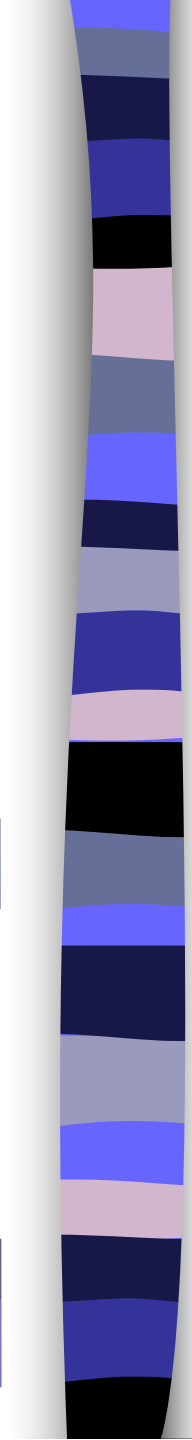


9b Business: Introduction



9b Business: Introduction

5 minutes	Attendance, Breath of Arrival, and Reminders
20 minutes	Introduction
30 minutes	Lecture on assessment for Students
15 minutes	Break
60 minutes	Assignment in classmarker: 9b Purpose, Priorities, & Goals.
15 minutes	Break
30 minutes	Being an employee or self-employed
<u>30 minutes</u>	<u>Purpose and your Why. Goal Setting.</u>
3.5 hours total with 5 minutes of flex time	

9b Business: Introduction

Class Reminders

Exams:

- 10a Exam
(0b, 2a, 2b, 3a, 3b, 4a, 5a, 6a, 7a, and 8b)

Kinesiology Quiz:

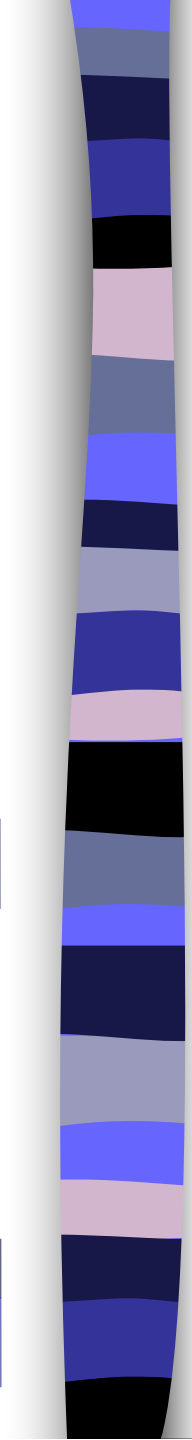
- 14a Kinesiology Quiz
(AOIS of tibialis anterior, fibularis longus and brevis, quads, rectus abdominus, and pec major)

Assignments:

- 9b Purpose, Priorities, and Goals. Done in class.
- 17a Review Questions

Preparation for upcoming classes:

- 10a Exam
- 10b Swedish review and practice- Posterior upper and lower body
 - Packet F: 35-36, and 58.
 - Begin SOAP notes.



Classroom Rules

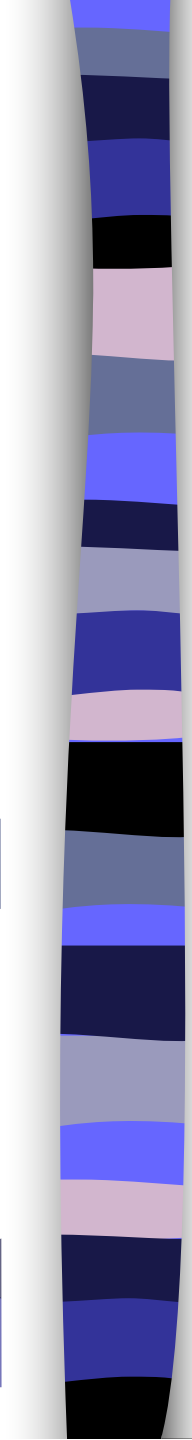
Punctuality - everybody's time is precious

- 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:

