

Different Strokes

ABMP's Member Newsletter

July/August 2015

WHY WORD-OF-MOUTH ADVERTISING WORKS



Free

SOAP Notes see page 3

The future of *massage test prep* is here. see page 5 ►

Growing Your Client List Through Referrals

New clients find you in a variety of ways. We know Facebook and other social media sites offer one path for consumers to discover you and your practice. Your website and other online options—like the Find a Therapist referral tool at ABMP's consumer site, Massagetherapy.com—are also important paths you must build and nurture.

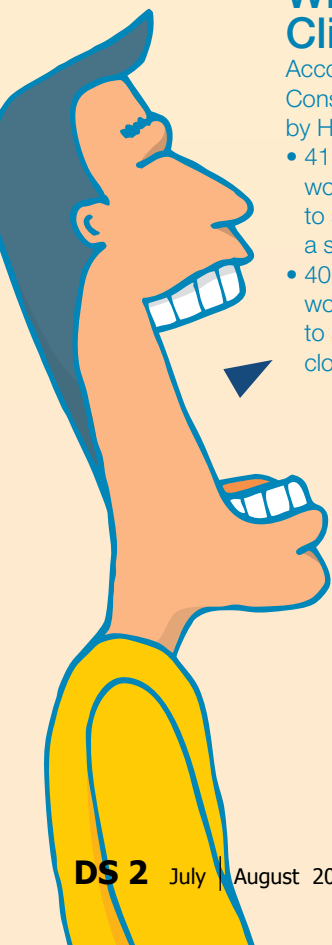
But, the best and historically most successful marketing efforts for massage therapists and bodyworkers come with little effort at all. In fact, in most cases, it doesn't cost a dime.

Word-of-mouth advertising is the best advertising you can get. Why? Because when a trusted source tells me that Mary Smith is the best massage therapist in town and that her skills might help alleviate that pain in my shoulder, I listen. Any hesitations I may have about massage, any barriers I think exist, are easily knocked down by the recommendation from this one trusted source.

Who Do Clients Trust?

According to an ABMP 2015 Consumer Survey conducted by Harstad Strategic Research:

- 41% of massage consumers would give a lot of importance to a recommendation from a sibling.
- 40% of massage consumers would give a lot of importance to a recommendation from a close friend.



So, how can you inspire your current clients to help you build your practice?

Create your own friends-and-family networks: Think of the clients you saw today. Each of those people has a circle of family and friends who trust them and will listen to their recommendations. If you can get a referral from even a fraction of the people you see regularly, you've built a healthy second tier of clients.

ACTION: Client education is key to developing a network such as this. Your number one client education tool is *Body Sense* magazine (www.abmp.com/bodysense), a digital consumer publication highlighting the benefits of therapeutic touch. You should already be emailing this quarterly publication to your clients to reinforce the message of massage; now ask them to forward the publication to the circles they know.

Encourage referrals through rewards:

Create a program that honors your clients' efforts to bring people in your door. A great add-on for their next service, a nice discount, a free product of worth—these are all ways to reward current clients who help sing your praises.

ACTION: Design referral cards you can send home with your clients. Leave a spot to put the client's name to be able to credit the referral, as well as all your contact information. In addition to offering a thank-you to current clients, the referral card might also offer a small discount or a free mini product for the new client that books as a result of that referral.

Referrals Require Literal and Virtual Business Cards

Literal Business Cards: ABMP members get up to a 20 percent discount from Vistaprint on business cards. Find this discount and more at www.abmp.com/members/account_discounts_for_members.php.

Virtual Business Cards: Your business website is an important extension of the card you keep in your wallet. This is the business card prospective clients can access at any time, so make sure it has all the contact information they'll ever need. Build your free website at www.abmp.com/members/siteWB.php.



EveryBody Deserves a Massage Week

Giving back to the community in which your business is built is not only an act of goodwill and compassion, it's a sound business practice, too.

Participating in EveryBody Deserves a Massage Week (EBDMW)—July 12–18—is one way to impact your community and make a difference, all while creating awareness for you and your practice. And there's still time to participate in this year's event.

- Plan your massage week awareness campaign (treat first responders to chair massage, collect canned goods from clients, offer a great discount on a new service, etc.).
- Print your customizable EBDMW marketing materials at www.abmp.com/massage-week.
- Then, share the details of your event with us (differentstrokes@abmp.com). We would love to hear about your success, and your story might just be featured in an upcoming issue of *Different Strokes*!



ABMP BizFit Tip

We all want to perform at the top of our game. Massage therapists and bodyworkers need to do so for their clients, who come ready for an hour of relaxation, pain relief, or self-care. **If you're having a bad day, it simply can't be a part of the client's experience.** Remind yourself that even though the next session might be one of many for you, it's potentially the client's only opportunity to de-stress and something she's been looking forward to for weeks. Make sure you deliver. Some tips to get you there: eat healthy snacks throughout the day to maintain your energy, get grounded between clients, and lift your mood with some essential oils.

