45b Business: Target Marketing & Self-Employment

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Class Outline

15 minutes	Break
5 minutes	Attendance, Breath of Arrival, and Reminders
50 minutes	Lecture on self-employment and marketing, target markets, demographics and psychographics, research and analyzing
15 minutes	Break
50 minutes	45b Target Market Analysis assignment
15 minutes	Break
50 minutes	Lecture on working environments, full or part-time employee, self-employed, private practice, work settings
10 minutes	Discussion, clean- up, closing circle
3.5 hours	Total

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Class Reminders

Assignments:

- 45b Cover Letter and Resume assignment – **DUE NOW!!**
- 53a Internship Review Questions - due before class starts
- 55a Review Questions – due before class starts

Quizzes and Exams:

- 46a Exam – See your syllabus for the packet material to be studied for this exam
- 51b Kinesiology Quiz
  (brachialis, brachioradialis, flexor digitorum superficialis, and extensor digitorum)

Practical Work:

- 56a and 56b – Internship Orientation and Mock Internship – ***dress like an Intern***

Preparation for upcoming classes:

- 45b Business: Self-Employment and Marketing
- 46b Chair Massage: Technique Review and Practice
- 47b, 48b, 49b Pregnancy Message: **These classes cannot be made up in the make-up room.** To schedule a sit-in, please contact the Student Administrator.

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.

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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 they think "massage therapist." If they are a member of your target group, it may assist in putting you into their "number 1 or 2" LMT position.
- Remember that "Word of Mouth" is one of the best sources for referrals!

Target Markets

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!

So cultivate one or two major target markets and couple of minor ones.

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.

Who are they? Let's discuss…

- How would you describe the people who use the kind of services you want to provide?
- What types of people do you want to reach?
- Which groups do you most relate to or already have clients in?
- What types of services would be most fulfilling for you to offer?
- What qualities do you want your services to exclude?
- What problems, conditions, and issues do you want to address in your work?
- What type of environment do you want to work in?
- Given your responses, who would be most easily attracted to working with you?

Who are they? Let's discuss…

- Who are your dream clients?

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

Demographics

Demographics (categorical statistics) – age, income, occupation, gender, geographic location, education level, marital/family status

Consider the needs and benefits for:

- Pregnant clients
- Infants, teens, seniors
- Athletes, people with desk jobs
- Entrepreneurs, Wellness providers
- People involved in personal growth, etc

Psychographics

Psychographics (lifestyle factors) – 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.

www.city-data.com

Wikipedia

Google

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

Consider the following while analyzing:

- 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?

Consider the following while analyzing:

- 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!).

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 massage? Are they easily accessible? Where can I find members of this market?

Target Market Analysis

- Group title
- Demographics
- Psychographics
- Features your practice provides
- Benefits of your practice
- Places to find them – where they shop, socialize, on-line groups
- Publications they may read – local newsletters in print or on-line
- Groups they belong to – support groups, civic organizations, professional associations, social clubs

Target Market Analysis

- Special events and important dates for them: race days, seasonal stresses, certain holidays
- Other companies and wellness providers who service them
- Trends most likely to affect this market
- Where they look for help – on-line resources, friends, organizations
- Needs not being met by traditional services and products
- Target's philosophical beliefs about wellness
- " perceived value of your services
- Primary reason target would use your services
- Average number of anticipated sessions per year
- Session intervals

45b Target Market Analysis Assignment B:11-14

45b Target Market Analysis and Strategies and Tactics assignment –
due before the end of class 50b. It will be worked on during class 50b, as well as today.

- Define your future client base that you want to have.
- Be as narrow and specific as possible so as to help you clarify the needs of that market and plan to meet those needs.
- Example, instead of "Athletes" choose "College Baseball Players" or "Weekend Marathon Runners".
- Start by completing a target market analysis by answering each question on BM p. 364 in depth.
- Etc.

Self-Employment

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 space/lease, marketing, bookkeeping, laundry, etc)?

Self-Employment

- 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?

Private Practice Considerations

The Advantages:

- More control over your time, environment, and the 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!

Self-Employment Settings

Private Practice

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

Self-Employment Settings

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!

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

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
(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

- 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?
- 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)

- 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

- 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 Center/Health Club

- 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 your 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
- License?

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

Group Practice

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

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 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 an 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 and 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.

Licensure, Renewal, and Insurance

Initial License

- MBLEx $265
- Jurisprudence $34
- Fingerprinting $39 (one time. After you apply for your license, you will receive an email from TDLR to schedule. Do not go before that email.) https://www.tdlr.texas.gov/mas/fingerprinting-current.htm
- Massage Therapy License $100
- Student to Graduate Liability Insurance: 1 year discount $89. Possible to get it for $75. Check with ABMP and AMTA!

Total cost = $438 plus $89 insurance = $527

Renewal

- License $75 every 2 years.
- 12 CEU every 2 years. $0-300 for all 12. Average $150.
- HHS requires Health Care Practitioners to take an approved Human Trafficking Course- more info and links at **https://www.tdlr.texas.gov/mas/renew-therapist.htm** (can be done for free)
- Liability Insurance:
  - ABMP $199-229/yr or $20/m **https://www.abmp.com/**
  - AMTA $235/yr or $20/m **https://www.amtamassage.org/join/**

Renewal Year: $229 insurance + $75 license + CEU's $75 = $379

Non-renewal Year: $229 insurance + CEU's $75 = $304

Upcoming Business Classes

- 50b: Marketing
  - **Assignment- Marketing strategies and tactics done in class. B: 15-18.**
  - Website
- 64b: Taxes and Bookkeeping
  - **Homework due at start of class: Executive Summary, sections 1-3 (completed in classmarker; part 4 completed in class). B: 19-24.**
  - Setting Fees
  - Bookkeeping/Record-Keeping
  - Taxes
  - Cash Flow forecasting
- 65b: Meet the Employers
  - Consider bringing business card, resume or dress for hire!

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