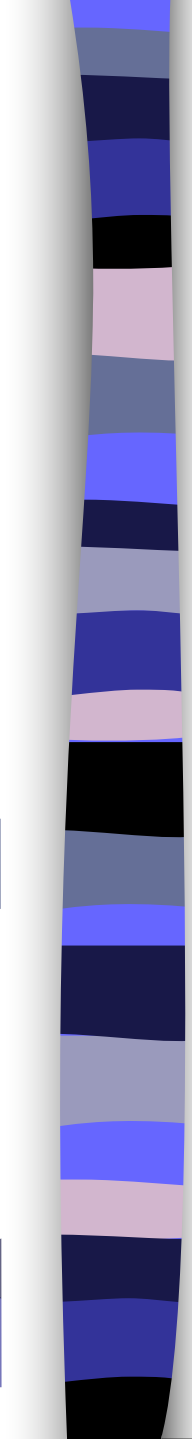
- Bare feet
- Side talking
- Lying down
- Inappropriate clothing
- Food or drink except water
- Phones that are visible in the classroom, bathrooms, or internship

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



9b Business: Introduction

B- 5



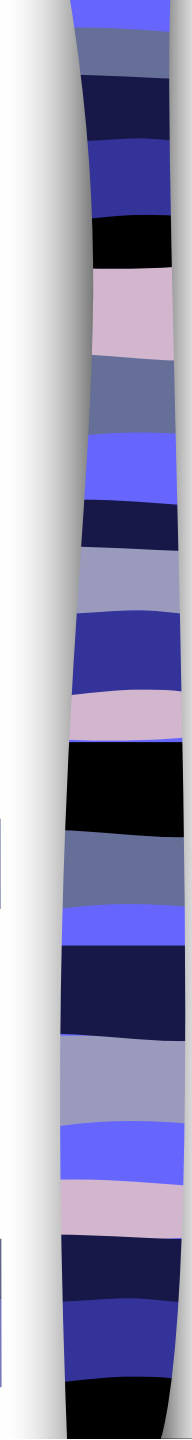
Learning outcomes and objectives

Through lecture, discussions, and homework students will learn what it takes to succeed in the business of massage in line with their own values.

Students will know the process of how to get licensed in Texas and elsewhere.

Demonstrate knowledge of:

- Values-based planning
- Texas State law and rules
- How to get your license
- Finding the Job You Want
- Getting the Job You Want
- How to Be Successfully Self-employed
- Fundamentals of Marketing
- How to Create Your Massage Website
- How to do your Taxes, Bookkeeping, and Financial Management

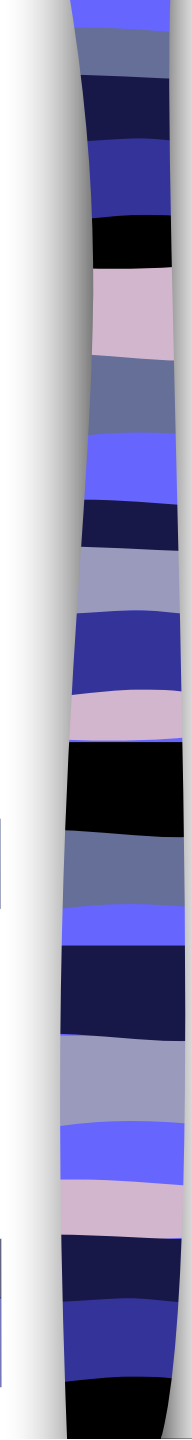


Assessment for Students

Highlight your previous job experience, education and background that can contribute to your success in this career field.

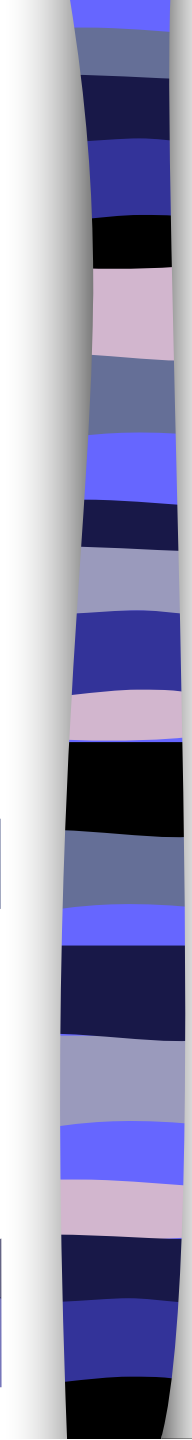
Answer the following:

- Which previous jobs have you most enjoyed?
- Which previous job(s) taught you an invaluable, “challenging” life lesson?
- Do you feel comfortable reporting to others?
- Do you like to manage your own time or prefer someone else setting priorities and schedules?
- What kinds of clients do you prefer to work with?
- Do you enjoy or genuinely dislike paperwork?
- Do you like performing a variety of business tasks each day and week?
- How many hours do you work or want to work each week?