Free SOAP Notes from MassageBook

Now, through our new partnership with **MassageBook**, you can have access to an online appointment scheduler, client email reminders, electronic SOAP notes and intake forms, and client tracking software—all tools that can make your practice run more efficiently and profitably.

All ABMP members receive an enhanced free account with MassageBook that offers these great tools:

- **Enhanced SOAP notes**—Create them quickly and easily, then save the session information for the next time the client comes in.
- **Online appointment scheduler**—Don't let clients slip away. Online scheduling brings immediacy to your appointment book.
- **Facebook integration**—Let your clients book appointments with you from your Facebook page.
- **Everything else that's included with a MassageBook free account**—You can use as much or as little of your account as you want; choose the options that work best for you!

**Sign up for your free account at
massagebook.com/abmp**

SOAP Notes



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By Jean Robinson

2015 Legislation Addresses Massage Regulation

So far, it's been a busy year for massage legislation and regulation. As several state legislative sessions wrap up for the year, let's take a look at a few noteworthy bills.

Arkansas Senate Bill 145 was signed into law. It abolishes the Arkansas State Board of Massage Therapy and transfers all the board's powers, duties, and functions, including rulemaking, licensing, and adjudications, to the Arkansas State Board of Health. The main provisions of the law go into effect October 1, 2015. While it is uncommon for a board to dissolve, this is an administrative transfer and most therapists should not notice any change in how their licenses are handled.

South Dakota House Bill 1102 passed. It addresses issues the state's Board of Massage Therapy determined were barriers to licensure (for otherwise qualified applicants) that did not compromise public safety. The new law amends the state's massage therapist licensing statute by removing the high school graduation requirement for licensure. The bill also clarifies that the massage board has authority to grant a massage therapist license to an applicant even though he or she "has been convicted of, or pled guilty to, a felony, any crime involving or relating to the practice of massage, or any crime involving dishonesty or moral turpitude," if the board determines that "the plea or conviction is of a nature or is sufficiently remote in time that the applicant does not constitute a risk to public safety."

Oregon Senate Bill 298 proposes to increase entry-level education requirements for licensure from 500 hours to 625 hours—recommended by the Entry-Level Analysis Project (ELAP). Other states are in the early stages of drafting similar bills to reflect the ELAP recommendation as well. ABMP is supportive but determined to include language in legislative proposals that will ensure all licensees in good standing, active and inactive, are considered qualified and will remain licensed without having to obtain additional training. We are also advocating for states to adopt progressive endorsement application processes to ensure portability.

NCBMBT Proposes Licensing Massage Establishments

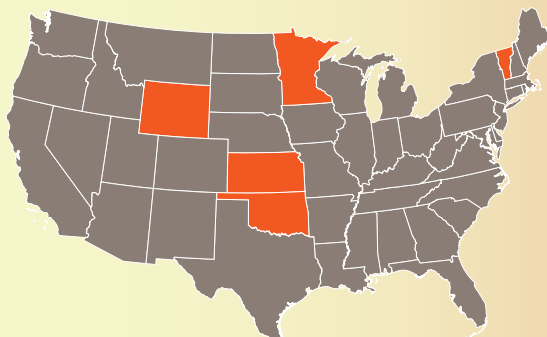
In addition to legislation, ABMP also monitors the actions of state massage therapy boards. Several boards are currently reviewing regulations and drafting new ones.

The **North Carolina Board of Massage and Bodywork Therapy (NCBMBT)** received public comments in May regarding its proposed regulations to begin licensing massage establishments. ABMP is generally opposed to state regulatory boards attempting to regulate businesses. In our experience, business regulation is best left to local jurisdictions. The stated purpose of the NCBMBT proposal to regulate establishments is to combat human trafficking; however, since regulatory boards are not law-enforcement agencies, there is not much they can do about human trafficking.

Meanwhile, most local jurisdictions already have requirements for businesses in North Carolina. What the NCBMBT is proposing would cause many businesses to be **double regulated** by both city and state since there is nothing in the state law that prevents local jurisdictions from requiring a local license. This creates double the fees and double the regulation, but for what purpose? Penalizing legitimate businesses further by requiring another state license is unfair and burdensome. ABMP will continue to oppose such proposals.

Jean Robinson is ABMP's director of government relations. Contact her at jean@abmp.com.

