RQ Packet A-183
- Packet B: 40-50
- Packet A: 167

### **Class Schedule – Assignments and Exams**

- 45b Hand in before class starts – typed cover letter. Packet B-9
- Do Target Market Analysis in class B: 11-14

### **Topic Focus**

What you need to know and do to be successfully self-employed and marketing yourself.

### **Materials, Equipment, and Supplies**

- PowerPoint Presentation for 45b
- Packet, attendance book, Business Mastery