What does Professionalism mean to you?

- Dress / Cleanliness
- Philosophy
- Expertise
- Punctuality
- Location
- Literature



Being an Employee

Advantages

Greater possibility of getting more clients to massage

Part of a team

Easier: paperwork, marketing, supplies needed, taxes, book-keeping, scheduling

Ability to focus on hands-on work

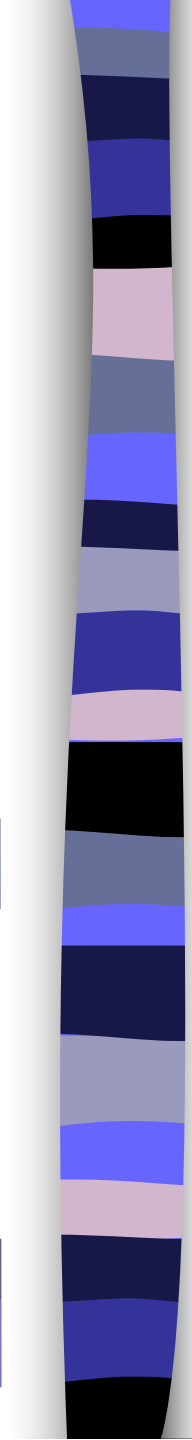
Possible benefits in addition to salary

Challenges

Lack of control

Poor management, lack of freedom (dress), choice of design

Difficult co-workers, potentially less, money, possibly unclear boundaries



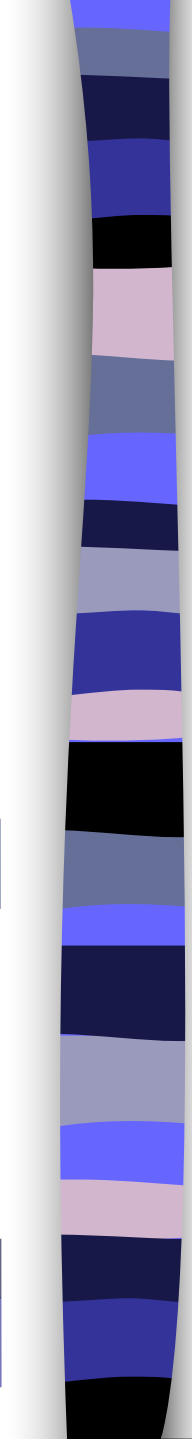
Being Self-Employed

Advantages

- More control over your work atmosphere, session design
- More repeat clients
- More autonomy
- Potentially more money

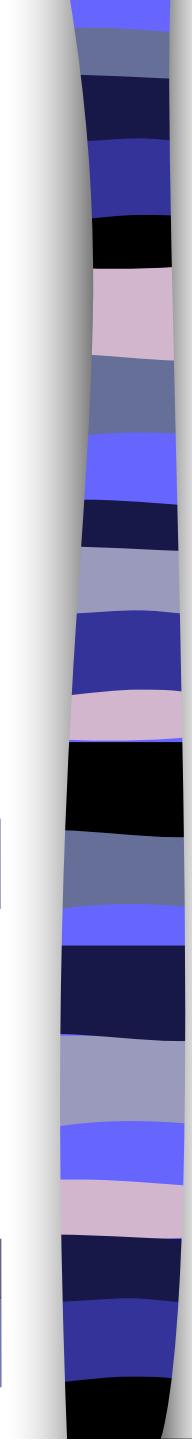
Challenges

- More isolated
- More risks and responsibility
- More non-massage work required

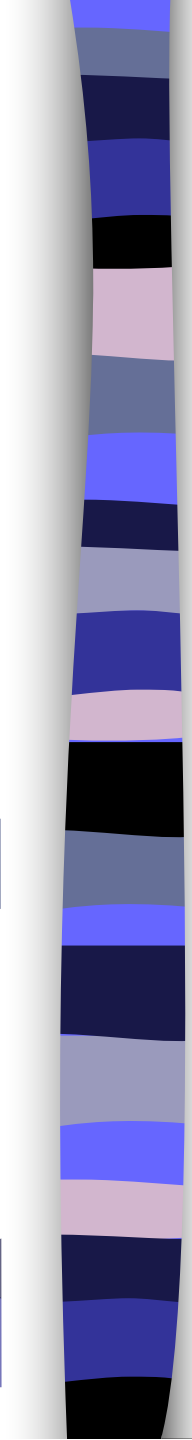


What is the purpose of your life?