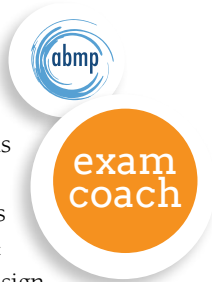
In 2015, bills creating new state regulatory programs for massage therapists were introduced, and failed, in all five states that still don't have state requirements for massage therapists (**Kansas, Minnesota, Oklahoma, Vermont, and Wyoming**).



The future of *massage test prep* is here.

Welcome our newest addition to the ABMP family: **ABMP Exam Coach.**

This exciting new program is an interactive, web-based test prep designed to help students pass the MBLEx, or other state licensing exams. Students can sign up for a six-month subscription as they complete their schooling and prepare for their licensing exams.



Study for the exam using flash cards, terminology with pronunciations, randomized quizzes covering all subject areas, and practice exams that mimic the MBLEx test-taking experience.

As an ABMP Exam Coach subscriber, students will also receive the best price in the field for their first year of professional ABMP membership once they start practicing.

ABMP Exam Coach will let you:

- Study on any device.
- Prepare you for your exam with unlimited quizzes and flash cards.
- Take four simulated MBLEx tests.
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Try a demo of ABMP Exam Coach today:

www.abmp.com/examcoach

Member Benefits

Ready to take a **vacation**?



Need a new massage table or **chair**?



Searching for a new **computer**?

Or, does Fido need **health care**?



Did you know that as a member of ABMP, you have access to more than 50 discounts on everything from pet insurance to hotel stays to products and supplies you use in your practice every day?

Log in to www.abmp.com and scroll down to "Discounts" to see the variety of money-saving options we've pooled for you. Use a few of these great discounts each year and your ABMP membership pays for itself. Log on today!

Tell a Friend Earn a \$20 Credit



When you encourage a friend to join ABMP, or our other associations for skin, hair, and nail professionals, we'll thank you with a \$20 referral credit. How? For each new professional who joins us at any level above Student, and lets us know you recommended us, we'll give you a \$20 credit that will be applied toward your next ABMP membership renewal. Just be sure to let your friends know your ABMP ID number so they can provide it to us when they join. Learn more about all our associations at www.associated-professionals.com.



By Brandon Twyford

The Bodybuilding Bodyworker

How one MT used her passion for fitness to grow her business

The birth of Rachel Scutt's career in massage was serendipitous. After five years as a stay-at-home mom, the Grand Junction, Colorado, resident decided it was time to go back to school to finish her architecture degree, though she wasn't so sure architecture was what she still wanted to do. On the day she was to meet with her college advisor to discuss her career options, the advisor had to cancel. What do you do when your best-laid plans go awry? Get a massage, of course!

That massage—Scutt's first—was life-changing. She found herself overwhelmed with emotion and knew massage was what she wanted to do. She was living in New Mexico at the time and visited Albuquerque's Universal Therapeutic Massage Institute the next day. "Once I started school, I was hooked," Scutt says. "I became fascinated by the human body."

When she and her family moved to Colorado, they were inspired to become healthier. Scutt began working out several times a week, but in her first six months of training, she didn't see much change in her body. A friend, who was a trainer at the gym, suggested she sign up for a bodybuilding competition as motivation to reach her fitness goals, but she was hesitant. "Me, on stage? No way, I thought." Her friend kept pushing and eventually Scutt decided to give it a go. She began her new training and saw her body transform from 28.9 percent body fat and 165 pounds to 14 percent body fat and 140 pounds. "I was hooked again," she says.

She found that her two disciplines, bodybuilding and massage, complement each other. "In my own strengthening, I found my sense of touch transforming. I had more strength to get through each session, and



"I hope to inspire many with my view on the sport and my passion for the body."

—Rachel Scutt

my energy and mental connection to my clients was stronger than ever." And the synergy went both ways: "The knowledge I gained through massage and healing touch has helped me in bodybuilding. I am very attuned to my body mechanics in every lift, and I have a better connection to the muscles I'm working."

Getting involved in the local fitness community helped Scutt bridge her two life passions and grow her massage practice. "Last year, a bodybuilding competition came to the Grand Junction area, and that was my ticket to get on board." She competed in the show, and this year she will have a booth and present an award. "I will also donate gift certificates to the winners, which was a huge hit last year." Since combining her two worlds, Scutt's massage practice has thrived: when she opened her practice, she had about 16 clients per week; today, she averages 20–30 clients per week; 90 percent are athletes.

Her advice to new massage therapists: "Keep yourself strong through fitness so you can continue to be strong for your clients." She adds, "Truly believe with your whole heart that when you keep your passion strong, supported by a strong foundation of confidence and knowledge, you will reach a level of success that will amaze you."

Scutt's plans for the near future include finishing her degree—in exercise science. She also hopes to compete in more bodybuilding shows, eventually on the national level, and is currently writing a book about her journey through bodywork and bodybuilding. "I hope to inspire many with my view on the sport and my passion for the body."

