



41b Business: Get a Job



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5 minutes	Attendance, Breath of Arrival, and Reminders
60 minutes	Lecture on research in getting a job, informational interview, employment contracts, legal status, choosing a business name
15 minutes	Break
20 minutes	Lecture
30 minutes	Mock interviews
10 minutes	Reflection
15 minutes	Break
40 minutes	41b Resume discussion and completion
20 minutes	45b Typed Cover letter prep, clean- up, closing circle
3.5 hours	Total

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Assignments:

- 43a Swedish: Outside Massages (Packet A: 57-62)
- 45b Cover Letter and Resume assignment – due before class starts via email or hard copy to your instructor. If LMS is active, assignment must be turned in via LMS.

Quizzes and Exams:

- 43a Kinesiology Quiz
(adductor magnus, gracilis, iliopsoas, sartorius, TFL, piriformis, quadratus femoris)
- 44a Quiz (33b, 35a, 36a, 37a/b, 38a, 39a, 40a, 41a/b, 42b, and 43a)
- 46a Exam

Practical Exam:

- 44b Integration Massage: Practical Exam (60-minute Swedish, Passive Stretches, and BMTs)
- **Bring your grading sheet for evaluation A: 83**

Preparation for upcoming classes:

- 43a Kinesiology: AOIs - Coxal and Tibiofemoral Joint Muscles
- 44a Quiz



Classroom Rules

Punctuality - everybody's time is precious

- Be ready to learn at the start of class; we'll have you out of here on time
- Tardiness: arriving late, returning late after breaks, leaving during class, leaving early

The following are not allowed:

- Bare feet
- Side talking
- Lying down
- Inappropriate clothing
- Food or drink except water
- Phones that are visible in the classroom, bathrooms, or internship

You will receive one verbal warning, then you'll have to leave the room.



41b Business: Get a Job

B- 37



Research

- Help wanted sections
- Trade journals
- Online job postings
- School alumni / listings
- Place ads
- Posting resumes on-line
- Job fairs (Go to the TLC Job Fair!)



Create a list of Potential Employers

See potential employer checklist- BM 168

- Company name, address, phone number, email, Owner/Manager/Director, website
- Who does the hiring?
- Years in business/ Years at present location
- Other locations
- Types of wellness services offered
- Types of products sold
- Number of practioners currently employed
- Desired number of practioners



Create a list of Potential Employers

- Target markets
- Mission statement
- Image and standing
- Reputation
- Major competitors
- Type of employment status
- Compensation package (wage range, insurance, vacation pay)
- Job description (what you're doing when you're not 'hands-on')
- Unique skills or attributes you can bring to the business



Informational Interview (BM p167-168)

Send letter or email of proposal for visit. See who may be available when. If no response, follow-up each week until they see you or until you feel they are unwilling to respond responsibly (which tells you about them).

Visit potential employers / Informational interviews –

- Some attributes of practitioners who have been most successful in this environment? Strong team environment?
- Most challenging part of this work / environment?
- What do you like best about working here?
- How would you describe communication between management and staff?
- Regular staff meetings?
- Seniority – how did you deal with slow days in the beginning?



Informational Interview

Visit potential employers / Informational interviews –

- What advice do you have for doing the best job possible and developing a career in this type of setting?
- What advice for adjusting to this environment and management?
- How does the hiring work here?
- What do you suggest I do while in school to increase my odds of getting hired by this spa / wellness / medical center?



Network

Ask for leads.

- **SCORE** (Service Corps of Retired Executives)- For any business advice you may want to look into. Resource partner with the SBA, Small Business Administration.



Employment Contracts (BM p374-376)

Employers often won't have one but it is useful guide in your interviewing and for clarifying important points. These contracts often cover the following:

- Services expected
- Duties required
- Work hours - expectations
- What employer agrees to provide – re: supplies, physical environment and administrative/marketing services
- Clarity concerning outside of employer work
- Fees, Terms of Payment, Benefits



Employee vs. Independent Contractor Status

You are likely to legally be an **employee** if you:

- Must comply with company re when, where & how to work
- Are paid in regular intervals
- Use tool and materials furnished by employer

You are likely to be an **independent contractor** if:

- You determine type of work done, how it's performed, when and where, you determine fee structure, you receive the money from clients, you provide the equipment and supplies, you pay for client-related expenses, you generate the clientele.



Understanding Legal Status and Legal Entity

(this is relevant for tax filing purposes and when you are NOT filing taxes solely as an employee!)

Legal Status: The standing, state, or condition of an entity in the eyes of the law.

Legal Entity: A legal construct that allows a group of people to act as if they are a single person.



Legal Status- Sole Proprietorship

If not incorporating, creating partnership or LLC, your business is automatically a sole proprietorship.

- *Benefits*- easy to form, possession of profits, control of decisions, simple financial record keeping.
- *Drawbacks*- responsible for all business aspects, difficult to get financing, unlimited liability.