Why do you want to be a
massage therapist?



What priorities do you have for
developing your career?



Goal Setting

Purpose: General direction, theme, ongoing process, never ends. Also known as “**Mission statement**”.

Priorities: Areas of general concern. Realms of value.

Goals:

Specific

Measurable

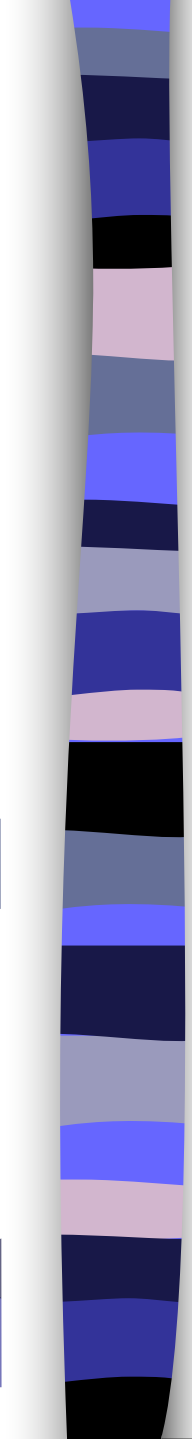
Attainable

Realistic

Time-lined

Enthusiastic

Rewarding



Goal Setting Techniques

State goals in the positive tense.

Personalize your goals.

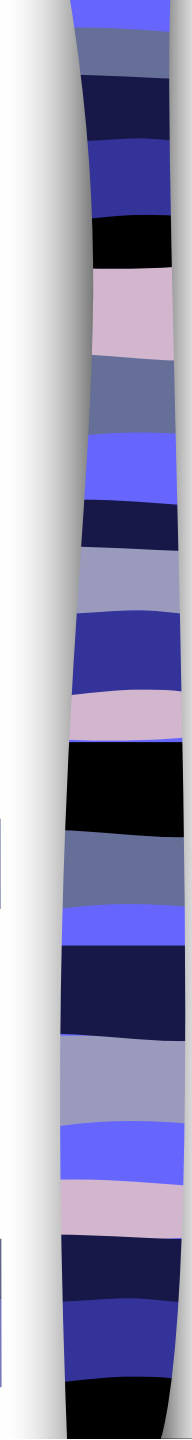
Make your goals realistic.

Do not use these terms:

try will not never should want

Include deadline dates.

Have fun!



Sample Purpose, Priorities & Goals

Purpose: I am a successful massage therapist

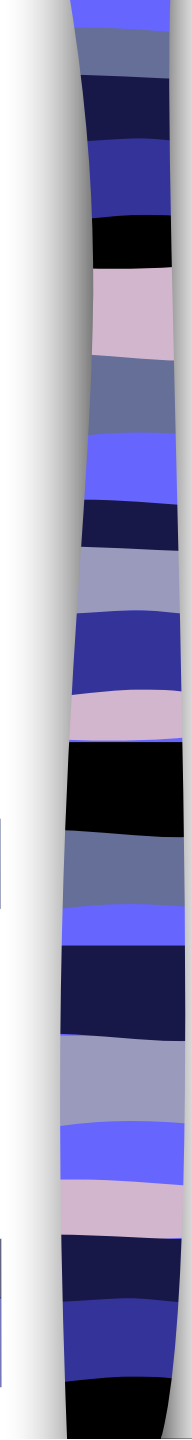
- **Priority:** I continually expand my knowledge and skills

Year 1

- Goal 1- Complete my 500-hour training by October 1, 2021
- Goal 2- Take and pass the licensing exam by July 7, 2021

Year 5

- Goal 1- Take a new continuing education course every 3-6 months
- Goal 2- Read one professional journal each month



Outline Format Example

Purpose: *My career is an expression of who I am.*

Priority 1: *I continually expand my knowledge and skills.*

Priority 1 Goals:

Each month I meet with colleagues to share business experiences.

I read at least two business magazines each month.

I take a public speaking course before my second year in business.

Priority 2: *My work environment is professional and nurturing.*

Priority 2 Goals:

I paint my office by July 1.