Brandon Twyford is assistant editor at ABMP.



Rachel Scutt works on a client's body (above) and her own body (right). See more about Scutt's work at mindandmusclemedicine.abmp.com.

Discounts For ABMP Members

To access the websites of discount providers, **log in to www.abmp.com** and scroll down to “Discounts for Members.”

Bodyworkmall. Get a 10% discount on all the products you need for your practice. **ABMP Certified members receive a 20% discount.**

Dental Benefits Max. Save up to 40% on dental care. Get a 30-day free trial.

Liberty Mutual. Discounted home and auto insurance.

I-surance. Discounts on dental, vision, life, disability, and travel insurance.

 **massagebook.com**

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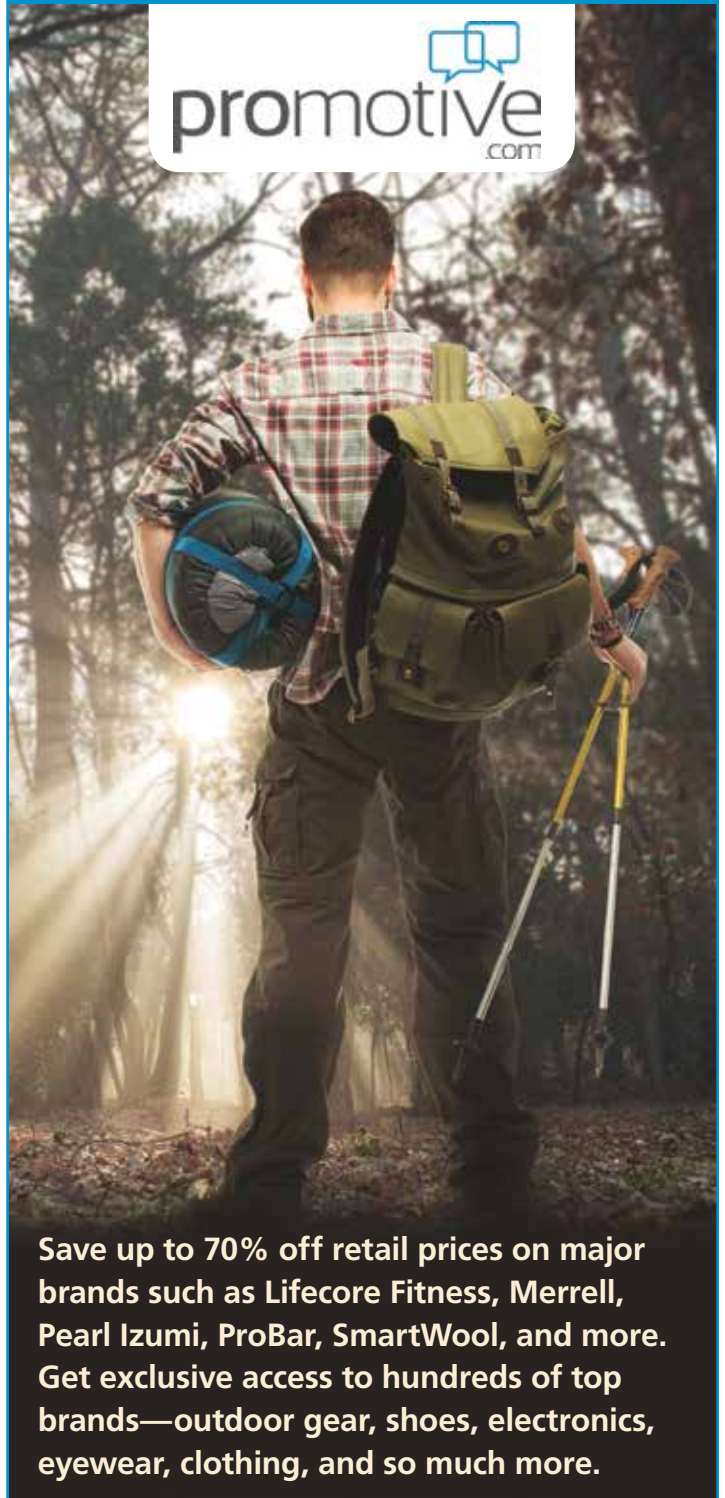
True Goods. Nontoxic products for you, your practice, and your clients. ABMP members receive a 10% discount.


Verizon. Various discounts on devices and service.



Find these
and more at
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Featured Benefit

A photograph of a hiker from behind, walking away on a forest path. The hiker is wearing a plaid shirt, dark pants, and a large green backpack. They are holding yellow trekking poles. Sunlight filters through the trees, creating a hazy, atmospheric effect.

 **promotive.com**

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