You are not an employee- you pay self-employment taxes and income taxes. You must file a Schedule C with your 1040 form and pay personal income taxes on the profit.

Partnerships- Can be tricky, 'jointly owned'. But you're still personally responsible for all liabilities. There are no particular advantages to a partnership.



Legal Entity- Corporation

A legal entity separate from its owner(s).

- Better if you are joining with one or more persons
- You must consult with a lawyer before setting up a corporation and you will likely need to pay them as the liaison to set that up.
- *Drawbacks-*
 - More expensive and involved to start and maintain.
 - Must adopt and file articles of incorporation
 - Develop corporate bylaws
 - Hold Board of Directors meeting and prepare meeting minutes
 - File for IRS employer ID# (free; can set-up online)



Legal Entity- Corporation

- *Benefits-*
 - Limits liability- in most cases incorporation protects your personal assets from being taken by creditors; but it doesn't shelter you from lawsuits.
 - Ease of business transfer
 - Ability to raise capital by selling stock shares
 - Possibly lower health and life insurance premiums, tax-sheltered retirement plans.



Legal Entity- Corporation

- *Types of Corporations*

- C corp- you pay tax on the profits of the corporation; then you pay yourself dividends on the profit (you pay tax on those too).
- S corp- you pay only for the profit you take from the corporation (not also taxes on the corporation)
- LLC- Limited Liability Company- Sole owners of an LLC are taxed as if they are self-employed. This is usually not the best tax position for a business owner. Higher administrative costs to setup and run than partnerships and sole proprietorships. Personal liability is usually limited (varies state to state)



Business Name- DBA 'Doing business as' (BM p204-205)

If not including your legal name- you'll need a DBA. SOUND IT OUT.

- Cost: should be \$25 or less.
- Visit your county clerk's office to see if there is another business in your county that's already using your proposed name.
- Call your county clerk or visit their website to obtain the Texas Assumed Name Certificate application.
- Complete the application. Provide basic contact information for your business. The address you provide should be the one where your business primarily operates. Declare how your business is structured. For example, does it operate as a proprietorship, general partnership, sole practitioner, limited partnership or other type of legal structure? Fill in the name and contact information of all business owners.



Business Name- DBA

- Take your completed assumed name form to a notary public. Ask your county clerk if they will notarize your form in their office. Many will perform this service during business hours for a small fee.
- Use a cashier's check or money order to cover the cost of applying for your Texas assumed name. Texas county clerks will also accept cash when paid at their location. Fees are based on the number of applicants listed on the form. Ask the county clerk if there is an additional charge to have a copy of the approved form returned to you. Most counties charge extra for this service.
- Give the DBA form to the county clerk's office. You can scan or photocopy the assumed name form and mail with payment or leave it in person at their location.



Interviewing Tips

- Be professional - punctual, polite, enthusiastic, confident, centered, relaxed, dress appropriately.
- Be prepared - have appointment book, show resume, 3 references, prepared to discuss everything on resume, have about 3 questions to ask interviewer, prepare response to “Tell me about yourself”. Have list of unique skills, education & attributes you can bring to this business (usually in resume).
- Be present - good eye contact, listen carefully, know what sets you apart, have list of unique skills, education or attributes you can bring to this business, know your strengths/weaknesses & how to compensate for them.



Interviewing Tips

- May or may not discuss salary / benefits in first interview. May or may not be asked to give sample message in first interview.
- Look for closing signals.
- Thank interviewer. Send thank you note afterwards.



Practice Interviewing (approx 30m)

In groups of 3- an observer / note-taker, an employer / interviewer, and an interviewee, complete rotating mock interviews

Record:

- Learnings
- Challenges
- Surprises
- Satisfactions

See “Interview Questions You Pose” (Business Mastery, Page 168)

See “Common Questions Employers Ask” (Business Mastery, Page 171)



Writing Resumes (approx 40m)

41b Cover Letter and Resume assignment- due before start of class 45b.

Assignment may be turned in via hard copy or email to your instructor. If LMS is active, assignment must be turned in on LMS.

Resume should be in the chronological format with bullet points for job description, instead of paragraphs. Prepare this resume as if you were applying for a job as a Licensed Massage Therapist, and you were a recent graduate (see BM pp. 174-182 for examples). 1-2 pages max.

- Heading
- Education
- Work Experience
- Optional- personal

Late assignments will have 20 points deducted.

Finished Early? Start your 45b Cover Letter

45b Cover Letter- due before class 45b. May be turned in via- email or classmarker (check formatting). If emailing, sign into classmarker and type 'emailed to _____ (email address) at (time) on (date)' and submit.

- Cover letter should be a short paragraph on your strongest abilities and/or accomplishments, why you want to work there, and what you can bring to that organization.
- Introduce yourself
- Show you know their business
- Closing statement- request interview, etc.

Late assignments will have 20 points deducted.



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