Have a wonderful music system in my office by August 15.

I clean my office every week.

Priority 3: *My career provides me with the income I desire.*

Priority 3 Goals:

I earn at least \$40,000 this year.

I take a three-week vacation this winter.

I increase my client retention rate by at least 20 percent.

9b Purpose, Priorities, and Goals assignment

B: 5-8 in your packet. Due 30 minutes before the end of class.

- Write a purpose statement for your business. This is a statement of what you will focus your practice on. It is essentially your mission statement. It may also be something you might share with potential and actual clients. Make it something easy to remember so when you are asked by a potential client, you can have something to tell them with confidence.
- For the Priorities & Goals worksheet:
 1. Include at least 5 priorities and 3 goals for each priority. (After 5 type your name in blank and submit)
 2. This will be done for the first year of your practice.
 3. Follow the model described in BM pp. 19-28.
 4. Make the priorities and goals particularly for your massage business.
- Include at least one priority on the following:
 1. Financial success
 2. Becoming a better therapist
 3. Maintaining your health and energy levels

For each area of priority, come up with 3 specific goals.

- Make your goals specific with deadline dates wherever possible. Goals need to be something that, at the end of the given time period you can say either "I did that" or "I didn't!"
- If you wonder whether what you've written as a goal is truly a goal as we are defining it for this assignment, check it in light of the anagram **S.M.A.R.T.E.R.** (BM p. 15). Is it **Specific, Measurable, Attainable, Realistic, Time-lined, Enthusiastic and Rewarding?**

Example: Purpose, 1 Priority, and 3 Goals for a one year plan:

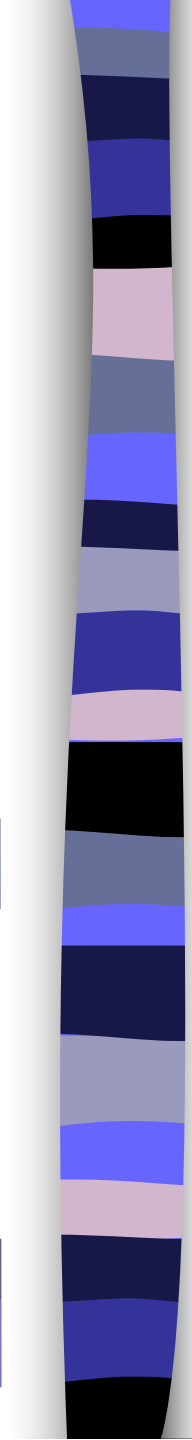
Purpose: I make the world a better place through Massage Therapy.

Priority: I continue to expand my knowledge and skills.

Goal: I subscribe to and read each issue of Massage Magazine and Massage Therapy Journal within a month of receiving them.

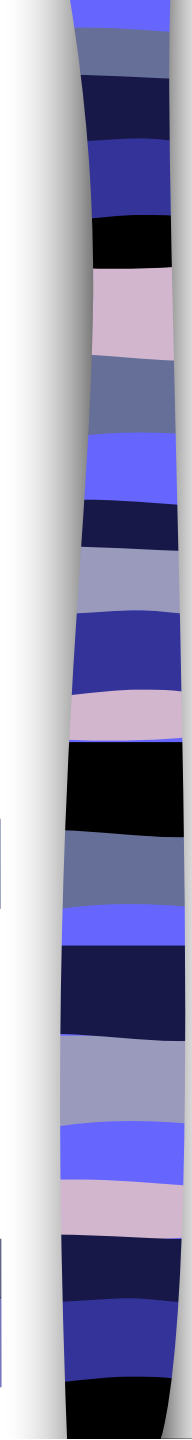
Goal: I take at least one continuing education course every year.

Goal: I receive one session at least every two months from someone with 10 or more years experience.



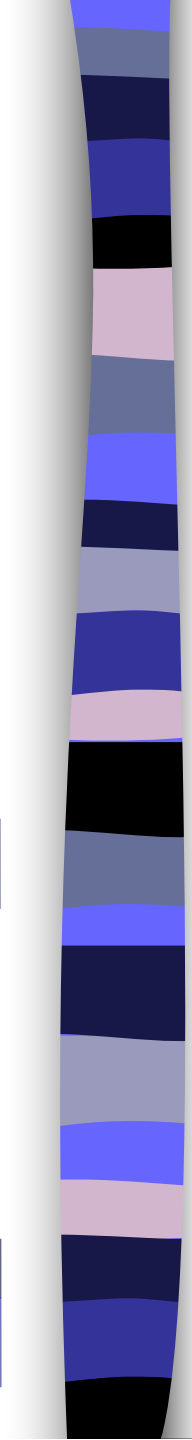
Time Management and Planning

- On-line Calendar (phone app, stand-alone electronic calendar)
- Scheduling Services (website plug-ins; needs to be accessible)
- "Old school" calendar book/day planner



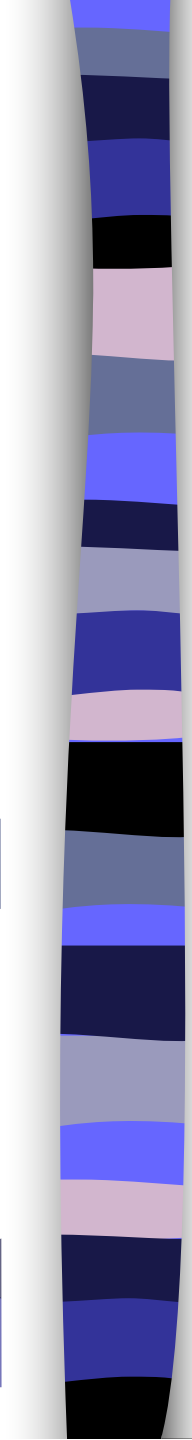
Time Management

- Pare to 80/20 Rule
- Prioritize!
- Don't procrastinate
- Avoid interruptions (but take breaks)
- Distinguish what's vital from what's urgent
- Don't take on too much!



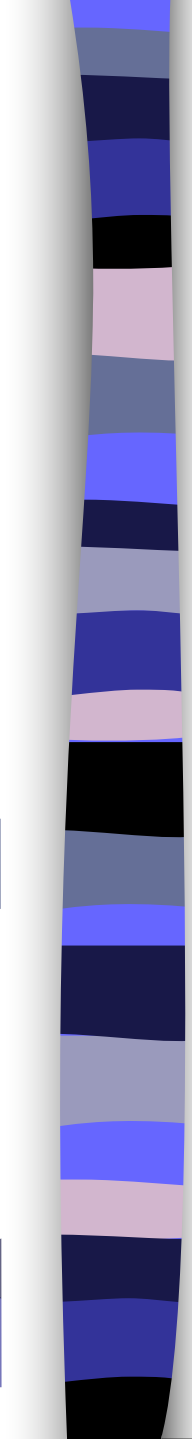
Driving Forces- Desires

- For meaningful work that makes you healthy and happy
- To help others
- Work that empowers your body, mind and spirit
- For a skill you can use to support yourself anywhere in the world
- For a skill that ultimately allows you to be happily and gainfully self-employed



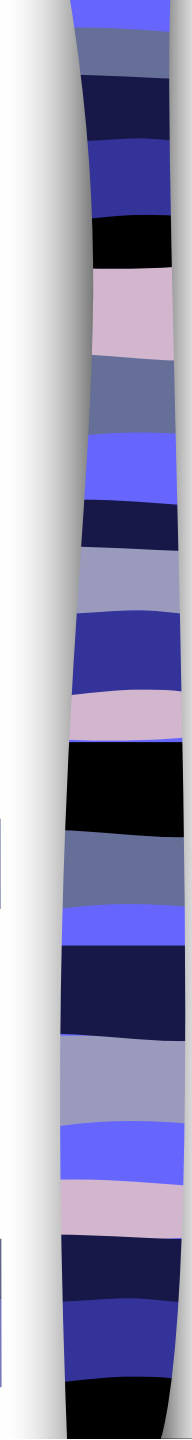
Restraining Forces

- Natural Aversion to What You Don't Like
- Passivity
- Negative Predictions
- Mismanaged Anger



Legal requirements to practice massage in Texas

- Complete 500-hour course mandated by the Texas Department of Licensing and Regulation (TDLR).
- Pass the MBLEx- \$265.
- Read the Massage Therapy Act, pass the TX Massage Therapy Jurisprudence Exam- \$34.
- Submit a massage therapist license application -\$100, complete with required documents. Submit additional documents if you have criminal convictions.
- Get fingerprinted -\$38.



Let's do the Math

MBLEx \$265+

Jurisprudence \$34+

Fingerprinting \$36+

Massage Therapist License \$100

Total Cost= \$435

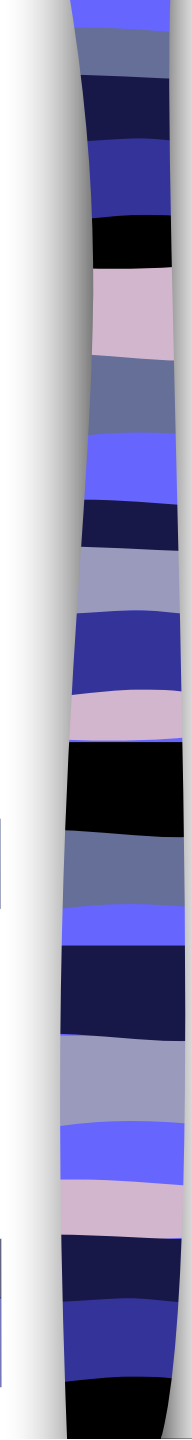
6 Month Program

$\$435/6 = \72.50 a Month

12 Month Program

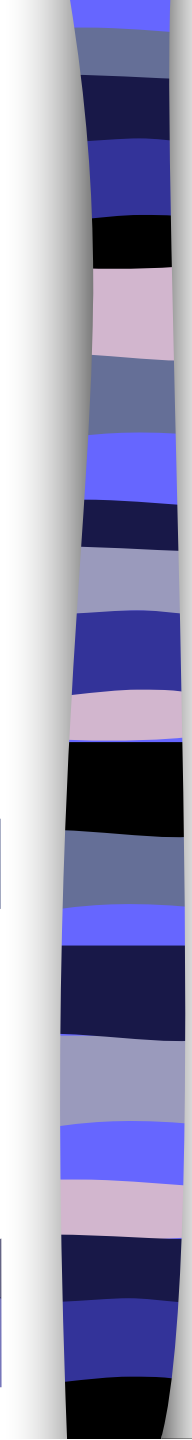
$\$435/12 = \36.25 a Month

It is highly recommended that you begin saving as soon as possible. Try to not let funds get in your way of getting your license and ability to earn money as a LMT!



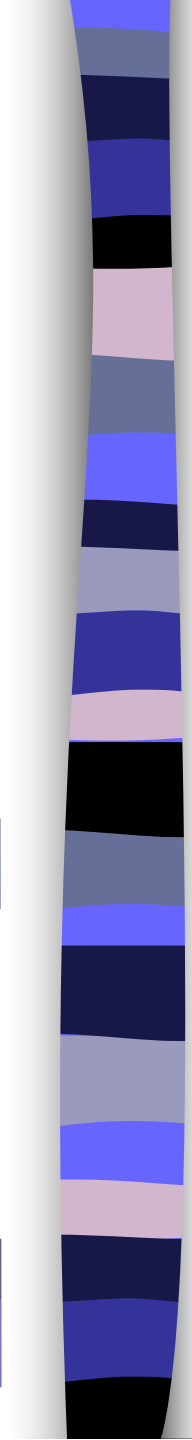
MBLEx – Licensing Exam

- Massage & Bodywork Licensing Exam (MBLEx= \$265), recognized by 45 states. More info is on page A: 39-40 in your Student Packet.
- ABMP Exam Coach is a required on-line resource that you are already signed-up for as a TLC student. Please refer to page A-74 in your Student Packet for more information. You will receive your insurance packet during class 19.
- Consider taking the TX Jurisprudence exam soon after class 37b- you can! So why wait and have to study the material again? \$34.



Other Requirements and Options

- LMT License Renewal every 2 years (\$75)
- Minimum of 12 CE hours every 2 years (plus required Human Trafficking Prevention Training)
- Liability Insurance (not required **but important**)
- Advanced Certifications -trademarked- Zero Balancing, Trager, Feldenkrais, Rolfing, Aston Patterning, etc.
- Non-trademarked – depends on training and self-estimation – sports massage, shiatsu, deep tissue, deep massage, structural bodywork, orthopedic massage, oncology massage, manual lymph drainage, pregnancy massage, cranial work, etc. (Often certification for these, if offered, is helpful but is not legally required.)
- Board Certification – education from NCBTMB approved school, state licensure, passing NCBTMB Board Certification Exam. Costs: \$250 Application & Exam Fee, \$25 Background Check Fee, \$75 Portfolio Review Fee (if not graduating from NCBTMB approved school – fyi - TLC *is* a NCBTMB approved school)



Next Business Classes

36b Professional Ethics

- Assignment due before class: 36b State Law Review Questions

37b State Massage Law and Find a Job

- No assignments

41b Get a Job

- Assignment done in class: 41b Resume
- Assignment to start: 45b Typed Cover Letter

45b Self-Employment and Marketing

- Assignment due before class: 45b Typed Cover Letter
- Assignment done in class: 45b Target Market Analysis

50b Marketing

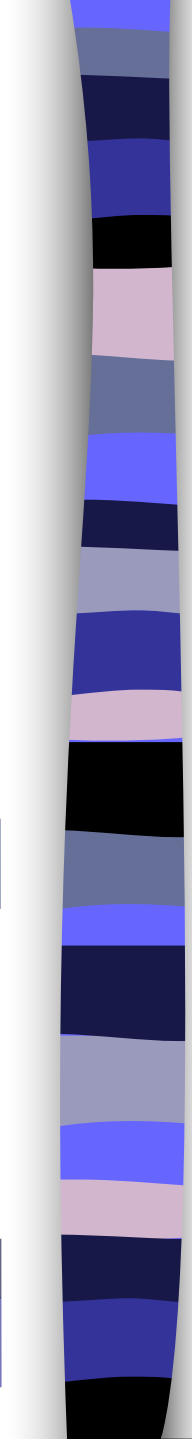
- Assignment done in class: Strategies and Tactics

64b Taxes and Bookkeeping

- Assignment due before class: 64b Executive Summary sections 1-3
- Assignment done in class: 64b Cash Flow Forecast, Executive Summary section 4

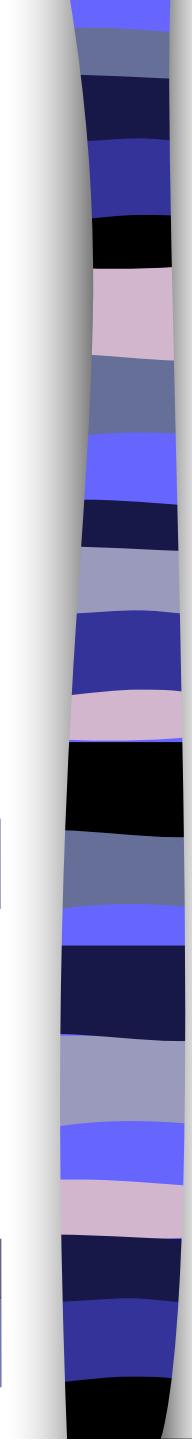
65b Meet the Employers

- No assignments



“There are moments when things go well and one feels encouraged. There are difficult moments and one feels overwhelmed. But it’s senseless to speak of optimism or pessimism. The only important thing is to know that if one works well in a potato field, the potatoes will grow -- that’s reality. The rest is smoke. It’s important to know that words don’t move mountains. Work, exacting work, moves mountains.”

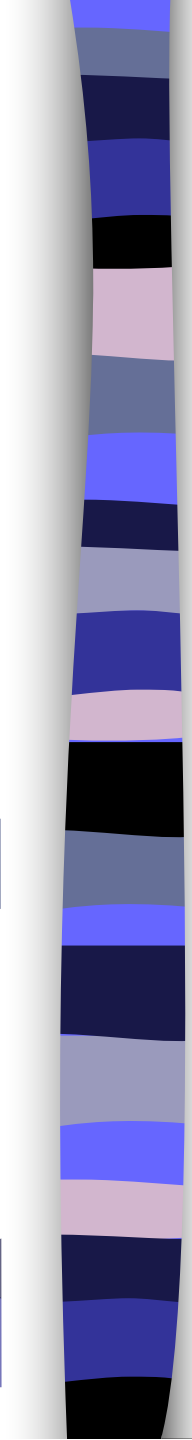
- *Danilo Dolci*



“Every one of us is called upon, probably many times, to start a new life.

A frightening diagnosis, a marriage, a move, loss of a job or a limb or a loved one, a graduation, bringing a new baby home: it’s impossible to think at first how this all will be possible. Eventually what moves it all forward is the subterranean ebb and flow of being alive among the living.”

*From **High Tide in Tucson** by Barbara Kingsolver*



9b Business: Introduction